

# Refugee Council

## Job description



SUPPORTING AND  
EMPOWERING  
REFUGEES

**Bamboo**

<b>JOB TITLE:</b>	Senior Public Fundraising Officer
<b>TEAM:</b>	<b>Public Fundraising</b>
<b>GROUP:</b>	Income Generation
<b>LOCATION:</b>	Stratford, London
<b>REPORTS TO:</b>	<b>Direct Marketing Manager</b>
<b>GRADE:</b>	6 £35,814 to 38,934
<b>HOURS:</b>	35

Refugee Council is one of the leading organisations in the UK working with asylum seekers and refugees. Our operational teams based in various locations in England provide advice and assistance across a wide range of issues, including helping asylum seekers through the complexities of the asylum system, addressing issues of destitution and assisting refugees and asylum seekers to access key services including housing, welfare benefits, health, education and employment. Our teams work with relevant agencies including the Home Office, Refugee Community Organisations, Local Authorities, Legal Service Providers, Housing Providers, Health Institutions, Job Centre Plus and other mainstream service providers.

### Context and Purpose of the Job

Founded the same year as the United Nations 1951 Refugee Convention, Refugee Council has been working for over 70 years supporting refugees and asylum seekers to rebuild their lives. Our vision is a UK that is a welcoming place of safety for people who seek refuge from persecution and human rights abuses abroad. Every day we support people who have fled war, oppression or torture in their home countries, only to find that the UK treats them with disbelief, hostility and suspicion. We are passionate about helping and empowering refugees, both through a range of core holistic services, and through highly respected and influential advocacy work.

### The Team

The Fundraising and External Affairs Directorate is responsible for all external communications as well as securing income to support Refugee Council's charitable objectives. This role sits within the Public Fundraising team. The Fundraising team's work includes fundraising from a range of donors including individuals, trusts and foundations, statutory sources, corporates and major donors. This role, within the Donor Development Team secures donations from individuals giving up to £5,000 per year.

You can apply for this job at [www.refugeecouncil.org.uk/jobs](http://www.refugeecouncil.org.uk/jobs)

Registered address: British Refugee Council, Gredley House, 11 Broadway, Stratford, E15 4BQ  
Registered charity no. 1014576 Registered company no. 2727514



## **This role**

The purpose of this role is to effectively manage the day-to-day retention and stewardship programme – on and offline - contributing to the Supporter Retention income targets and KPIs.

## **Main Duties and Responsibilities**

### **1. Project Management**

- 1.1 Have responsibility for planning, project managing and developing based on insight the charity's individual giving, community fundraising, in memory and legacy income streams.
- 1.2 Manage a portfolio of public fundraising campaigns including across of range of channels including print, telemarketing, email, and OOH.
- 1.3 Responsibility for managing each project from start to end with minimal supervision. Including scheduling, budget setting and reporting with recommendations, agency relationships, briefing suppliers, data selections, exports, and imports, writing copy and managing the sign off process.
- 1.4 1.3 Lead on all elements and deliverables for each project or campaign (cold and warm) – budgeting, stewardship plan, telemarketing, mailing, email, social and digital.
- 1.5 Strategic planning and decision making for own projects in the Direct Marketing programme, assessing performance to inform future campaigns, flagging any risks to the Direct Marketing Manager.
- 1.6 Implement, maintain and make recommendations for developing appropriate supporter journeys – on and offline - ensuring that all opportunities are maximised, and innovations explored at every opportunity.
- 1.7 Responsibility for the sourcing and sharing of content, working with key colleagues internally to ensure this is done effectively and within guidelines. This may include written case studies and photography, organisational messaging and key stats, relevant price points. Including, but not limited to, taking photos, organising photo shoots, interviewing staff, and clients to gain first-hand accounts, liaising with front line colleagues and finance colleagues.
- 1.8

### **2. Data**

- 2.1 Have responsibility for recommending, implementing, and developing frameworks for all data analysis to enable accurate reporting of progress against own income targets. Create reliable, regular reports and end of campaign reviews for all projects, making recommendations for improvements wherever possible.
- 2.2 Make recommendations for and undertake complex programme-wide data analysis, identifying trends, issues, or areas for testing. Use analysis and learning to feed into future planning and overall programme strategy.
- 2.3 Manage, monitor and amend cash prompt strategy and algorithms, clearly understanding that incorrect or inaccurate prompt strategies could severely impact on income to the organisation.
- 2.4 Accurately manipulate data, applying test segments, prompt values, variable text and other additions where needed. Create complex print briefs and hold final sign off on print activity, ensuring accuracy to avoid compliance breaches.

