



Job Title: Supporter Engagement Volunteer

Responsible to: Supporter Engagement Manager

Role purpose: To support the effective functioning of the fundraising and communications teams with a focus on supporter engagement

Support: Travel and lunch expenses reimbursed

Hours: Minimum 7 hours per week for three months

Location: Home working

Application: Please send a CV and covering letter outlining how you meet the requirements outlined in the personal specification and why you are interested in this role: fundraising@healthpovertyaction.org

Please note that due to a potentially high number of applications, only shortlisted candidates will be notified.

BACKGROUND

Health Poverty Action acts in solidarity with health workers, activists and communities worldwide to improve health and challenge the causes of poverty.

Our distinct approach can be summarised as a combination of three features:

- **We approach health as an issue of social justice**

Health is a human right that many are currently denied. The greatest causes of poor health worldwide are political, social and economic injustices. This is a global scandal which causes unnecessary suffering on a massive scale.

We tackle these complex root causes of social injustice in two ways. Firstly, we work in partnership with communities to help them take back the power to improve their own health. Secondly, we campaign on a national and international level to change policy and destroy unjust power relations.

- **We prioritise those missed out by others**

We believe in health for all, without exclusion. Development organisations tend to cluster together, which leaves large populations with almost no support at all. People may be living in hard-to-reach areas or be difficult to support for some other reason. We make these most neglected populations our highest priority.

- **We address the full range of factors which impact on health**

Health is a combination of physical, mental and social wellbeing. As well as strengthening health services we work on areas such as nutrition, water, sanitation, gender discrimination, and income generation. Tackling one cause of poor health in isolation can give the appearance of improving health in the short term, but tackling numerous factors together saves lives.

We are acutely aware of how our own power dynamics as an organisation impact on the people we work with, and we work in partnership with communities to create long term relationships built on trust.

In 2017 we formed a strategic partnership with Find Your Feet. The partnership ensures Find Your Feet's livelihoods work will continue through Health Poverty Action.

ROLE DESCRIPTION

Context of the role

Health Poverty Action has lots of exciting and ambitious fundraising ideas in the pipeline over the coming year. Having joined together with Find Your Feet, it's important for us to streamline our work and processes to ensure maximum efficiency.

This position presents a unique chance to learn about the work of two progressive international development NGOs. It will also be an opportunity to gain an understanding of key areas of fundraising.

You will provide support for the fundraising team, with a focus on supporter engagement and individual giving. You will have a broad and varied role: supporting communication with our valued supporters, processing donations, contributing to the accurate maintenance of the database, and supporting more generally with campaigns and fundraising activities.

You will support the Supporter Engagement Manager to grow our brand recognition through social media and other digital channels, as well as newsletters, postal appeals and other promotional materials. This is an opportunity to use your creativity!

The variety of work and exposure across our fundraising function will serve as an excellent introduction if you're keen to get into the sector.

Key responsibilities

This is an exciting and varied role which will change based on the focus of the team. The following outline provides a view of the scope of the work, within which your strategies and priorities will be agreed with the Supporter Engagement Manager and Head of Fundraising:

Fundraising

- Support the Supporter Engagement Manager with the day to day running of the individual giving team including all aspects of acquisition, stewardship and retention
- Thank supporters in a timely and effective way, demonstrating the impact of their donations

- Support with the delivery of key appeals

Communications

- Work alongside the Media and Communications Manager to identify and schedule content for social media and digital channels across all our platforms, including Facebook, Twitter and email
- Maintain and update relevant website pages for fundraising, programmes, and policy and campaigns
- Create engaging written content for newsletters, blogs and other promotional materials
- Assist with case study and photography management (using SmugMug)

Database Administration

- Work with relevant colleagues to ensure that the database is accurately maintained and up-to-date with all donations
- Develop and maintain administrative processes
- Record correspondence with supporters

Fundraising Administration

- General administration of regular and one-off gifts, including our external agencies (Just Giving, Virgin Money Giving, Worldpay) as well as BACs, cash and cheques
- Support around income processing and financial reconciliation
- Refine systems and procedures for the collating, reconciliation and production of detailed fundraising reports

Other

- Be aware of Health Poverty Action work and developments
- Act as a representative of Health Poverty Action when required and communicate its work in a passionate and professional way
- Manage own workload and set objectives and deadlines
- Understand and adhere to data protection under GDPR
- Undertake all other reasonable activity requested by the organisation

PERSON SPECIFICATION

Essential Criteria

Experience

- Experience in, or ability to, work in an office environment, setting up and maintaining effective administrative systems

Key Areas

- Excellent attention to detail
- Engaging, creative and effective communicator with excellent written and verbal communication skills
- Ability to think logically and solve problems
- Ability to work to and meet targets
- IT literate with excellent knowledge of Microsoft Office (especially Excel and Word)

Working Style

- A warm, friendly and empathetic colleague
- Valuable and positive team player who supports and motivates colleagues
- Able to work well both individually and as part of a team

- Enthusiasm and flexibility to take on new tasks
- Willingness to take responsibility and initiative
- Resilience to adapt in a changing, and sometimes challenging, environment
- Well organised and reliable, with exceptional attention to detail and accuracy

General

- Can work flexibly and adapt to rapidly changing demands and opportunities whilst retaining clear priorities and strategic focus
- Proactive and self-motivated, with ability to use own initiative
- Ability to handle pressure and tight timescales, meeting and monitoring deadlines and targets
- Appreciates working in a multi-cultural context

Commitment

- Passionate and demonstrable commitment to Health Poverty Action's values
- Ability to enthuse and inspire others to support Health Poverty Action's work
- Passion for social justice and international social development

Desirable Criteria

Experience

- Experience in providing supporter or customer care
- Experience of working with the Salesforce or other fundraising databases
- Experience working or volunteering as part of a busy fundraising team
- Knowledge of using Photoshop and/or InDesign
- Knowledge of using Campaign Monitor or similar email marketing applications
- Experience using social media platforms such as Facebook and Twitter

This is an exciting and varied role, but don't worry if you don't hit every part of the role description. We have ambitious ideas and goals, but the most important thing to us is finding someone with the right attitude, ambition and ability to grow into the role.

TERMS AND CONDITIONS

Expenses

Travel and lunch

Hours

Minimum 7 hours per week for 3 months

Location

Home working

Health Poverty Action recognises that all adults and children have equal rights to protection from abuse and exploitation. Health Poverty Action condemns exploitation and inappropriate behaviour and is committed to taking action for the protection of programme participants.

At Health Poverty Action we celebrate diversity and promote equality and inclusion amongst all of our personnel and everyone we work with. We actively support and encourage people from a variety of

backgrounds, experiences and skill sets to join us and help shape what we do. We are particularly keen to hear from ethnic minority candidates.

Thank you for considering volunteering with Health Poverty Action.