

Fundraising and Communications Officer Role Description

Reporting to:	CEO
Job Purpose:	To support the Head of Fundraising and Impact across all areas of fundraising and communications. To support the charity with any other tasks as required as part of a small team.
Hours:	14 hours per week, to be worked as either full 7 hour days, or spreading the hours across the week. Regular days and hours to be agreed in advance.
Salary:	£28,000 (pro-rata for 14 hours a week)
Pension:	3% employer contribution, 5% employee contribution (opt-out available).
Contract:	1 year fixed term contract. With a view to making it permanent if resources allow.
Base:	The role will be home-based and require your own computer. Occasional travel may be required for meetings, expenses will be paid in accordance with our Expenses Policy. Our staff are based in Sussex, but you can be anywhere in the UK. You must have the right to work in the UK.

Raising Futures Kenya is an award-winning small UK charity, working closely alongside a wonderful partner NGO in Kenya to deliver a hugely successful vocational training and business skills programme called Seed of Hope.

Since 2002 Seed of Hope has supported over 4,000 disadvantaged young people aged 14-25 in Kenya with the opportunity to learn a skilled trade, computer skills and business skills. Many of these young people are unable to finish their formal education as they are experiencing poverty, so our courses are completely free, to ensure no-one is excluded from the opportunity to learn.

Our free training courses also address any of the barriers which may stop a young person from being able to learn. We offer the Seed of Hope students in Kenya;

- **free lunches** everyday, you can't learn when you're hungry.
- **menstrual hygiene packs** to ensure girls don't miss lessons because they can't afford sanitary pads.
- **childcare vouchers** to ensure young mothers can learn.
- **Life skills lessons** addressing sexual and reproductive health, gender based violence, knowing and asserting your rights, advocating for gender equality etc.
- and perhaps most importantly, **counselling and mental health support**. Many young students are coping with the most unimaginable trauma and mental health conditions.

We're here to support young people with whatever they need in order for them to achieve their best in their training course and to go on to secure a job, or start a small business.

We are looking for a talented storyteller and writer to join our small team in the UK and create exceptional content. You'll support with crafting engaging funding applications, which stand out from the crowd and capture the funders hearts. You'll create bright and positive social media and blog posts to share the uplifting stories of students and graduates from Seed of Hope and grow our online supporter base, in turn increasing our donors.

We don't mind if you don't have charity experience, we're willing to train you and show you what we do. We are looking for someone who can write excellent content and showcase what we do.

To apply

Please take a look at the role description and person specification below and if this seems like a perfect fit for you, please send us your CV, or download of your LinkedIn profile, along with a cover letter (max 2 pages) telling us why you'd be the best person for the job to Kirsty Erridge, CEO at kirsty@raisingfutureskenya.org.uk by **Wednesday 17th April 9am.**

We believe in a fair recruitment process

We won't bring the closing date forward, so you can plan when you have time to apply. We'll notify everyone who applies of the result of their application. We'll share interview questions in advance, so you can prepare. We share the exact pay we can afford, not a scale, so you don't have to start your role with a negotiation.

Role Description

To include, but not limited to;

1. Grant Fundraising

- a. Prospect research
 - i. Updating application details for funders on our current application cycle, including application deadlines, funding priorities and contact details.
 - ii. Researching new prospects to add to the application cycle, including US and overseas funders, and corporate foundations.
- b. Application writing for grants £5,000 and under.
 - i. Writing applications for grants £5,000 and under, using our templates but tailoring the applications to each funder's criteria and funding preference.
 - ii. Packaging up elements of Seed of Hope, including drafting budgets for those elements, to suit smaller funders.
- c. Grant reporting
 - i. Updating the template for grant reporting at least quarterly with new impact data, photos and student impact stories.
 - ii. Creating bespoke reports for funders who have supported certain elements of Seed of Hope.

2. Donor Management and Administration

- a. Reconciling our monthly regular donations and identifying any donations which have lapsed.
- b. Contacting lapsed donors.

- c. Regular personalised communications to current donors.
- d. Encouraging donation uplift for current donors.
- e. Recruiting new regular donors.
- f. Sending thank you emails and cards to supporters who have made a donation.
- g. Thanking fundraisers who have raised money for us.
- h. Manage GlobalGiving platform, including; timely thanking of donors, sending quarterly reports, updating project appeal pages when required and taking part in any training modules to ensure our ranking remains high.
- i. Updating our donor database, Salesforce, with accurate donor information. Adding notes about their connection to the charity, recording communications from email, post or phone communications, updating GiftAid and communication preferences, adding contact information, adding relationship connections with other donors, tagging them. We need to ensure our data is accurate and up-to-date to best support fundraising.
- j. Updating Mailchimp with communication preferences/adding new subscribers to our mailing list.
- k. Adding donation data from our various fundraising and donation platforms (CAF, JustGiving, GlobalGiving etc) into Salesforce.
- l. Submitting GiftAid claims and managing GiftAid declarations.

