

Digital Fundraising and Engagement Officer

At other organisations, this role may be known as Supporter Engagement, Individual Giving and Community Fundraiser, Donor Relations, Supporter Development, Events Coordinator

Recruitment pack



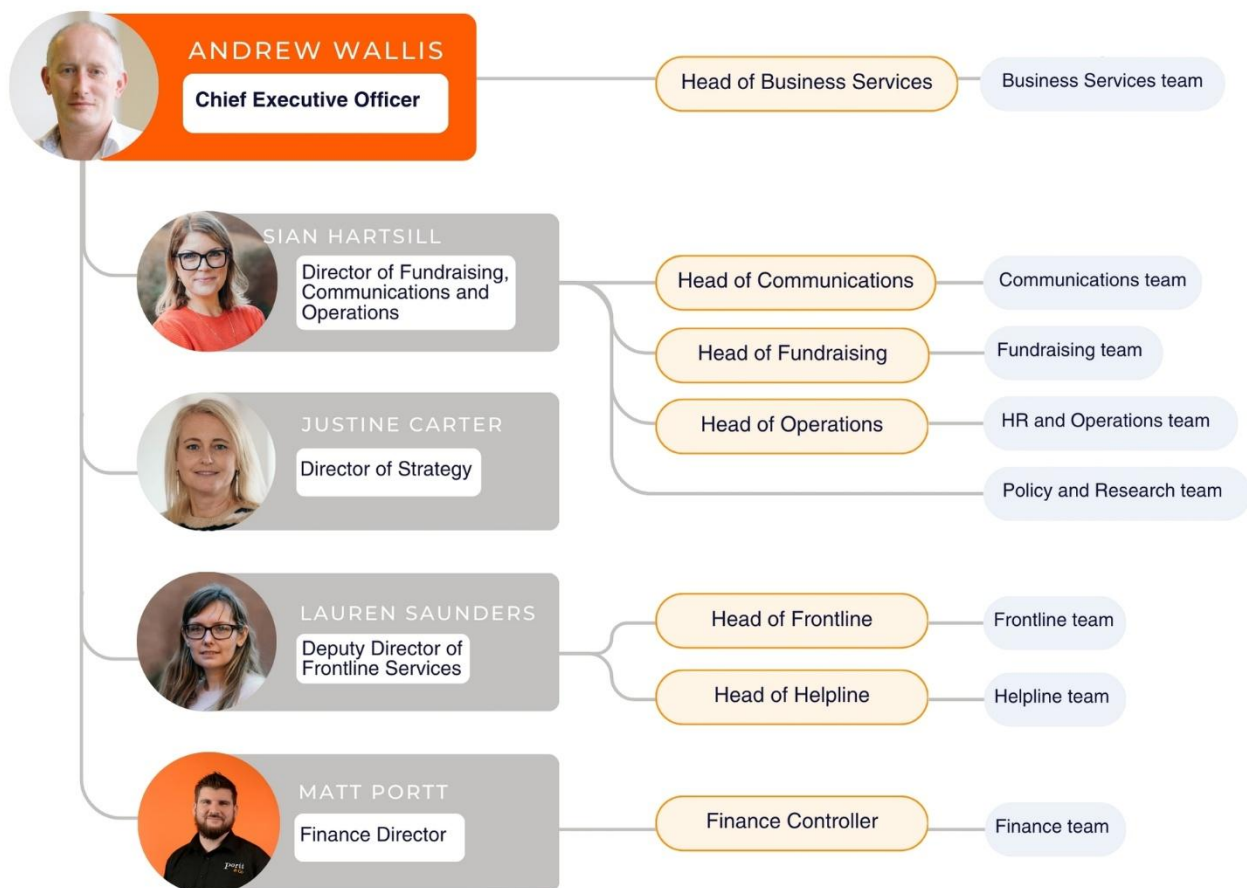
Location	Unseen's head office in Bristol (Hybrid approach with some working from home days. A degree of flexibility will be required)
Salary	£27,583 - £28,910 per annum (pro-rated for part time hours). We are an accredited member of the Living Wage Foundation.
Contract type	Permanent
Hours	Full-time, 37.5 hours per week (Part time may be considered)
Reports to	Head of Fundraising
Key relationships for the role	<ul style="list-style-type: none"> • Fundraising Manager • Head of Fundraising • Fundraising Team • Communications Team • Frontline Team • Helpline Team • Operations Team
Benefits	<ul style="list-style-type: none"> • 33 days holiday per year (pro-rated equivalent for part time), inclusive of bank holidays • An additional day of paid leave is awarded at the start of each holiday year (maximum of 5 days) • Paid Birthday leave • Long service awards • Enhanced Sick Pay entitlement • Enhanced Maternity and Adoption leave • Employee Assistance Programme – counselling for individuals and their families (up to 8 sessions) and a range of wellbeing support resources • Pension contributions • Bike to Work Scheme • Speak Up Staff line • Lone Working system in place

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 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: 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.



