

FunJOB DESCRIPTION

1. Job Details	
Job Title:	Fundraising & Lead Digital Engagement Officer
Band:	Band 5
Salary:	Band 5
Reports to (Title):	Charity Development Manager
Directorate:	Corporate
Department/Ward:	Charity & Fundraising
JD Number:	5443
<p style="text-align: center;"><u>Our Vision</u></p> <p>An NHS organisation that continually strives to improve patients' experiences and outcomes.</p> <p style="text-align: center;"><u>Our Values</u></p> <div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="background-color: #0056b3; color: white; padding: 5px; text-align: center;"> Safe & effective <small>We will work collaboratively to prioritise the safety of all within our care environment.</small> </div> <div style="background-color: #800080; color: white; padding: 5px; text-align: center;"> Kind & caring <small>We will act in the best interest of others at all times.</small> </div> <div style="background-color: #008000; color: white; padding: 5px; text-align: center;"> Exceeding expectations <small>We always aim for excellence.</small> </div> </div> <p style="text-align: center;"><u>Strategic Objectives</u></p> <ol style="list-style-type: none"> 1. Create a culture of compassion, safety and quality 2. Proactively seek opportunities to develop our services 3. To have an effective and well integrated local health and care system that operates efficiently 4. Attract, retain and develop our staff, and improve employee engagement 5. Maintain financial health - Appropriate investment to patient services 6. Be in the top 25% of all key performance indicators 	
2. Job Summary <ul style="list-style-type: none"> Support the Community & Events Fundraiser to create, plan and implement fundraising campaigns that attract new supporters and donors and engage existing supporters and donors. Lead the development of the Charity's various social media platforms. Support the day to day running of the CRM system. Lead on the development of web and intranet content; creating, editing and publishing content in the CMS. <p>The post holder will be accountable for own actions and to manage their own workload.</p>	

3. Main Duties & Responsibilities

Donor and supporter engagement and communications

To use persuasion and negotiation skills to develop and maintain good working relationships across a network of stakeholders and partner agencies; ensuring that opportunities for joint working are maximised.

Develop and maintain relationships with key stakeholders, both internal and external, at all levels. This will include patients, their family's colleagues from RWT across all levels of the organisation.

Engage in cross organisational projects and activities to support the overall advancement and achievement of the RWT Charity's aims and objectives. Adjustment of plans to ensure project remains to timelines if necessary to recover the projects.

Lead on research, write, edit and share creative and engaging, inspiring content (newsletters, social media, press releases etc). Specific focus on digital engagement, communication and fundraising campaigns and opportunities to attract new supporters and donors and engage existing supporters and donors.

Contribute and develop new approaches and opportunities to increase monetary and non-monetary donations, in line with agreed targets.

Support the management of external communications to enhance the reputation of the Charity through proactive and reactive media relations work.

Ability to grasp complex issues quickly and to interpret them for a variety of audiences including writing in plain language

Work flexibly and undertake activities as the role requires and as instructed by the Charity Manager or Head of Communications, ensuring that tasks are correctly prioritised, and deadlines are met.

CRM/Donor database and web content

Contribute to the accurate inputting, storage, and retrieval of data within the Charity CRM system.

Monitor the Charity CRM system, ensuring data integrity and data protection compliance. Analyses data and produce reports on trends and mapping of Charity supporters.

Update and manage reports, queries and system set up Provide

Liaise with CRM supplier on technical issues

Work with the communications team to create effective content (written and visual) for digital channels ensuring that complex concepts, processes and language are easy to understand, writing and editing in plain English.

Develop content that is inclusive of the wide range of audiences we serve.

Proactively monitor the RWT Charity internet/intranet pages, ensuring pages remain relevant and up-

to-date and keep pace with developments.

Have an appreciation of good visual presentation and if not already proficient in Adobe Creative Suite (In-Design and Photoshop) and video editing and pre-production (photography and video), demonstrate enthusiasm to learn.

To work closely with the Trust's Web Content Officer on managing the Charity CMS and ensuring any development work is based on user needs and evidence.

Compliance and Reporting

Work alongside the Charity Development Manager to ensure compliance with Charity Law, GDPR and gambling rules (for lottery and raffles), ensuring that all written protocols are followed

Provide regular reporting for campaign results and agreed Key Performance Indicators

