

## **Job Description – Vision Norfolk**

**Post:** Community Fundraising and Communications Officer

**Location:** Bradbury Activity Centre  
Vision Norfolk, Magpie Road  
Norwich, NR3 1JH  
(ability to work from home is also an option / hybrid work arrangements negotiable)

**Reporting to:** Individual Giving Manager

**Salary:** £22,000 per annum (job sharing will be considered)

**Hours:** 37.5 hours per week (flexible working arrangements negotiable)

**Date updated:** 16<sup>th</sup> May 2022

### **PRIMARY OBJECTIVES COMMUNITY**

To maximise opportunities and income from community led activities including street and store collections and third party fundraising events and sponsorship.

### **PRIMARY OBJECTIVES COMMUNICATIONS**

Increasing engagement with Vision Norfolk both within service delivery as well as supporters and key influencers.

### **JOB PURPOSE COMMUNITY**

To recruit, build and maintain relationships with volunteers, supporter groups, community groups and local business across Norfolk with the aim of increasing their fundraising.

To manage and promote third party fundraising through events, collections and any other initiatives.

To be responsible for updating all online fundraising portals including Vision Norfolk's website and social media with fundraising information and events.

To create and update a fundraising supporter pack and furnish all prospective supporters with the information required to motivate and encourage their fundraising.

To monitor and reconcile income for each third party fundraiser and offer support and encouragement where necessary.

To develop customer journeys in association with the fundraising team and marketing with the goal of providing good quality supporter care.

To co-ordinate and manage community fundraising volunteers in liaison with the Volunteer Engagement Co-Ordinators.

To record all fundraising activities and engagements on a central CRM.

To input regularly to management and team reporting as required.

To carry out tasks as reasonably requested by the Individual Giving Manager.

## **JOB PURPOSE COMMUNICATIONS**

Website: Ensuring content is up to date; has a consistent tone of voice; user journey is clear and performance of content is measured against clear KPI's.

Content: Writing engaging content for a variety of audiences that is consistent with brand guidelines. Keeping up to date and informed about all aspects of Vision Norfolk's work.

Social Media: Working with the Individual Giving Manager to complete a schedule of activity across Facebook, Twitter and YouTube and other platforms to expand our engagement across all of our stakeholders.

Email Marketing: Plan and manage a regular schedule of email marketing activity to key audiences such as volunteers, donors and clients/service users.

## **KEY ACCOUNTABILITIES COMMUNITY**

- To foster a proactive culture in community fundraising in support of people with sight loss in Norfolk.
- To ensure a full schedule of store and street collections throughout the year and that all the accompanying paperwork is filed and entered in a timely way.
- To continually develop a donor centred culture and approach within the fundraising team's ethos.

- To have personal responsibility for safeguarding and health and safety of all Vision Norfolk staff and associated people.
- To ensure data is recorded accurately and within the policies of the organisation and GDPR.
- To conduct audits of records and record keeping; to ensure that all data is securely stored, accurate and only shared with appropriate individuals.

#### **KEY ACCOUNTABILITIES COMMUNICATIONS**

- To foster a proactive culture in reaching targets in support of people with sight loss in Norfolk.
- To ensure that social media platforms are updated daily with news, promotions and events.
- To pro-actively collect and collate such information from within and without the organisation.
- With the Individual Giving Manager to produce the quarterly newsletter to a high standard.
- To rationalise, collate and store in a logical and secure way all marketing materials including (but not limited to): photographs, consent forms, case studies, stories, brand guidelines and promotional materials.
- To ensure data is recorded accurately and within the policies of the organisation.
- To conduct audits of records and record keeping; to ensure that all data is securely stored, accurate and shared with appropriate individuals.

#### **PERSON SPECIFICATION**

<b>ESSENTIAL REQUIREMENTS</b>	<b>DESIRABLE REQUIREMENTS</b>
<b>Qualifications and Training</b> Educated to GCSE level or equivalent in English and Maths	

	Relevant professional training and/or qualification accredited by the Institute of Fundraising
<p><b>Experience</b></p> <p>A can-do attitude and an ability to learn on the job</p> <p>Organisational skills which facilitate multi-tasking</p> <p>Experience of gathering data for reports on activities</p> <p>Social skills: ability to deal with multiple stakeholders including, clients, agencies and colleagues</p> <p>Flexibility and Prioritisation: a proven ability to work to deadlines and complete tasks in a timely manner</p>	<p>Experience of working in the charity sector, fundraising</p> <p>Experience in building and maintaining relationships</p> <p>Experience of working in the charity sector</p> <p>Experience of working with volunteers including donors and fundraisers</p> <p>Experience of managing external suppliers and agencies</p> <p>Experience of working with a CRM to record information about donors</p> <p>Experience of co-ordinating integrated marketing campaigns</p> <p>Experience of researching and writing attractive content for all marketing platforms</p> <p>Experience of co-ordinating social media campaigns</p>
<p><b>Skills and Knowledge</b></p> <p>Confident in using Microsoft computer programmes and familiarity with CRM programmes</p> <p>Understanding of marketing and supporter care</p> <p>Excellent verbal and communication skills</p>	<p>Good knowledge of CRM/fundraising databases</p> <p>Working knowledge of the various content management systems for social media: e.g.</p>

<p>Numerate with good attention to detail</p> <p>Proof reading and editorial skills with a good eye for detail</p>	<p>Hootsuite, Creator Studio, Tweetdeck</p> <p>Working knowledge of website content management systems: e.g. Wordpress, Joomla, WIX</p>
<p><b>Personal Qualities</b></p> <p>Creative thinker</p> <p>Problem solver</p> <p>Sense of humour</p> <p>Team player and happy to help out where needed</p> <p>A self-starter who is able to work independently</p> <p>Good at building and maintaining supporter relationships</p>	
<p><b>Other</b></p> <p>Adhere to the highest standards of fundraising practice</p> <p>Full driving license and access to a car</p> <p>Able and willing to recognise and challenge discrimination and apply Vision Norfolk's equal opportunities policy in the workplace</p> <p>Committed to working in a way that reflects Vision Norfolk's culture, values and core principles</p>	

### General Information

- The main duties details the key areas of work however these will be updated as the job progresses.
- The work undertaken as part of this role must be carried out within the relevant policies and procedures of Vision Norfolk.

- All job holders are required to understand the principles of safeguarding (children, young people and adults) and actively embed this in their everyday work including how to raise concerns.
- Job holders will be expected to be flexible in their duties and carry out any other duties commensurate with the job level and falling within the general scope of the job, as requested by management.