

SUE LAMBERT
TRUST

**Digital Fundraiser
and Engagement
Officer**

Full Time

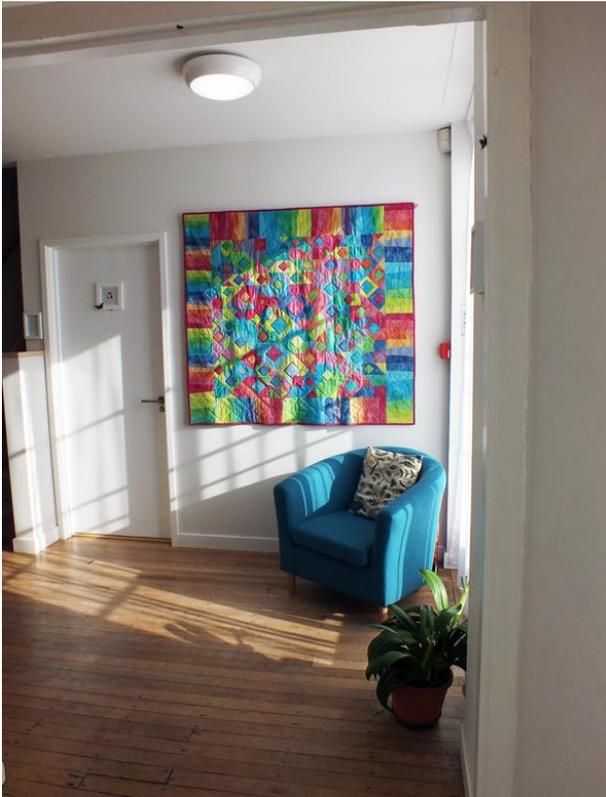
37.5 Hours per week

Norwich

Background Information

Sue Lambert Trust believes that everyone has the potential to recover from the trauma of abuse, sexual and domestic, and should be able to promptly access the personalized support to achieve this.

We do this by providing a safe, respectful and welcoming space for people experiencing trauma in response to abuse – sexual and domestic, current or historic – to recover, heal and build resilience. Our clients have experienced or are experiencing trauma in response to the abuse they have endured and are seeking to recover, heal and build resilience.



We provide free, specialist support that enables people to recover, heal and build resilience to face the future. Our support is organized around three step trauma informed approach with the main core of our therapy is counselling delivered by 70+ trained counsellor volunteers. In addition, we also deliver self-help groups and a comprehensive support service reflecting the needs of our clients.

Every year we support around 400 people throughout Norfolk with around 270 accessing support every week.

We are funded by the Office of the Police and Crime Commissioners Office, Ministry of Justice, National Lottery and several local and national Trusts and Foundations.

With the launch of a new strategy to guide us through to 2026 it is an opportune time to be joining an organization that is ambitious in its support for its clients.



Digital Fundraising and Engagement Officer

37.5 hours per week | £27,000 per annum

The role of Digital Fundraiser and Engagement Officer is new to Sue Lambert Trust and represents several ambitions within our strategic plans. Firstly, we have recognised the need to further diversify our income streams to create greater security for the organization in the future. Secondly, our ambitions to develop and sustain our support for our clients will rely on generating sufficient income in the long term. Thirdly, our public fundraising will reflect the ethos, values and expectations of all our stakeholders and will be an integral part of raising Sue Lambert Trusts Profile.

You will have experience of either working in a digital or marketing agency or experience of working as a fundraiser and have proven capabilities of capitalizing and harnessing support through digital platforms. The role will require tenacity in establishing new protocols, procedures and systems.

Sue Lambert Trust is committed to safeguarding and promoting the welfare of children and vulnerable adults. A standard DBS check will be required for successful applicants.

Location: Norwich
Contract type: Permanent

Please note that the Trust is currently completing a structural review and will be reviewing all job descriptions and role responsibilities in consultation with staff later in 2021.

For an informal discussion about the role please contact Clive Evans, CEO, on 01603 622406 or email info@suelamberttrust.org.