### **3. Budgets and Strategy**

- 3.1 Have responsibility for delivering accurate and timely budgets for Direct Marketing activity in line with the annual budgeting process.
- 3.2 Complete monthly Management Accounts for all owned areas, ensuring accurate financial reporting and flagging all issues to Direct Marketing Manager, with suggestions for risk mitigation.
- 3.3 Manage the timely payment of suppliers; adhering to processes and monitoring all spend accurately.

- 3.4 Support the Direct Marketing Manager to deliver strategic initiatives to improve team performance. For example – developing a nuanced, supporter centric communication programme as our donor base becomes larger and more varied.
- 3.5 Working with Direct Marketing Manager and Head of Public Fundraising, support the embedding of organisational strategies, such as embedding our Lived Experience strategy.

#### **4. Internal and External Relationships**

- 4.1 Develop collaborative, effective, and supportive relationships with staff at all levels of seniority across the charity to develop compelling and accurate fundraising communications.
- 4.2 Provided dotted line management to team members, as and when required for the delivery of collaborative projects.
- 4.3 Communicate regularly and accurately with all communications colleagues, to ensure that opportunities are identified and maximised and duplication of work is avoided wherever possible.
- 4.4 Support Direct Marketing Manager on several tender projects, to ensure we are working with the best agency suppliers.

#### **5. Sector knowledge and compliance**

- 5.1 Stay up to date with trends and activity within the sector – including monthly desk research as well as attending seminars and workshops and networking with other fundraisers.
- 5.2 Ensure to keep up to date with all compliance changes within the sector – including, but not limited to, the ICO and Fundraising Regulator.
- 5.3 Negotiate and ensure that contracts and data agreements are in place with all external contractors that are used throughout the year. Complete annual audit and update of all contracts and data agreements to stay compliant.

#### **6. Volunteer Management**

- 6.1 Identify need for help from volunteers and recruit appropriate assistance if required, following interview and selection guidelines established by HR.
- 6.2 Ensure volunteers are supervised in accordance with HR policy.
- 6.3 Ensure volunteers have appropriate inductions and their development needs are met as far as practical within business needs.

### **Additional Information**

#### **Health & Safety**

The post holder is responsible for:

- Cooperating with the Refugee Council in delivering all legal responsibilities in respect of your own and your colleagues, volunteers, clients and others health and safety whilst at work.
- Becoming familiar with the Refugee Council's Health & Safety Policy and procedures including evacuation procedures at your workplace.
- Carrying out risk assessments of your own work and especially of your own workstation to ensure that you do not expose yourself or others to unnecessary risk.

#### **Flexibility**

To deliver services effectively, a degree of flexibility is needed, and the post-holder may be required to perform work not specifically referred to above. Such duties will, however, fall within the scope of the job, at the appropriate grade. The job description will be subject to periodic review with the post-holder to ensure it accurately reflects the duties of the job.

#### **Equal Opportunities Statement**

Apply by contacting Conan Finnegan at Bamboo Fundraising  
([conan@bamboofundraising.co.uk](mailto:conan@bamboofundraising.co.uk))

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As part of its recruitment policy, the Refugee Council intends to ensure that no prospective or actual employee is discriminated against on the basis of race, sex, nationality, marital status, sexual orientation, employment status, class, disability, age, religious belief or political persuasion, or is disadvantaged by any condition or requirement which is not demonstrably justifiable.

### **Working at the Refugee Council**

A commitment to the work of the Refugee Council.

