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**JOB DESCRIPTION**

**Job Title**:         Communications & Digital Fundraising Officer

**Reports to**: Head of Evidence and Knowledge Management

**Responsible for**: Interns and or freelancers

**Salary**:     £23,866 - £25,463 pro rata

**Hours**:     3 days a week (21 hours) – days are flexible and can be agreed on appointment

**Terms**: 12-month fixed-term contract, (possibility of renewal, subject to funding)

**About FORWARD**

FORWARD is the African women-led organisation working to end violence against women and girls. From female genital mutilation and child marriage to domestic and sexual violence, we tackle abuse and discrimination – enabling African women and girls to have the dignity, health and equality they deserve.

At FORWARD, we focus on personal stories and the bigger picture. We support affected women and girls on the ground – bringing together communities, developing skills and knowledge, and nurturing young women leaders of tomorrow. And it’s why we work strategically to challenge and support decision-makers and practitioners – conducting community research, building partnerships and creating opportunities to transform lives.

For over 30 years, FORWARD has been speaking with one voice to safeguard the rights and dignity of African women and girls, wherever they live.

**Job Purpose**

FORWARD is seeking an experienced Communications & Digital Fundraising Officer to work directly with the Head of Evidence and Knowledge Management and to lead on all FORWARD’s communications and digital fundraising strategies and activities. You will be expected to grow our digital and social media presence and to increase our online fundraising capacity and donations. You will also lead on all FORWARD’s communications, overseeing the content and design of all marketing materials and publications, planning external events, and managing arts projects and collaborations.

As the post holder, you are enthusiastic about developing and implementing creative and ambitious communication strategies, you have extensive knowledge of digital communications and online fundraising, and you are a natural communicator with a flair for writing captivating prose. You are also a self-starter, able to work independently and with initiative, as well as enjoy working as part of a team.

FORWARD has recently launched its new branding and website, and this is an exciting opportunity to make a significant contribution to the growth of the organisation’s brand and digital presence.

**Key Duties and Responsibilities**

1. **Website and social media management**

* Manage FORWARD’s website - create and update website content on regular basis and resolve any website issues by liaising with the host and creative agencies
* Develop and implement a new social media strategy to increase engagement and improve the organisation’s visibility and reach to different audiences (e.g. donors, supporters, community members and professionals)
* Write dynamic and compelling social media and website content, and present FORWARD’s services and activities with a clear mission and call to action
* Respond appropriately and sensitively to any queries, feedback, or complaints raised via the website or social media
* Develop clear objectives and Key Performance Indicators for social media and website engagement, and provide regular reports on website and social media activity using analytical tools such as Google Analytics
* Ensure compliance with GDPR and data protection legislation

1. **Digital Fundraising**

* Develop and implement a digital fundraising strategy that engages existing donors and converts potential donors to increase revenue
* Build digital fundraising income targets, and monitor and report on target requirements
* Ensure social media channels (Facebook, Twitter, Instagram and LinkedIn) are optimised for fundraising, establishing fundraising goals for each platform
* Manage and grow FORWARD’s existing digital fundraising platforms e.g. Just Giving, Easy Fundraising, Amazon Smile
* Lead on FORWARD’s merchandise development and sales (e.g. t-shirts) and oversee their distribution through post and/or at events
* Manage communication and partnerships with new and existing individual donors, responding to their feedback or queries and ensuring positive user experience
* Keep up-to-date on industry best practice on fundraising and digital communication tactics and attend appropriate learning events in agreement with the Head of Evidence and Knowledge Management

1. **Communication, content creation and information dissemination**

* Work with team leads to create and write engaging content and design for external materials such as our monthly newsletter, annual reports, and programme brochures and resources
* Oversee the design and copywriting of all external marketing and communications materials (e.g. promotional presentations, brochures, flyers and other publications) to ensure they are in line with brand guidelines and tone of voice
* Ensure FORWARD’s communications and messages are consistent, including internal communication across the organisation
* Develop relationships with key media to secure and increase FORWARD’s media coverage both online and offline
* Respond to external media enquiries and be the organisation’s main press contact, coordinating interviews between journalists and senior members of staff
* Commission and collaborate with external graphic designers, film producers, photographers, editors and other suppliers to create engaging communications materials and campaigns
* Manage all creative projects (such as short film productions and arts collaborations) to produce impactful work that promotes the organisation and its mission
* Work with team leads to write up case studies and build body of evidence and stories of our impact to share on our website and social media platforms
* Identify suitable occasions to take photographs (commission a professional to do so) to build a base of professional photographs to use on all external communications
* Write press releases on key events, research findings and organisational news, and engage with relevant media outlets

1. **Other duties**

* Support in running of the organisation’ key external events, including concept development, creative requirements (e.g. flyers and posters) and administrative and logistical support
* Manage the organisation’s contact database, making sure it is up to date
* Leading on ambassadors’ relationship management, including recruitment, induction, and on-going support and engagement
* Manage interns and volunteers as and when required
* Attend relevant external meetings, seminars, conferences, as required
* Protect the charity’s reputation online and offline and ensure due diligence to protect vulnerable individuals and children in a digital context
* Work within the remit of the organisation’s confidentiality, safeguarding, equal opportunities and health and safety policies
* Perform other ad hoc duties relevant to the role and in the spirit of team work and collaboration

The above job description reflects the position at the time of writing; it is not intended to be a task list but indicates the general level of work involved. It is expected that duties will be reviewed and revised as required.

**Person Specification**

**Skills and experience**

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| **Qualifications**  **Experience**  **Essential**  **Skills**  **Essential** | * A postgraduate degree in a related filed (e.g. communications, marketing, development, international development, sociology, social psychology etc.) * Desirable: Degree or specialist training in digital fundraising * At least 2-3 years’ experience in communications and digital fundraising, preferably in an NGO setting * Excellent knowledge of the digital charity landscape, including best practice for social media, web content creation and engagement strategies * Experience developing and implementing digital strategies that lead to stronger visibility and engagement, and drives online donations from different types of audiences * Good understanding of digital fundraising approaches and ability to keep up to date with new innovate approaches to increase online donations * Experience using digital analytical tools (e.g. Google Analytics) to set realistic targets and measure engagement * Creativity and design skills, particularly in creating and/or overseeing the design of visually appealing digital and non-digital content * Excellent writing skills, with an ability to adjust tone and content appropriately for different target audiences and work within brand and tone of voice guidelines * Good communication and interpersonal skills, being able to work and engage with people from a range of backgrounds and with varied personal experiences. Able to express ideas clearly, verbally and in writing, to a wide range of audiences * Ability to think strategically, identifying new opportunities and drive your own programme of work * Ability to think creatively, offering new ideas, concepts and solutions * Enjoy working with people and developing and managing relationships * Strong personal integrity and accountability, being able to set and meet personal deadlines and keep promises to colleagues * Well-organised and able to keep good records for data protection, confidentiality and financial purposes. Able to stick to timetables for delivery of work and be accountable for work produced. |
| **Experience**  **Desirable** | * Experience of Photoshop, writing press releases, or e-campaigning * Able to demonstrate experience of significant wins from digital fundraising strategies and activities |
| **Personal Qualities** | * Committed to the values and vision of FORWARD in respect to the campaign against FGM, child marriage and violence against African women and girls. * Commitment to and passion for international development through equality of opportunity and respect for cultural diversity regardless of ethnicity, age, religion and gender. * Understanding of issues facing African communities in the UK, and of development and social issues in Africa |