

Job Description and Person Specification

Job Title:	Fundraising and Engagement Officer
Contract type:	Temporary 6 month fixed term, part-time
Salary:	£22-24K pro rata dependent on experience
Working Hours:	0.5 FTE (20 hours per week) with flexibility for the right candidate
Location:	London EC4N. Flexible hybrid home/office based, with requirement for face to face meetings in both central London office and Richmond/Twickenham.
Reporting to:	CEO (primary) /Programme Funding Manager
Direct Reports:	Occasional volunteers
Key Relationships:	Finance Manager, Finance Volunteer, Programmes team, Board of Trustees, Regional Coordinating Partners

BACKGROUND

StreetInvest and its partners have the ambitious goal to be reaching 100,000 street-connected children a year through Street Work by 2025. To make this a reality, StreetInvest has in the past three years restructured its programme to focus on building networks of effective Street Work organisations – under the umbrella of the Global Alliance for Street Work - able to maximise the number of children having access to a trustworthy adult Street Worker. StreetInvest works both directly and through this network to promote and support Street Work by:

- **INFORMING** those impacting on the lives of street-connected children with the evidence they need to understand the children and the issues they face, through **data collection and research**
- **INFLUENCING** those whose policies, attitudes and behaviours impact on the lives of street children and the realisation of their rights, through **advocacy and awareness-raising**
- **BUILDING** organisations and Street Work capacity with the values, attitudes, knowledge and skills to understand and respond to the needs of street children, through **training and capacity-building**
- **STRENGTHENING** Street Work organisations and the sector to be sustainable for the long term, through **network and organizational development.**

Since 2017, StreetInvest has primarily worked with and through three Regional Coordinating Partners (RCPs) in West Africa (Ghana), East Africa (Kenya) and Asia (India). Together we have developed ambitious joint strategies to expand and improve Street Work practice and bring

about lasting positive change for street-connected children.

StreetInvest has a small but dedicated supporter base who share its commitment to reaching the most 'left behind' children and ensuring no child grows up alone. These supporters contribute through individual giving (both occasional and monthly regular giving), events, campaigns and emergency appeals.

StreetInvest has long relied upon a highly motivated and skilled volunteers to support our central operations, including interns, IT support, fundraisers and other technical experts.

THE ROLE

StreetInvest is seeking a highly organised and motivated Fundraising and Engagement officer with superb people skills and a keen eye for detail. The Fundraising and Engagement Officer will implement StreetInvest's Individual, Community and Events Fundraising Plan, supporting the team to maintain and grow individual giving and strengthen the relationship with our supporter base. Key to this is:

- Linking individual giving, community and events fundraising with StreetInvest's programmatic work through targeted appeals and effective use of communications such as newsletters and social media.
- Maintaining an accurate and effective supporter database to manage and inform Individual, Community and Events Fundraising activities (Salesforce)
- Supporting the delivery of fundraising events and campaigns

This role will be the central point of contact for staff, trustees and volunteers involved in community fundraising and individual giving, offering logistical and admin support and helping to produce necessary materials and plans to facilitate events and campaigns.

The Fundraising and Engagement Officer coordinates StreetInvest's recruitment of volunteers and managing ongoing relationships with StreetInvest's pool of volunteers.

The Fundraising and Engagement Officer will act as the key point of contact for both supporter and public enquiries.

KEY RESPONSIBILITIES

Individual, community and events fundraising

- Management of CRM system (Salesforce) for individual donors, including creating, updating and maintaining donor records
- Acting as the first point of contact for all donor communication and enquiries
- Direct donor communication across StreetInvest's community fundraising streams

including thank you letters, newsletters, gift aid administration and other engagement

- Reporting on Individual, community and events fundraising activity and supporter base including for the purpose of targeted marketing, campaigns and events
- Administrative and logistical oversight of fundraising campaigns and events
- Post-event analysis and follow up with new and existing supporters
- Supporting trustees and volunteers with individual, community and events fundraising initiatives including producing marketing collateral such as leaflets, social media posts, posters and t shirts
- Admin oversight for all relevant individual, community and events fundraising platforms and subscriptions including Give as You Live, Amazon, EBay, Brevio, Just Giving and Crowdfunder

Communications and marketing

- Management of StreetInvest's central email address, fielding correspondence and enquiries to the appropriate team member
- Define requirements with the programme team and share content including blogs, social media posts, images and videos to communicate StreetInvest's impact and promote its mission
- Coordinate regular email newsletters to StreetInvest's supporters and friends, working with the programmes team and CEO
- With the support of the Programmes team, developing and implementing a simple social media plan and scheduling posts across Facebook, LinkedIn, Twitter and Instagram as appropriate
- Support with designing, formatting and presenting reports and other documents
- Update StreetInvest's website to ensure it remains up to date and post blogs and news articles (Wordpress)
- Design campaign and event materials including event advertising pdf's, postcards, certificates, invitations, etc. as well as cycle shirts, and other materials
- Maintain StreetInvest's photo and video database, ensuring that all materials comply with StreetInvest's Child Safeguarding Policy, support RCPs and the Programmes Team to obtain and record informed consent to use and share images, videos and stories.

Volunteers

- In response to team requirements, seek out suitable volunteers to meet StreetInvest's needs across programmes, operations and fundraising
- Provide admin and logistical support to our team of 8 regular and occasional volunteers as required
- Ensure all volunteers receive necessary induction materials and sign and understand StreetInvest's Child Safeguarding Policy
- Providing occasional admin support to the Finance Manager and CEO as required

PERSON SPECIFICATION

Essential Experience
1+ years' experience of working in a busy support role in a charity or other similar non-profit setting
Experience managing donor databases using Salesforce
Proven and relevant experience in a supporter-facing role at a charity
Proven internal and external communication experience, both verbal and written
Proven experience of administrative and logistical duties
Essential Skills and Knowledge
Ability and willingness to undertake routine administrative tasks
Excellent organisational skills with the ability to coordinate activities and maintain organized information storage systems
Excellent literacy and numeracy and proficiency in Salesforce, Word, Excel, Outlook and Powerpoint
Basic proficiency in Photoshop, Canva and/or other design tools
Excellent communication and interpersonal skills
Sensitivity to cultural differences and the ability to work in a wide variety of cultural contexts
Essential Aptitude
Proactive with a solution-oriented approach
Determined and committed to high quality standards
Meticulous eye for detail and thorough approach to administrative tasks
Ability to establish effective working relationships at all levels internally and externally
Ability to meet deadlines and work calmly under pressure
Commitment to children's rights and rights-based approaches to international development
Self-motivated, and able to work independently, setting and achieving personal goals
Willingness to travel to different locations across the UK to attend meetings where required
Desirable
Qualification in fundraising, communications or other relevant field
Experience of liaison with small, frontline organisations in the Global South
Ability to write for external audiences

Please note candidates must have the legal right to work in the UK.