recruitment pack
fundraising officer
About Us

Unseen is a UK charity with its head office in Bristol. We provide safehouses and support in the community for survivors of trafficking and modern slavery and operate the 24/7 UK wide Modern Slavery & Exploitation Helpline. We also work with individuals, communities, business, governments, other charities and statutory agencies to end slavery for good.

Our vision

Our vision is simple: a world without slavery. We aim to transform society’s response so all can live in a world free from such abuse and exploitation.

Our mission

We’re working to end modern slavery by empowering, equipping and influencing others to bring about positive and transformational change.

By empowering and supporting survivors through our specialist services we can enable them to recover safely and develop resilient, independent lives.

We identify key slavery and exploitation issues, and equip others with effective solutions through advice and training.

We use our experience, research and survivor stories to influence society and push for change in legislation, policy, business practice and consumer choices.

Our strategy

Educate society

Provide tangible solutions for individuals, communities, and organisations to be effective in their personal and professional lives in relation to tackling modern slavery.

Business engagement

Positively affect business behaviour by driving up standards to mitigate forced labour/ modern slavery by increasing awareness, engagement, transparency and promoting continuous improvement.

Support services

Influence and improve support systems locally, regionally, and nationally, whilst continuing to deliver services that empower and increase resiliency for those who have been exploited.

Policy, legislation and operational change

Influence policy, legislation, and operational practice in the UK and overseas to ensure tackling modern slavery remains a priority, being evidence-led by using our unique helpline data.

Organisational sustainability and optimisation

We will routinely review our internal processes and structure to ensure capacity and capability is optimised. We will consistently strive to achieve value for money. We will continue to prioritise funding ensuring our support services benefit the most from our activities.
Organisational Structure

Our values

**Collaborative:** We recognise the advantages in combining our expertise with the contributions of others. We seek to build lasting partnerships to support, challenge and deliver the changes we are aiming for.

**Honourable:** We see the best in people and promote an environment of respect for each other and our partners. We are straightforward, trustworthy and truthful in all our work.

**Ambitious:** We want to go as far as possible. We strive for the highest standards in all we do, pushing for change, looking for solutions. Our conduct, treatment of others and provision all aim to exceed expectations.

**Dynamic:** We are motivated to deliver results that change lives. In order to drive solutions forward, we embrace innovation, boldness and positivity.

**Insightful:** We are knowledgeable, informed and up to date. Thoroughly researching issues is a priority for us as the best way we can provide targeted, effective solutions.
# Fundraising Officer

**Location**
Flexible / remote. This role will be a mix of working from home and occasional days at our main office located in central Bristol. More / permanent time in the office can also be accommodated. We will work with the successful candidate to ensure any working model suits them.

**Salary**
£26,780 per annum (Band 3, pro-rata for part time)

**Contract type**
Permanent

**Hours**
Full time: 37.5 hours a week (part time may be considered)
This role may include occasional weekend and evening work.

**Reports to**
Senior Fundraising Officer

**Key relationships for the role**
- Fundraising Team
- Operations & Admin Team
- Communications Team
- Frontline / Helpline Teams

**Entitlements**
- 33 days holiday per year (pro-rated equivalent for part time), inclusive of bank holidays. An additional day of holiday is awarded at the start of each holiday year up to a maximum of 38 days.
- Pension contributions
- Enhanced sick pay entitlement (30 days full pay / 30 days half pay upon successful completion of probationary period)
- Enhanced Maternity and Adoption leave
- Staff Wellbeing Programme and flexible working
- Employee Assistance Programme – counselling for individuals (up to 8 sessions) and their families and a range of wellbeing support and resources
- Bike to Work Scheme
- Speak Up Staff line
- Lone Working system in place
Purpose of the role

This role will be responsible for assisting in developing and implementing Unseen’s Individual Giving fundraising programme and supporting other areas of fundraising including Community partnerships and events.

The Fundraising Officer will primarily:

1. Co-lead Unseen’s Individual Giving programme with the Senior Fundraising Officer, working to bring in new donors and maximise income raised from our existing supporters.

2. Deliver a variety of donor acquisition and retention activities, including campaigns (lead generation), appeals (online and direct mail), and stewardship (for example, production of our supporter magazine, Unseen In Focus).

3. Support Community fundraising activities such as organising student fundraising and partnership events.

This role may include occasional weekend and evening work.

Key Roles & Responsibilities

1. Managing the Individual Giving Programme

1.1 Send out Unseen’s monthly newsletter – this includes planning content, writing copy and collaborating with other teams, such as the Communications team, to ensure all information is accurate.

1.2 Working with colleagues across the organisation, use emotive case studies to develop compelling fundraising asks to support the retention of existing donors and encourage new donations.

1.3 Alongside the Communications team and external agencies, plan and implement new donor acquisition (lead generation) campaigns, using digital channels like social media and emails, and report on their success.

1.4 Ensure that donors have a positive experience of supporting Unseen's work and receive excellent care and stewardship – this includes welcoming new supporters via thank you messages and onboarding journeys and planning annual ‘thank-a-thons’.

1.5 Plan and implement stewardship activities for existing donors, such as Good News Story emails, and project manage the production of our annual supporter magazine, Unseen In Focus.

1.6 With support from the Senior Fundraising Officer, design and deliver appeals (online and direct mail) aimed at existing donors to maximise income.
1.7 Project manage campaigns and appeals such as The Big Give – this includes writing an application case for support, overseeing a marketing campaign and securing pledges from donors with the rest of the Fundraising team.