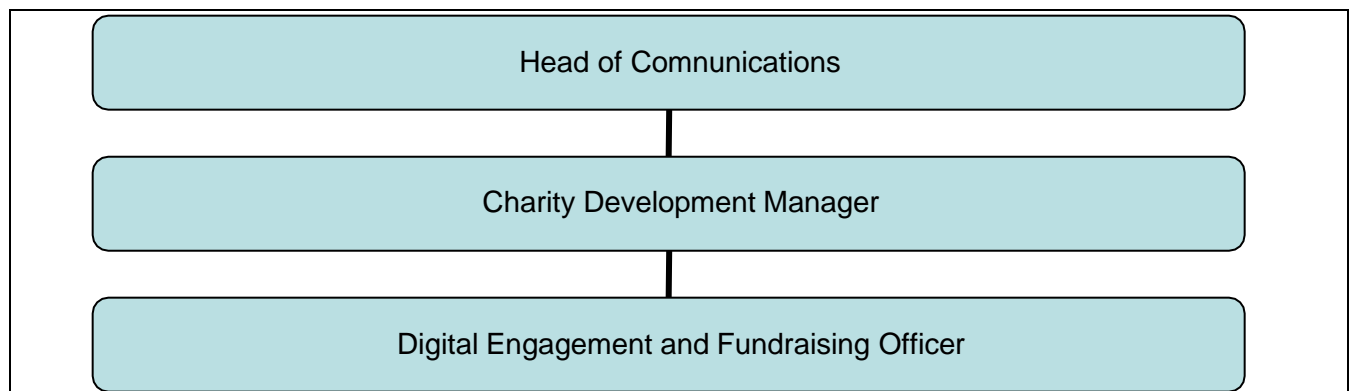
Work alongside the Community and Events Fundraiser and provide targeted data selections and supporter analysis from the CRM and lottery databases.

Work with Fundraising and Finance colleagues to contribute towards process for regular Gift Aid reporting for HMRC.

Working with the Charitable Funds Officer and the Charity Development Manager to forecast anticipated income based on supporter lists and specific fundraising campaigns.

Liaise with the Charitable Funds Officer and the Charity Development Manager to ensure that all donations are acknowledged and coded to the correct charitable trust fund.

4. Organisational Chart



This job description is not intended to be an exhaustive list of duties and it may be reviewed and altered in the light of changed service needs and developments after discussion with the post holder.

Infection Prevention

Maintain a current knowledge of infection prevention and control practices and policies through annual mandatory updates and role specific training.

Demonstrate a current knowledge of infection prevention and control practices through the delivery of clinical

care and maintenance of a safe environment in accordance with infection prevention and control practices and policies. Take part in infection prevention initiatives in the local area. Challenge infection prevention practices, reporting breaches using relevant Trust policies as appropriate (e.g. incident reporting policy).

Equal Opportunities Policy

It is the aim of the Trust to ensure that no job application or employee receives less favourable treatment on grounds of sex, disability, age sexual orientation, race, colour, nationality or ethnic or national origins or is not placed at disadvantage by conditions or requirements which cannot be shown to be justifiable. To this end, the Trust has an Equal Opportunity Policy, and it is for each employee to comply with and contribute to its success.

Health and Safety

Employees must be aware of the responsibilities placed on them under the Health and Safety at Work Act (1974), and associated legislation, to maintain a safe working environment for both staff and visitors, to observe obligations under organisational and departmental Health and Safety Policies, maintaining awareness of safe practices and assessment of risk.

Data Protection

Employees must familiarise themselves with the Trust's data protection policy which sets out its obligations under the General Data Protection Regulation, the UK Data Protection Act 2018 and all other data protection legislation.

Employees must always comply with the Trust's data protection policy and will only access the systems, databases or networks to which they have been given authorisation and only for the purposes of their work for the Trust.

If the employee has any queries about their responsibilities in respect of data protection, they should contact the Trust's Data Protection Officer.

Customer Care

It is the aim of the hospital to provide patients and other service users with the best possible care and services. In order to meet this aim, all our staff are required at all times to put the patient and other service users first and do their utmost to meet their requests and needs courteously and efficiently. In order that staff understand the principles of customer care and the effects on their post and service, full training will be given.

Safeguarding

All employees have a responsibility to support the safety and well-being of children, young people and adults at risk of harm and to practice in accordance with legislation. Knowledge, skills and competency are to be maintained according to role and responsibilities in order to fulfil Safeguarding Children and Adults at Risk responsibilities. All employees are expected to comply with existing local Safeguarding policies and procedures, and Trust and Wolverhampton Safeguarding Children Board and Safeguarding Adults at Risk requirements.

Smoking Policy

The Trust provides a smoke-free work environment.

Confidentiality

The Trust is fully committed to encouraging its staff to freely contribute views on all aspects of health service activities, especially those on delivery of care and services to patients. However, you shall not, either during or after the end of your employment (however it is terminated), divulge to any unauthorised person confidential information relating to the Trust. This includes, but is not limited to, information covering patients, individual staff records, industrial relations, financial affairs, contract terms and prices or business forecasts.

