

COMMUNICATIONS & INDIVIDUAL GIVING COORDINATOR



Job Description and Person Specification

- Salary:** £24,000 to £25,500 pa, depending on experience
- Location:** **Hybrid** – min 1 day per week in the Project Possible Office, (currently in Amersham but moving to High Wycombe December 2023).
Some UK travel may be required.
- Hours:** 36.5 hours per week
- Contract:** Permanent
- Pension:** Employer contribution of 5%
- Leave:** 25 days per year plus public holidays
- Reporting to:** Trusts and Communications Manager

Overall:

To help implement and deliver key campaigns, events and communications to enhance the supporter experience and to raise income levels from individual givers.

Key Responsibilities:

1. Support the Trusts and Communications Manager and the Operations and Data Manager to deliver fundraising campaigns and initiatives, that help us achieve both financial and non-financial goals for individual giving and engagement.
2. Play a key role in the organisation and implementation of fundraising events.
3. Support the Trusts and Communications Manager and the Operations and Data Manager to produce copy and resources, both digitally and in print.
4. Co-ordinate the charity's presence and engagement in social media, with the potential to lead on this area in the future.

Specific duties:

Campaigns, communications and resource implementation:

1. Work alongside other members of the Project Possible Team (predominantly the Trusts and Communications Manager and the Operations and Data Manager) to:
 - assist with copywriting, design, digital upload and image sourcing to help implement new and ongoing campaigns and initiatives.

Project Possible, 24 London Road West, Amersham HP7 0EZ

01494 433170 / www.projectpossible.org.uk / office@projectpossible.org.uk

Registered Charity: 1069608 / Project Possible is a company limited by guarantee
Company No.:3524732 First registered at Companies House, Cardiff, March 1998



- develop and produce new resources and materials (both printed and digital) to welcome new donors and improve supporters' experience of the charity.
- 2. Administer the content upload for the charity's regular digital communications, (e.g. magazine, monthly prayer communication, impact reports etc), including loading content into our email software and creating templates in line with our brand.
- 3. Update website content, including liaising with our external website developer.
- 4. Use Campaign Monitor, Google analytics and other tools to monitor engagement of our digital communications to measure their effectiveness in achieving specified targets.

Events co-ordination:

1. Assist the team in ideas generation and planning for new events designed to engage new donors, or to enhance the engagement of existing supporters.
2. Play a key role in coordinating and implementing these events, including sourcing venues, event administration, promotion and volunteer recruitment.

Social Media coordination:

1. Plan and collate content for social media, to include generating high quality copy and sourcing compelling, brand-aligned images.
2. Assist the team in analysing social media performance using meta business suite and google analytics, to focus and enhance our social media presence.

Digital Asset Management

1. Manage intake of images and video into our Digital Asset Management system (Canto) ensuring content meets brand and technical standards.
2. Monitor and maintain file attributes and data (e.g. tagging) to ensure consistency and user accessibility across the system.
3. Liaise with the system supplier to optimize support and functionality.
4. Monitor the system usage and performance to improve processes, and to support/train team members and other users to follow best practice.

Wider duties:

1. Work as an effective member of the staff team and provide support to team members as needed.
2. To input into any other projects, which the charity might be working on.
3. Act as an ambassador for the charity, demonstrating a passion for our cause and representing the organisation in a positive manner that aligns with our values.



PERSON SPECIFICATION

Essential:

- Ability to communicate clearly and effectively both verbally and in writing, across various types of media.
- Excellent interpersonal and collaborative skills.
- Strong organisational and planning skills
- Able to work within a multi-tasking environment and to handle competing priorities.
- Excellent grasp of IT applications including Word, PowerPoint and email software, with a strong ability to use software to create and format visually appealing and well-constructed materials and documents.
- Comfortable and open to write about and engage positively with the Christian aspects of our work, and to be mindful of the Christian faith and culture held by team members.
- A genuine passion for our vision to open doors of possibility for overlooked communities around the world so they can unlock their God-given potential and build sustainable livelihoods.

Desirable:

- Ability to write in an engaging and compelling fundraising style.
- Experience of working or volunteering in a charity or fundraising function.
- Experience of organising or running events.
- Knowledge of the various types of social media, and how each can be utilised in raising awareness of a cause.
- Experience of working or volunteering in the international development sector.