3. Communication

- a. Sending thank you emails and cards to supporters who have made a donation.
- b. Thanking fundraisers who have raised money for us.
- c. Creating graphics and videos/reels to use for social media and for fundraising events or campaigns (using Canva).
- d. Updating the Marketing & Comms Plan and scheduling regular posts on our social media channels (Facebook, Instagram, X and LinkedIn) via Buffer.
- e. Updating our website (Wordpress) with blog posts and news.
- f. Helping to organise the photos, videos and student stories we use for fundraising and communications, liaising with our Kenya team to ensure that we have up to date consent to use them.
- g. Updating Mailchimp with communication preferences/adding new subscribers to our mailing list.

4. Events, campaigns and appeals

- a. Supporting the planning of events, campaigns and appeals.
- b. Creating graphics required (using Canva).
- c. Supporting with donor and fundraiser communications and coordination during the event, campaigns or appeal.

5. Administration and General

- a. Supporting the Head of Fundraising and Impact with any tasks they may require you to complete.
- b. General support with administration and maintaining our shared file drive.
- c. As with all small charities, we all wear many hats so there may be times when you're asked to do something outside of this list. We'll ensure you have the training and support you need to succeed!
- d. You'll be an ambassador for Raising Futures Kenya.

Person Specification

Essential skills

- You'll be great at **storytelling** and have **excellent writing skills** to bring our projects to life in applications and in communications to our supporters.
- You'll have a **creative flair** and be able to create engaging, eye-catching graphics for our social media and reports to supporters, using the wealth of fantastic photos and brand assets we have.
- You'll maintain the **dignity and respect** of the students we work alongside in all communications you create.
- You'll be comfortable with **using budgets** for funding applications and updating them for particular grants.
- You'll be super comfortable using **word and spreadsheet applications** and cloud-based file systems (we're a paperless organisation so everything we work on is on the Google Suite online portal).

Essential values

- You'll be **compassionate** and have **empathy** for the young people and team we work alongside in Kenya.
- You'll be **competent**. We don't expect you to know everything or be good at everything. We do expect our team to ask for support and training to enable them to be the best they can be.
- You'll have an **eye for detail**. You don't rush things, you take your time to review and check things, particularly if they are being sent externally and represent the charity.
- You'll be good at **time management** and **prioritisation**. With fundraising there's always planning and preparation required. You'll need to manage your time effectively to ensure applications and reports are prepared well in advance of deadlines.
- You'll **learn from your mistakes**. We understand everyone makes mistakes, what's important is reflecting on what you've learnt from it to ensure it doesn't happen again, and asking for support if needed.
- You'll have **integrity** and **honesty**. We all work remotely and rely on our team being honest about working the hours we, as a charity, are paying them to work.
- You'll be **passionate about working for a charity** and doing the best you can to play your part in supporting young people in Kenya to become self-reliant.
- You'll be **flexible** and **adaptable**. As a small charity sometimes we all need to lean in and do things we aren't keen on for the benefit of the charity. We'll be flexible and adaptable with you so it's a two way street.
- You're a **team player**. You're conscious of the commitment and pressures of the rest of your team and do what you can to lift them up, knowing they'll do the same for you.
- You'll be a **good communicator**. Working remotely we need to be communicating well with members of our team so we know the status of work and how everyone is feeling!

Ideal skills (nice to have, not essential)

- Fundraising experience, particularly of grant fundraising.
- Prospect research experience.
- Social media experience, ideally using Buffer to schedule posts.
- Design experience, ideally using Canva for creating graphics and design elements.
- Administration experience, ideally in a charity, but any relevant experience counts.
- Database experience, ideally Salesforce.

What you can expect from us

- We aren't expecting you to start the role knowing everything. We will spend time with you giving you a full induction and training, with regular on-going support, to ensure you feel confident and happy in your role. All we ask is for your commitment to learn.
- We know it's hard to balance work and life so we want to ensure our team can get that balance right. We appreciate you might be juggling caring responsibilities or studying for example. We are happy for you to choose whether you work these hours in 2 full days or spread across the week (between Monday-Friday 9am-6pm). We'd rather you have regular days and hours as it helps our team to plan resources effectively. If there's a week you need to swap the days you work, we have a variety of options available to our team to ensure we can all get that balance right.
- You'll get 22 days holiday plus 8 days bank holiday allowance (pro-rata for part-time staff).
- You'll get 3 days a year of wellbeing leave (pro-rata for part-time staff) so you can take some time off if you aren't feeling right, or if you want to plan some self-care.
- As a small charity you'll get exposure to everything which goes into running a charity and you'll get to work alongside our amazing team in Kenya.
- You'll be part of an organisation who are actively working towards "Shifting the Power" from the UK to Kenya.
- And perhaps most importantly, you'll join a team of people who want everyone to learn, develop and be happy in their work.

www.raisingfutureskenya.org.uk