Closing date: 9am, Monday 8th February 2021
Interview dates: Thursday 16th February 2021 (provisional date)

Job Description

Digital Fundraising and Engagement Officer

Reports to: Chief Executive

Job purpose

1. Implement creative online campaigns resulting in the generation of income
2. To achieve income targets as set by the CEO
3. To develop and build our supporter base
4. To plan, co-ordinate and source materials and collateral for online income generation campaigns
5. To liaise with designers, photographers and other professionals in developing income generation campaign materials
6. Liaise with and manage client's participation and consent
7. To review and report on campaigns and implement learnings
8. To keep up to date with fundraising best practice and development.
9. To contribute to the ongoing development of SLT

Main responsibilities

Income Generation

1. To identify and exploit the capabilities of digital platforms to increase support and generate income
2. Implement successful supporter journeys for different audience segments and able to proactively steward these journeys
3. Creatively develop digital income generation campaigns and co-ordinate messaging internally
4. Ensure integration of supporter acquisition campaigns with other offline activities such as radio, press releases, presentations and any other initiatives
5. Provide regular reports for the CEO as requested
6. Monitor income against plan and revise when necessary in consultation with the CEO
7. To work in partnership with other organisations in support of county wide campaigns and initiatives that result in supporter engagement and/or income generation
8. To ensure compliance with the Fundraising Regulator, Data Protection, GDPR, Privacy and Electronic Communications Regulations (PECR), Information Commissioners Office (ICO) and the Code of Fundraising Practice and all other relevant regulatory frameworks.

Creative

1. Develop creative supporter journeys and campaigns that inform, inspire and engage with supporters
2. Creatively exploit digital platforms to engage, lead and convert to supporters of Sue Lambert Trust

3. To co-ordinate the commissioning of creative professionals to provide collateral for campaigns
4. To ensure all creative elements and functions are in line with the ethos and values of Sue Lambert Trust.

Supporter Care

1. Ensure all supporters are valued and respected in line with the ethos and values of Sue Lambert Trust
2. Implement a standard of supporter care across all digital channels

Data

1. Implement GDPR compliant processes for supporters and use of data
2. Ensure all data is securely stored and is regularly reviewed
3. To ensure financial transactions are risk assessed and mitigation plans are implemented to ensure safety

Other

1. To identify any health and safety issues and report to General Manager
2. Any other duties as commensurate with the role

Variation of Job Description

Sue Lambert Trust reserves the right to vary the duties and responsibilities of its employees within the general conditions of service. The duties and responsibilities outlined above will be periodically reviewed and may be altered as the changing needs of the charity may require.

Person Specification

Job Title: Digital Fundraising and Engagement Officer

Experience

1. Experience of exploiting digital platforms and techniques including SEO, Paid for, Organic, Digital Mailing, Adwords etc
2. Proven experience of planning, creating and delivering successful campaigns for supporter acquisition and generating income, using digital techniques.
3. Proven experience in engaging and nurture supporters through digital techniques.
4. Experience of using digital communications to implement segmented supporter journeys to build an online community and generate income.
5. Experience in using Customer Relationship Management tools to create communications for diverse audiences.
6. Experience of analytical tools including Google Analytics.
7. Experience of working with volunteers

Skills

1. Strong communication skills to speak confidently to our supporters and inspire through your passion for our cause.
2. Strong interpersonal skills that can be applied to communicating and engaging with colleagues and external audiences from culturally and linguistically diverse backgrounds.
3. Able to identify and establish good practices and communicate them effectively.
4. Ability to manage projects and campaigns, work in teams, and incorporate lessons into future planning.

Personal Attributes

1. Empathy with the cause and appreciation of the trauma people face in response to sexual and domestic abuse
2. Professional, reliable and motivated
3. Passionate and inspired by the work of Sue Lambert Trust
4. Enthusiastic, driven with a 'can do' attitude
5. Flexible and able to respond to changing priorities and new opportunities

APPLICATION PROCESS

To apply, please send:

- a CV (not more than two pages)
- a covering letter (not more than two pages)

Please include links or screenshots of examples of previous campaigns or relevant materials (Screenshots will not count within the two page limit)

The closing date for applications is **8th February 2021, 09:00 BST**.

Please send the requested material in one email to info@suelamberttrust.org

Please include the title of the post you are applying for in the subject of the email.

Only complete applications will be considered.

Interviews will take place via a video conference on **16th February 2021 (Provisional Date)**

We may conduct a second round of interviews, which will be decided only after the first round of interviews has taken place.