



Sue Lambert Trust

JOB DESCRIPTION

Job Title: Digital Fundraising and Engagement Officer

Responsible to: Chief Executive Officer

Location: Norwich

Hours: 37.5 hours per week

Salary: £25,000 per annum

Background Information

Sue Lambert Trust provides kind, safe, supportive help in Norfolk to those who have ever experienced sexual abuse including domestic abuse.

We provide free, specialist support that enables people to recover, heal and

build resilience to face the future. Our support is organized around a three-phased trauma informed approach. Phase One Groundwork is designed to support clients with practical issues as well as providing stabilisation in preparation for counselling. Around 200 clients per year access this service. Phase Two Counselling is the core provision and is delivered by 70+ trained counsellor volunteers working with around 300 clients weekly. Phase Three aims to build resilience and includes interventions such as self-help groups.

As a new role within the organisation this is an exciting opportunity to develop this area of income. Focusing on the goal of developing our current and recruiting new supporters your passion, creative imagination, practical experience of digital and social platforms will combine together to enable the organisation to meet the needs of even more people in Norfolk who have ever experienced sexual abuse including domestic abuse.

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.



Job Title **Digital Fundraising and Engagement Officer**

Reports to: Chief Executive Officer

Job purpose:

- Implement creative online campaigns resulting in the generation of income
- To achieve income targets as set by the CEO
- To develop and build our supporter base
- To plan, co-ordinate and source materials and collateral for online income generation campaigns
- To liaise with designers, photographers and other professionals in developing income generation campaign materials
- Liaise with and manage client's participation and consent
- To review and report on campaigns and implement learnings
- To keep up to date with fundraising best practice and development.
- 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 9th August 2021

Please send the requested material in one email to recruitment@suelambertrust.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 on w/c 16th August 2021

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