



# Job Description

## Fundraising & Communications Officer

(3 days/ week maternity cover – 12-month contract)

### Context

*INTO Giving is a UK and US registered charity working globally to help disadvantaged and impoverished children*

- ④ *Into school*
- ④ *To stay in school*
- ④ *To do better at and complete school*
- ④ *To receive a solid and meaningful education that helps them improve their lives*

INTO Giving is the charitable offshoot of INTO University Partnerships (IUP), which has more than 1,800 employees and, every year, more than 12,000 students from more than 100 countries across the world. The charity educates these audiences on the power of philanthropy, how it shapes people - particularly young people - as individuals, and how it shapes communities and global society.

We raise awareness of our work and opportunities to engage in philanthropy through presentations at universities, IUP publications, the charity's website and e-newsletter, and through social media. This has resulted in thousands of young people and IUP staff shaping a better idea of philanthropy, its ease and its power, and engaging in fundraising and other activities that help some of the most disadvantaged children have access to and stay in education.

Please visit our website [www.into-giving.com](http://www.into-giving.com) for details of who we help and how.

### Job Purpose

This role will support the annual communications and fundraising strategies through campaigns, providing guidance and communications for fundraising and publicity events, and acting as a central point of contact for INTO centres and offices, INTO Giving supporters, and partner organisations. The job holder will raise awareness of INTO Giving, the campaigns it runs, the projects it supports and the difference it makes and will promote projects and events by developing creative and compelling content, campaigns, and stories for online, face to face and hard copy communications.

### Reporting line

This role reports into the INTO Giving Director

### Key accountabilities and duties

- Support the director of INTO Giving in the development of INTO Giving's fundraising and communications strategy and action plans.
- Implement and support the integration of INTO Giving with INTO University Partnerships, including managing volunteers, working with students and staff of all levels and travelling to INTO centres as needed

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- Create, identify, deliver and promote new fundraising activities and communication opportunities inside and out of the INTO structure, and ensure the success of annual fundraising events, including iGive
- Ensure the iGive campaign runs efficiently and successfully, keeping it organised, coherent and separate from INTO Giving projects, whilst ensuring both run smoothly
- Act as a point of contact for INTO Giving centre-based co-ordinators to ensure compliance, accuracy and ethics in fundraising activities and communications
- Maintain up-to-date GDPR-compliant electronic and hardcopy files of all fundraising information and supporters
- Serve as a central point of contact for INTO employees, supporters and projects
- Sitemap, design and maintain the charity's website through producing and sourcing up-to-date written information, video and photos
- Create new and manage existing campaigns for the charity's social media channels and ensure their synergy with INTO social media
- Work with appropriate INTO teams to produce internal and external communications and marketing materials
- Build and maintain relationships inside and out of INTO that enhance the charity's presence and promotes staff engagement
- Create and deliver presentations inside and out of INTO, including webinars
- Maintain monthly work plan in line with charity's annual plan and targets
- Participate in the day-to-day work of the organisation – such as reporting, lead and attend team and INTO Giving meetings as required, and taking a flexible and proactive approach to general administrative and support tasks
- Promote volunteering and signpost volunteering opportunities in conjunction with INTO HR
- Present and create inductions for all new IUP HQ staff and ensure INTO HR teams globally have up-to-date INTO Giving materials to include in their own new staff inductions
- Objectively review the success and achievements against agreed targets, identifying strengths, weaknesses and areas for development. Create and implement solutions to challenges that may affect the charity's income
- Create and implement financial processes, and record, maintain and analyse INTO Giving finances, including iGive income
- Produce and promote project nomination materials and analyse results
- Support and prompt the charity's project and centre contacts in gathering reports, data, stories and finances and any other material as required
- Work as part of the INTO Giving team to identify and approach to grant-making trusts, and to build a database of trusts
- Prioritise and share workloads within the INTO Giving team
- Provide information to the INTO business development team to help secure new partners
- Create and conduct training programmes for INTO departments globally that boost student recruitment and donations
- Produce, maintain, update and promote INTO student engagement materials
- Create, develop and promote campaigns that enhance staff and student engagement, including academic materials
- Ensure INTO content about INTO Giving across all electronic and hardcopy channels is up to date

## Location

The post is based in Brighton, UK. Occasional travel within the UK and globally may be necessary and flexibility is required to meet the demands of the post, including occasional weekend working. The post holder may be reasonably required to work from any INTO or INTO partner location at any time.

## Safeguarding

As part of our Safeguarding procedures, applicants are asked to note that:

- references will be followed up
- all gaps in CVs must be explained satisfactorily
- proof of identity and (where applicable) qualifications will be required
- reference requests will ask specifically whether there is any reason that they should not be in situations where they have responsibility for, or substantial access to, persons under 18
- appropriate suitability checks will be required prior to confirmation of appointment.

**This role may meet the requirements in respect of exempted questions under the Rehabilitation of Offenders Act 1974. If so, all applicants who are offered employment will be subject to a Disclosure and Barring Serviced check before the appointment is confirmed. This will include details of cautions, reprimands or final warnings as well as convictions.**

## Person Specification

	Essential	Desirable
<b>Legal Status</b>	<ul style="list-style-type: none"> <li>• Appropriate DBS check may be required prior to confirmation of appointment.</li> <li>• Eligibility to work in and travel freely to and from UK</li> </ul>	
<b>Qualifications, Knowledge &amp; Skills</b>	<ul style="list-style-type: none"> <li>• Strong relationship building skills</li> <li>• Demonstrable experience in fundraising and digital communications.</li> <li>• Experience of working in an administrative role.</li> <li>• Excellent communication (written, oral) and presentation skills.</li> <li>• Excellent organisational skills and meticulous attention to detail.</li> <li>• High standard of computer literacy (Excel, Word, Power Point and Outlook and the Internet).</li> <li>• Ability to demonstrate initiative and work well under pressure.</li> <li>• Ability to work to annual plans on own initiative.</li> <li>• Ability to plan ahead and work within agreed timeframes.</li> <li>• Ability and willingness to travel for work.</li> <li>• Effective, influential and inspiring communicator</li> </ul>	<ul style="list-style-type: none"> <li>• Educated to degree level or equivalent</li> <li>• Experience of writing and editing high quality, accurate fundraising content, specifically direct marketing appeals.</li> <li>• Experience in Web editing, specifically Django CMS.</li> <li>• Experience in Dotmailer or similar software</li> <li>• Experience of working in the private sector</li> <li>• Experience of working in the charity sector preferably with international experience.</li> </ul>

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	<ul style="list-style-type: none"><li>• Proactive in supporting fundraising</li><li>• Strong interpersonal skills</li><li>• Knowledge of market</li><li>• Personal integrity and commitment</li><li>• Ability to see the big picture</li><li>• Passionate about education</li><li>•</li></ul>	
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