Purpose of the role

This new role will play a key part in delivering Unseen's fundraising and communications strategy. We're looking for a passionate, creative communicator to help grow our supporter base and maximise income to support our work to end modern slavery.

Key responsibilities and tasks

1. Strengthen **existing relationships** to retain donors and maximise income (primarily individuals and community groups).
2. **Grow our community of supporters** (primarily individuals and community groups).
3. Manage **digital fundraising** engagement and CRM management.
4. Manage **supporter communications** and engagement.
5. **Project manage** activities, events, and analyse performance.

Strengthen existing relationships:

- Manage the email newsletter, create compelling copy tailored to audiences.
- Design donor journeys to inspire regular, mid-level, and major gifts.
- Organise online and in-person supporter events.
- Build supporter relationships and attend events.
- Create/offer stewardship activities for individuals, peer-to-peer fundraisers, community groups and corporate engagement programmes.

Fundraising activity:

- Project manage campaigns and appeals (including the Big Give Christmas Challenge).
- Promote our fundraising activities including challenge events to individuals and community groups, or support them in developing their own fundraising ideas, and ensure they have the necessary resources for fundraising success.
- Work with the Fundraising Manager to propose additional fundraising activities that are engaging, will bring in new income streams and consider the return on investment of time and budget.

Grow our supporter base:

- Manage lead generation/donor acquisition campaigns.
- Deliver pitches for new community partnerships.
- Support the Fundraising Manager in nurturing new corporate partnerships, helping to create compelling cases for support and promote opportunities for employee engagement.

Digital fundraising leadership:

- Lead digital fundraising activities – email newsletter, online events, fundraising platforms (JustGiving, GiveStar, Stewardship, PayPal etc), SMS.
- Work with the communications team to maintain fundraising-related content on the website and social media content.
- Ensure effective use of Unseen's CRM system (Donorfy) to enable effective digital fundraising.
- Work with the fundraising team to harness the potential of AI.

Communications and marketing:

- Working with the communications team, create engaging content that reflects Unseen's brand, inspires support and demonstrates the impact of fundraising.
- Produce marketing materials to inspire supporter engagement.
- Work with the communications team to develop imagery.

Planning and administration:

- Project manage activities, allocating responsibilities and timelines.
- Coordinate and collaborate with colleagues and external people (such as Ambassadors).
- Administer Gift Aid requirements.

Strategy and analysis:

- Work with the Fundraising Manager and Head of Fundraising to monitor performance of all growth and stewardship activities (digital and non-digital).
- Identify opportunities to improve user experience.
- Explore and develop new income activities and develop the strategy.

General (all staff):

- 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.
- Comply with Unseen's policies, procedures, and relevant legislation.
- Identify training needs and undertake appropriate training as needed.
- Support occasional and ad hoc out of hours work during weekends and evenings where required.

Person Specification

We use the Person Specification to shortlist candidates for interview. For competitive personal statements, we recommend referencing with examples how your skillset and experience matches the Person Specification.

Essential Knowledge, Skills and Experience

- Excellent digital skills with the ability to learn new systems.
- The ability to write compelling and emotive copy.
- A team player, good at building relationships in person and digitally.
- The ability to work independently.
- A creative approach that can bring ideas and enthusiasm.
- Good project management skills with the ability to prioritise multiple workloads.
- Willingness to work flexibly, occasionally outside core office hours (evenings and weekends) and to travel as required.

Desirable Knowledge, Skills and Experience

- Curious about the capabilities of using AI in supporting fundraising and engagement.
- Experience in fundraising activities and events.
- Capability of demonstrating initiative in presenting new ideas and delivering through to tangible actions.
- High attention to detail and accuracy in creating materials and presentations.
- Proven understanding of and empathy with vulnerable people, especially survivors of modern slavery.

How to apply

1. Complete Unseen's [application form](#) for the role, and;
2. Send a copy of your CV to jobs@unseenuk.org.

If you are unable to complete the form online, please email jobs@unseenuk.org or call us on 0303 040 2888 and we will send a printable version for you to complete.

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 midnight on 13 July 2025.

Interviews will likely be held during the week of 21 July 2025.

We reserve the right to close the vacancy early if we receive the requisite number of applications. For this reason, we encourage interested candidates to apply early.

As an organisation focused on equity, diversity and inclusion, 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.

References from previous employers will only be contacted after a job offer. If there are valid reasons for this not to be possible, please mention this on your application.

Any questions, please contact jobs@unseenuk.org or call us on 0303 040 2888.

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