



JOB DESCRIPTION

Job Title:	Communications & Digital Fundraising Officer
Reports to:	Head of Evidence and Knowledge Management
Responsible for:	Interns and or freelancers
Salary:	£25,500 – £27,500
Hours:	35 hours a week
Terms:	12-month fixed-term contract, (possibility of renewal, subject to funding)

About FORWARD

FORWARD is an established organisation working to end violence against women and girls. From female genital mutilation(FGM) and child marriage to domestic and sexual violence, we tackle abuse and discrimination – enabling African women and girls to have the dignity, health and equality they deserve.

At FORWARD, we focus on personal stories and the bigger picture. We support affected women and girls on the ground – bringing together communities, developing skills and knowledge, and nurturing young women leaders of tomorrow. And it's why we work strategically to challenge and support decision-makers and practitioners – conducting community research, building partnerships and creating opportunities to transform lives.

For over 35 years, FORWARD has been speaking with one voice to safeguard the rights and dignity of African women and girls, wherever they live.

Job Purpose

FORWARD is seeking an experienced Communications & Digital Fundraising Officer to lead on all FORWARD's communications and digital fundraising activities with oversight from the Head of Evidence and Knowledge Management. You will grow our digital and social media presence and to help increase our online donations. You will also lead on FORWARD's communications, overseeing the content and design of all marketing materials and publications and managing arts projects and collaborations.

As the post holder, you are enthusiastic about developing and implementing creative and ambitious communication, you have strong knowledge of digital communications, and you are a natural communicator with a flair for writing captivating prose. You are also a self-starter, able to work independently and with initiative, as well as enjoy working as part of a team.

This is an exciting opportunity to make a significant contribution to the growth of FORWARD's brand and digital presence.

Key Duties and Responsibilities

Website and social media management

- Manage FORWARD's website - create and update website content on regular basis and resolve any website issues by liaising with the website host
- Lead and manage FORWARD social media accounts to increase engagement and improve the organisation's visibility and reach to different audiences (e.g. donors, supporters, community members and professionals)
- Write dynamic and compelling social media and website content, and present FORWARD's services and activities with a clear mission and call to action
- Stay up-to-date with VAWG-related public affairs and engage appropriately with relevant policy discussions on social media
- Respond appropriately and sensitively to any queries, feedback, or complaints raised via the website or social media
- Develop clear objectives and Key Performance Indicators for social media and website engagement, and produce quarterly reports using tools such as Google Analytics
- Ensure compliance with GDPR and data protection legislation

Digital Fundraising and Stewardship

- Ensure social media channels (Facebook, Twitter, Instagram and LinkedIn) are optimised for fundraising, to ensure positive donor experience
- Manage FORWARD's existing digital fundraising platforms e.g. Just Giving, Easy Fundraising, Amazon Smile
- Promote FORWARD's merchandise sales (e.g. t-shirts) on social media to generate income
- Work with other teams to develop FORWARD's digital fundraising campaigns
- Manage stewardship communication by writing bi-annual e-newsletters to new and existing donors to improve engagement and ensure a positive donor experience

Communication, content creation and information dissemination

- Work with team leads to create and write engaging content and design for external audiences i.e. monthly e-newsletter and annual reports.
- Oversee the design and copywriting of communications materials (e.g. brochures and flyers) to ensure they are in line with brand guidelines and tone of voice
- Lead on the creative promotion of the organisation's key external events (e.g. design of digital event flyers and posters)
- Manage the commission and collaboration with external graphic designers, film producers, editors and other suppliers to create engaging materials and campaigns
- Manage creative projects (such as short film productions and arts collaborations) to produce impactful work that promotes the organisation and its mission

General Responsibilities

- Adhere to the ethos and spirit of FORWARD and promote an organisational culture that embraces diversity, transparency and participation as a core value.
- Manage interns and volunteers as and when required
- Be proactive in keeping up to date with developments and trends relevant to your role, and improve personal competency through professional development and training
- Carry out other associated duties as may arise, develop or be assigned.
- Comply with FORWARD' policies, code of conduct and practices
- Protect the charity's reputation online and offline and ensure due diligence to protect vulnerable individuals and children in a digital context

CONFIDENTIALITY CLAUSE

All staff have a duty of confidentiality to FORWARD which exists in the Common Law. FORWARD has a duty to maintain strict confidentiality in relation to information and the whereabouts of its users, to keep safe and secure all information given to its staff in the course of their duties. This applies not only during the course of employment but also after termination of employment. This confidentiality clause covers such matters as knowledge of FORWARD's business, information on our users, business contacts, policies and procedures.

ADDITIONAL INFORMATION

The above job description reflects the position at the time of writing; it is not intended to be a task list but indicates the general level of work involved. It is expected that duties will be reviewed and revised as required.

Person Specification

Skills and experience

Qualifications	<ul style="list-style-type: none">• A graduate degree in a related field (e.g. communications, marketing, development, international development, sociology, social psychology etc.). A postgraduate degree is desirable.• Desirable: Degree or specialist training in digital fundraising
Experience Essential	<ul style="list-style-type: none">• At least 3 years' professional experience in communications, preferably in an NGO setting• Good knowledge of the digital charity landscape, including best practice for social media and web content creation• Experience developing and implementing digital strategies that lead to stronger visibility and engagement, and drives online donations from different types of audiences• Good understanding of digital fundraising approaches and campaigns• Experience using digital analytical tools (e.g. Google Analytics) to set realistic targets and measure engagement• Creativity and design skills, particularly in creating and/or overseeing the design of visually appealing digital and non-digital content
Skills Essential	<ul style="list-style-type: none">• Excellent writing skills, with an ability to adjust tone and content appropriately for different target audiences and work within brand and tone of voice guidelines• Good communication and interpersonal skills, being able to work and engage with people from a range of backgrounds and with varied personal experiences. Able to express ideas clearly to a wide range of audiences• Ability to think strategically and identifying new opportunities• Enjoy working with people and developing and managing relationships• Strong personal integrity and accountability, being able to set and meet personal deadlines and work independently• Well-organised and able to keep good records for data protection and financial purposes. Able to stick to timetables for delivery of work and be accountable for work produced.
Experience Desirable	<ul style="list-style-type: none">• Experience of Photoshop, Canva or other design programmes• Able to demonstrate experience of significant wins from digital fundraising strategies and activities
Personal Qualities	<ul style="list-style-type: none">• Commitment to the values and vision of FORWARD in respect to the campaign against FGM, child marriage and other forms violence against African women and girls.• Commitment to and passion for international development through equality of opportunity and respect for cultural diversity regardless of ethnicity, age, religion and gender.• Understanding of issues facing African communities in the UK, and of development and social issues in Africa