



## **Digital Fundraising Officer**

### **Salary £25,000 per year - 37 hours per week**

The Veterans' Foundation (VF), an armed forces' charity, seeks a talented and enthusiastic Digital Fundraising Officer to work virtually with occasional travel throughout the UK.

#### **What is the VF?**

The VF is a charity passionate about supporting the vulnerable veterans and it has paid out in grants nearly £12M since inception in 2016. It operates as an independent grant-making foundation offering targeted support to a broad range of charities and charitable organisations that support those in need among serving armed forces' personnel, veterans, operationally qualified seafarers, and their immediate families.

Funded projects include those that tackle homelessness, increase employment, overcome poverty and provide welfare and medical support. It also supports initiatives that increase confidence and social integration, as well as reducing dependence on alcohol and drugs.

The VF gives priority to well-run charities and organisations in need of funds that help the target beneficiaries.

To date the majority of funds raised by the VF have come from the highly successful Veterans' Lottery (VL). However, individual and corporate donations are growing significantly and show potential for further development. We now need a member of staff to support the VF's Fundraising Manager in building a broader fundraising base, with a focus on digital means of income generation.

More information about the VF can be found at: <https://www.veteransfoundation.org.uk>.

A useful summary of the VF's work can be seen here:

<https://www.youtube.com/watch?v=3N1k2fkhi3E>

#### **About the post**

The position of Digital Fundraising Officer has been created to raise funds other than through the Veterans' Lottery (VL). The postholder will work under the direction of the VF's Fundraising Manager, working closely with the VF's external marketing partner.



## JOB DESCRIPTION

<b>Job Title:</b>	Digital Fundraising Officer
<b>Salary:</b>	£25,0000 per annum
<b>Hours:</b>	35 hours per week, Monday to Friday (Very occasional weekend work may be required)
<b>Holiday:</b>	28 days per year, plus bank holidays
<b>Accountable to:</b>	Fundraising Manager
<b>Based:</b>	Working virtually with occasional travel for training purposes, and to other locations throughout the UK to report to the Fundraising Manager, meet with other VF colleagues, and to undertake other business as required. (Reasonable notice will be given).
<b>Application Method:</b>	Email your CV, together with a covering letter to <a href="mailto:sarah.elliott@veteransfoundation.org.uk">sarah.elliott@veteransfoundation.org.uk</a>
<b>Closing Date:</b>	5pm on Friday, 25th November 2022

## PURPOSE OF ROLE

To support the Fundraising Manager in the delivery of the VF's Fundraising Strategy by;

1. Fundraising communications and campaigns to strengthen supporter engagement and maximise fundraising income through a range of digital platforms.
2. Development and maintenance of the VF Memorial Wall.
3. Assisting in other funding activities of the VF.

## PRINCIPAL DUTIES

The main duties of the Digital Fundraising Officer are:

- To work with our external marketing partner to create, optimise and schedule appealing social media fundraising content on digital platforms for a wide range of stakeholders
- To build a good working relationship with our external marketing partner to ensure VL and VF's fundraising schedules are complementary



- To work with the VF Fundraising Manager and our external marketing partner to monitor and evaluate fundraising activities in order to assess value and inform future planning
- To research, populate and market the VF Memorial Wall, whilst closely managing the relationship of all subscribers
- To devise, develop and deliver online fundraising initiatives
- To support and grow legacies through online activity
- To rationalise and run the VF's online donation payment systems
- To manage relationships with donors ensuring a positive donor journey
- To contribute to the VF website as required, including writing new content
- To ensure fundraisers are supported with appropriate materials, clothing, and merchandise
- Other tasks as may be required from time to time, consistent with the job role

## **PERSON SPECIFICATION**

The successful candidate will demonstrate:

- Most importantly, substantial experience (at least 12 months) in an on-line fundraising, communications, or marketing role
- Experience of posting on, and managing use of, the main social media platforms
- Experience of posting material on websites
- Excellent written communication skills, able to write fast, accurate copy
- An understanding of charitable giving and the factors which inspire people to donate
- Demonstrably high level of creativity
- Good level of numeracy
- Experience of working to defined targets on digital marketing campaign
- Excellent digital skills, including experience of using office systems, website editing, fundraising and social media platforms
- Able to multi-task efficiently, prioritise workload and meet deadlines
- Highly organised, effective planner
- Quick learner, committed to continuous improvement
- Ability to achieve a high output of work, and consistent high quality
- A personable individual who can work within a team and as an individual.