

Job Description

Communications and Fundraising Officer

Department	Communications	Reporting to	Communications Team Lead
Contract	Permanent, Full Time 35 hours p/w	Direct reports	None
Work location	Earth Trust Centre / Hybrid	Salary (FTE and Pro rata if applicable)	£26,000 per annum

Overall Purpose

Our 5-year strategy – Connecting Communities for Change – sets out our commitment to engage more people – in more ways – with the natural world. We are changing the way we think about our role and impact, and our supporters are a vital part of this. As such, engaging with more supporters and increasing our income is vital to the successful delivery of our strategy.

As Communication and Fundraising Support Officer, you will play a crucial role in supporting both teams to optimize their efficiency and effectiveness. You will enable the teams to focus on strategic initiatives and high-impact activities by providing essential support in data management, content updates, and reporting. Your work will directly contribute to Earth Trust's efforts to engage supporters, drive fundraising, and ultimately support our mission of inspiring people to address environmental crises through the power of natural green spaces.

Accountabilities

Data Management, Reporting, and Analysis

- Lead the day-to-day management of our CRM system, ensuring accurate and timely data entry, updates, and maintenance to facilitate effective communication and fundraising efforts.
- Support the Fundraising team with data processing, including donation recording, gift aid claims, acknowledgments, and payment processing.
- Support the team in tracking financial performance and gaining insights about fundraising and supporter behaviour
- Assist with the production of regular and ad-hoc reports on communication and fundraising performance, providing insights and analysis to support decision-making, using data analytics to identify trends and opportunities for improving supporter engagement strategies.

- Maintain organized electronic filing and information knowledge systems for the Communication and Fundraising teams.

Digital and Offline Communication Support

- Update web and social platform information as directed by the Communication team, including creating social media assets such as Facebook events.
- Support offline marketing efforts, such as printing and distribution of on-site collateral, and sharing materials with volunteers for advocacy and promotion.
- Assist with other creative projects as needed, such as designing simple graphics or creating engaging content for social media.
- Communication & Fundraising Event Support:
- Assist with supporter communications, including responding to enquiry forms and providing excellent supporter care.
- Provide administrative support for fundraising and communication initiatives, such as community fundraising, appeals, and membership programme stewardship.
- Support the planning and execution of engagement events, including community gatherings, fundraising activities, and awareness campaigns.
- Assist with community events by assessing requests and providing support for our community events programme.
- Create and manage event listings and updates across various platforms to maximize attendance and engagement.
- Collaborate with the Communications team to develop and implement effective promotional strategies for all engagement activities.
- Support post-event follow-up activities, including thank you communications and gathering feedback to improve future events.
- Assist in measuring and reporting on the success of engagement activities, using metrics to inform future strategies.

Strategic Research

- Periodically undertake desk research to support communication and fundraising strategies, including competitor analysis, industry trends, and potential donor profiling.

Person specification

Knowledge and skills

Essential

Knowledge of best practices in digital communication and fundraising.

Excellent organizational and time management skills, with the ability to prioritize tasks and meet deadlines in a fast-paced environment.

Strong attention to detail and accuracy in data entry and reporting.

Excellent written and verbal communication skills.

Proficiency in Microsoft Office (Word, Excel, PowerPoint) and Google Suite.

Ability to work independently and as part of a team, demonstrating initiative and problem-solving skills.

Desirable

Understanding of data protection regulations (GDPR) and their application in communication and fundraising contexts.

Familiarity with Google Analytics and reporting tools.

Interest in environmental conservation and sustainability.

Experience

Essential

At least 1 year of experience in a support role.

Experience with data entry, database management, and CRM systems (e.g., Beacon, Salesforce, Raiser's Edge, or similar).

Familiarity with website content management systems (e.g., WordPress) and social media platforms.

Experience with basic graphic design and content creation using tools like Canva and/or Microsoft Publisher.

Desirable

Experience with email marketing platforms (e.g., Mailchimp, Constant Contact).

Previous experience in a similar role within a non-profit organization.

Personal attributes

Passionate about supporting Earth Trust's mission and values.

Flexible and adaptable approach to work, with a willingness to take on new challenges and learn new skills.