Your obligations of confidentiality under this clause shall not prevent you from raising genuine concerns about healthcare, or a belief that criminal conduct, breach of a legal obligation, health and safety breaches or damage to the environment has been, is being, or is likely to be committed, or any information tending to show any of the above has been, is being, or is likely to be, deliberately concealed, provided that such disclosure is made in good faith and in accordance with the provisions of the Public Interest Disclosure Act 1998 and the Trust's Policy

on Raising Concerns at Work-Whistle Blowing Policy, a copy of which is available from the Human Resources Department.

Development

The Trust is committed to supporting the development of all staff. All employees have a responsibility to participate in regular appraisal with their manager and identify performance standards for the post. As part of the appraisal process employees have a joint responsibility with their line manager to identify any learning and development needs in order to meet the agreed performance standards required of the post holder.

NHS Constitution

The Constitution establishes the principles and values of the NHS in England. It sets out rights to which patients, public and staff are entitled, and the pledges which the NHS is committed to achieve, together with responsibilities which the public, patients and staff owe to one another.

All NHS Bodies private and third sector providers supplying NHS services are required by law to take account of this Constitution in their decisions and actions.

A handbook accompanying the constitution may be found by going to [NHS Constitution for England - Publications - GOV.UK](#) that essentially provides further and more detailed explanation of each of the rights and pledges.

Criminal Records

This post is subject to the Rehabilitation of Offenders Act (Exceptions Order) 1975 and as such it will be necessary for a submission for Disclosure to be made to the Disclosure and Barring Service to check for any previous criminal convictions.

AfC PERSON SPECIFICATION

This document describes the qualities required for a post-holder that are not captured by the JD.

SPECIFICATION	DESCRIPTION
Qualifications <i>(This must include the level required to appoint to the post. Any requirement for registration should also be recorded here.)</i>	Educated to Degree level or equivalent experience.
Experience/Skills <i>(Type and level of experience required to fulfil duties)</i>	<p>Essential</p> <p>Good working knowledge of using windows-based packages including Word, Excel, Outlook, email, PowerPoint, and the internet.</p> <p>Understanding of digital and non-digital fundraising methods Experience and knowledge of working within an NHS or other health related charity and an understanding of how the Charity supports the Trust's vision and values.</p> <p>Desirable</p> <p>Evidence of continuous professional development in communications.</p> <p>Possess a marketing qualification (or willingness to work towards).</p> <p>Understanding of charity law and experience of working in line with fundraising regulations and best practice.</p> <p>Working knowledge of the local area.</p>
Communication Skills <i>(Indication type of communication and audience. E.g. face-to-face with patients, presentations to colleagues, etc.)</i>	<p>Essential</p> <p>Excellent oral and written communication skills. Writing and editing skills with the ability to distil complex and/or sensitive information and tailor to the relevant audience (both internal and/or external to the organisation).</p> <p>Ability to use tact and empathy</p> <p>Experience using social media in an organisational/fundraising context</p> <p>A track record of successful direct marketing, fundraising or events planning - working on marketing campaigns across a range of media</p> <p>Experience of working to deadlines and prioritising work.</p> <p>Experience of liaising with different stakeholders at various levels to achieve desired outcomes.</p>

	<p>Experience of working on supporter engagement communications.</p> <p>Experience of day-to-day oversight and development of a CRM/Donor management database – such as Harlequin</p> <p>Experience of recruiting, supporting and motivating volunteers.</p> <p>Desirable</p> <p>Previous use of design software for social media (Photoshop etc).</p> <p>Previous use of a Content Management System (such as Drupal, WordPress or other).</p>
<p>Flexibility <i>(Note here any flexibilities required by the post. e.g. Shift Working required, New tasks may need to be undertaken frequently,)</i></p>	<p>Required to work flexibly, proactively, and independently in a fast-paced environment to meet unpredictable demands on the service and to support relationships with internal and external stakeholders.</p> <p>Ability to plan and readjust own workload in response to changing circumstances</p> <p>May be required to work evenings and weekends, as required.</p>
<p>Other <i>(Any other key issues not recorded elsewhere in JD or person spec.)</i></p>	<p>Use a VDU for most of the day, with periods of sitting in a constrained position for processing, filing.</p> <p>Maybe exposed to occasional indirect exposure to distressing or emotional circumstances.</p> <p>Use a VDU for most of the day</p> <p>Able to demonstrate commitment to the Trust's vision & values.</p> <p>Able to enthuse and inspire others and demonstrate good persuasive and influencing skills.</p> <p>Able to work in a stressful environment, with many tight deadlines and conflicting demands.</p> <p>Willing and able to travel independently across the communities and geographical area that the Trust services.</p> <p>Confident and approachable within professional boundaries.</p>

I understand and accept my accountabilities and responsibilities as outlined in this job description and person specification

	Designation	Name	Signature	Date
Post Holder				