1.8 Liaise with Senior Leadership to make sure that all donation asks are up to date and accurate according to latest figures from our Helpline and Frontline teams.

1.9 Assist in researching and developing new areas of Individual Giving, including In Memory and Legacy Giving, to grow our supporter base and income.

1.10 Ensure all Individual Giving activity is recorded accurately on Donorfy, our Fundraising CRM, and the appropriate reports are set up to support planning and evaluation – you will also support the wider Fundraising team in Donorfy requests and assistance.

1.11 Keep track of subscription numbers, onboarding journeys and mailing lists using our email platform, Mailchimp.

1.12 Update parts of Unseen’s KPI tracker on a monthly basis to ensure that donor numbers and information and relevant and accurate.

2. **Supporting Community Partnerships**

2.1 Support the Senior Fundraising Officer to develop new Community partnerships and maximise the opportunity to raise funds from them.

2.2 Continue to develop existing ways of working with current Community groups, including students, churches and other faith groups and restaurants, among others.

2.3 Work with the Senior Fundraising Officer to ensure that students are supported through their fundraising journey with regular communication and fundraising opportunities – this includes producing the bi-monthly student newsletter.

2.4 Input into and attend applications and pitches for new partnerships, helping to create a compelling case for support.

2.5 Support in the planning and attending of events throughout the year, representing Unseen and talking about our work and positive impact in a confident way.

2.6 Ensure community partners are thanked and kept informed of key activities, and all information is recorded accurately on Donorfy.

3. **Fundraising Team Duties**

3.1 Feed into Unseen’s overall fundraising strategy, annually and throughout the year.

3.2 Participate and engage in fundraising team meetings and other team activities.
3.3 When required, input into funding bids and applications with relevant statistics.

4. Planning & Administration

4.1 Ensure the highest standards of data protection and compliance with all GDPR policies and principles are upheld when handling supporter data.
4.2 Join and attend relevant fundraising networks and training events.
4.3 Stay on top of relevant updates and functionalities for all of our key admin platforms, including Donorfy and Mailchimp.

5. General (all staff)

5.1 Promote the vision, aims and objectives of Unseen and ensure that all contacts with external people and organisations fully reflect the professional approach of Unseen.
5.2 Understand and comply with all relevant legislation and adhere to organisational and operational policies, protocols and administrative procedures.
5.3 Identify training needs and undertake appropriate training as needed.
**Person Specification**

### Essential Knowledge, Skills and Experience

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<td>High attention to detail and accuracy in creating materials and presentations.</td>
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<td>Excellent digital communication skills, including experience of writing content for digital audiences, and working knowledge of digital acquisition channels such as email and social media.</td>
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<td>Ability to work with a fundraising CRM system – this includes being accurate and organised when handling data and information about supporters and donations.</td>
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<td>Strong project management skills with the ability to prioritise multiple workloads and meet deadlines.</td>
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<td>Excellent and accurate written and verbal communications, with the ability to create compelling and emotive content for fundraising propositions to inspire individuals to donate.</td>
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<td>Confidence and ability in representing Unseen in external settings, such as in-person presentations, via online platforms such as MS Teams or Zoom, via email and on the phone.</td>
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<td>Experience of using Microsoft desktop programmes including Word, Excel, PowerPoint, Teams and Sharepoint.</td>
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<td>Excellent interpersonal skills with the ability to work collaboratively with colleagues at all levels.</td>
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<td>Ability to work as a part of a close team whilst also being comfortable in working independently.</td>
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### Desirable Knowledge, Skills and Experience

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<td>Experience of working within the charity sector.</td>
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<tr>
<td>Capability of planning and implementing Individual Giving activities, including tailoring plans to support the different stages of retaining donors and managing appeals and campaigns.</td>
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### Values and Personal Attributes

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<td>A team player with a creative and collaborative approach who can bring ideas and enthusiasm to the Fundraising team.</td>
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<td>Capability of demonstrating initiative in presenting new ideas and being confident in delivery these through to tangible action plans with measurable objectives.</td>
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<td>Understanding that responsibility must be taken with all roles and ensuring that work is completed on time to a high standard.</td>
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<td>Resilient and able to work under pressure on multiple projects.</td>
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<td>Willingness to work flexibly, occasionally outside core office hours (evenings and weekends) and to travel as required.</td>
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<td>Commitment to social justice and helping vulnerable and marginalised people.</td>
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<td>Understanding of, and empathy with, the needs of those impacted by having been exploited, trafficked and enslaved.</td>
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<td>Ensuring behaviors and actions are in line with Unseen’s organisational values.</td>
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How to Apply

This recruitment pack contains a job description, person specification and other information relevant to this role and its position within Unseen.

To apply:

1. Please complete Unseen’s application form for the role which includes a personal statement of 500 words outlining your suitability for the role, some personal details and equal opportunities questions, and;

2. Please also send a copy of your CV to jobs@unseenuk.org.

Please note: The only information from your application that will be shared with the hiring manager is your personal statement and CV.

The deadline for applications is Sunday 5 November.

Interviews will likely be held during the week of 13 November.

As an organisation focused on equality and diversity, we welcome applications from all sections of the community we serve including those with lived experience of modern slavery, those with diverse backgrounds, cultures, and religion, people of colour, those with disabilities and those from the LGBTQ+ community.

Any questions, please contact jobs@unseenuk.org.

Thank you for your interest in working with Unseen to achieve our vision of a world without slavery.