### **Personal Effectiveness**

The post-holder will need to effectively manage their own workload and medium- and long-term plans and objectives.

### **Flexible Working**

The role will be a mixture of home working and office working, with a minimum expectation of 1 day a week in the office.

# Refugee Council

## Person Specification



SUPPORTING AND  
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**JOB TITLE:** Senior Public Fundraising Officer

## **Experience**

### Essential

#### **Direct Marketing**

Experience of independently managing multiple marketing campaigns from start to finish. Including: pre-campaign planning, scheduling, test development and implementation, creative development and execution, supporter data management, results monitoring and post-campaign analysis.

Experienced in managing campaign budgets and strategic planning.

Experience of working on at least two marketing channels – paid digital, email, mailing, telephone, face to face, out of home.

Experience of managing at least two fundraising streams – individual giving, community fundraising, legacy and in-memoriam income streams.

#### **Audiences**

Experience of using donor audiences to inform strategic planning, activity development and decisions.

#### **Testing**

Experience of designing and delivering test activities to existing supporters through Direct Marketing channels.

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## **Suppliers**

Experience in liaising and managing relationship with external agencies and suppliers.

## **Performance**

Extensive experience of working with KPIs and performance targets, developing tools and methods for monitoring performance, and providing performance reporting.

Experience of managing strong relationships with internal and external stakeholders.

## **Analysis**

Experience of data analysis (beyond campaign results) including; cross-analysing and interpreting trends across a series of campaigns and key performance indicators.

## **Database**

Experience of working with donor databases and briefing or carrying out selections, queries and analysis from that database.

## **Processes**

Experience of identifying opportunities to improve processes, and of designing and implementing new processes and/or improvements to existing processes.

## Desirable

## **Content**

Experience in copywriting – online or offline.

# **Skills and Abilities**

## Essential

### **Internal communication**

Excellent written and verbal communication skills and the ability to present complex information to non-specialists in a clear, effective and persuasive manner.

### **Opportunities**

Ability to identify opportunities to improve marketing activity, supporter experience, performance monitoring, data capture and data processes.

### **Finance**

Strong financial and analytical skills, able to manage financial budgets, processes and support monthly narratives on financial position.

### **External communication**

Ability to produce high quality, compelling and highly effective marketing materials, using creative and copy appropriate to the communication channel and purpose, to deliver marketing goals.

### **Creative thinking**

Ability to design and deliver new activities, campaigns, processes and performance monitoring from scratch.

### **Team working**

Able to build strong working relationships with colleagues, contribute to a positive and proactive working environment, make an active contribution in team and department meetings and seek out opportunities to take on additional responsibility.

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## **Time management**

Ability to manage a busy programme of activities, involving managing multiple projects and campaigns with competing priorities, to tight deadlines and to a high standard, simultaneously.

## **Accuracy**

Attention to detail with a high level of accuracy and quality in completed work. This includes ability to proof read, use accurate calculations and formulas in excel documents and reports, and maintaining accurate records of supporters, performance, costs and invoices.

## **Learning**

Ability to identify learnings and recommendations from activity, and translate this into future improvements and decisions for a wider programme.

## **Structured thinking**

Ability to independently apply creative and methodical thinking to new problems, projects and tasks.

## **Problem solving**

Excellent and demonstrable problem solving skills, with the ability to use on initiative to explore and identify solutions.

# **Knowledge**

## Essential

### **Principles**

Demonstrable knowledge and understanding of direct marketing channels, including core principles and best practice, with the ability to apply this knowledge to their work.

### **Trends**

Awareness of new initiatives and trends in direct marketing.

### **Compliance**

Knowledge of the Code of Fundraising Practice, and relevant laws relating to digital fundraising and marketing (DPA, PECR etc.).

### **Equality and Diversity**

An understanding of and commitment to Equal Opportunities in the workplace and in service provision.

### **Values**

Commitment to the Refugee Council's values and work

## Desirable

### **Cause**

Knowledge of and interest in issues affecting refugees and people seeking asylum.