



# Supporter Journey and Digital Fundraising Officer

Candidate Information Pack

August 2024

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[uk-med.org](http://uk-med.org)

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## Introduction



This is an exciting time to join UK-Med. We have expanded significantly over the last few years and have an ambitious strategy in place for growth.

The world is experiencing an unprecedented level of humanitarian need. Natural disasters, disease outbreaks and conflict can hit at any time. The people affected are often the poorest and most vulnerable and the health problems they experience post-disaster are long-lasting. We believe that they deserve the highest quality emergency medical aid. We seek to save lives, but also to build resilient health systems so that people can lead healthy lives in the future.

At UK-Med, we work together to:

- **Respond** rapidly to emergencies, delivering the expertise needed to support local health services and save people's lives.
- **Prepare** health staff through training and capacity building, enabling health services to be better prepared for emergencies.
- **Learn** and share learning worldwide through our academic partners, ensuring patients get the best care.

This is a pivotal time in our history to join UK-Med. At the end of February 2022, we received the first of many calls asking for help with the crisis in Ukraine. We now have programmes across Ukraine including surgical support, health clinics, and emergency preparedness training. More than 20,000 people have already received direct support or training from UK-Med as a result.

In June 2022, we were awarded EMT (Emergency Medical Team) status by the World Health Organization. A month later, we were formally appointed to provide EMT services for the UK government. As such we are at the front line of the Foreign, Commonwealth and Development Office's response to humanitarian crisis and can also respond to any crisis, anywhere in the world, under our own banner.

We are very excited about our plans and hope you will join us on this extraordinary journey.

David Wightwick

**UK-Med Chief Executive Officer**

## Advert

Role:	Supporter Journey and Digital Fundraising Officer
Hours:	Full-time
Remuneration:	Up to £27,900 GBP per annual (based on experience)
Duration:	Permanent
Location:	UK-Med Office, Manchester, UK with hybrid working (approximately 30% on-site)

**Are you passionate about using digital marketing to support humanitarian causes? Have you played a role in managing fundraising campaigns that raise vital funds to aid those affected by crises?**

We are offering an exciting opportunity to help grow UK-Med's income from individual giving by attracting and retaining supporters, ensuring an excellent donor experience, and fostering long-term relationships with UK-Med. Your role will involve assisting in the achievement of fundraising targets through high-quality digital and print engagement, mapping and creating excellent support journey plans and the use of data analytics.

We are looking for someone who can help develop our approach to individual giving, increasing the lifetime value of our supporters' donations. You will be part of a small and supportive fundraising team where your contribution will be valued as a key member of the team in growing private income for UK-Med.

Working with UK-Med's skilled and friendly Communications team, you will play a vital role in creating our first supporter survey and developing supporter journey plans following the insights gathered. Your ability to track and analyse data will help to create excellent supporter journeys with sector leading stewardship plans. With a strong interest in digital fundraising, your innovative contributions to UK-Med's established campaigns and appeals will increase donor engagement. You'll also have the opportunity to work on new emergency appeals as UK-Med responds to international calls for support.

This is a fantastic opportunity for a motivated and enthusiastic individual to contribute to helping people affected by disease outbreaks, disasters, and conflict. Experience in the humanitarian or international development sector is a plus, but an interest in global affairs and a commitment to UK-Med's humanitarian mission are essential.

## How to apply

To apply, please complete the questions and submit your CV through our [Online Jobs Portal](#) as soon as possible.

This vacancy will close as soon as we have received enough strong applications. Please apply as soon as possible, and no later than **Friday 30<sup>th</sup> of August 2024**

*The vacancy will close as soon as we have received enough strong applications.*

*UK-Med is committed to safeguarding of our personnel and beneficiaries and has a zero-tolerance approach to sexual exploitation and abuse. We conduct thorough vetting before any appointment is confirmed.*

*UK-Med is committed to the principles of diversity, equality, and inclusion. We strive to provide an inclusive and supportive environment where employees feel respected and supported to be able to fulfil their potential.*

## About UK-Med

### UK-Med ([www.uk-med.org](http://www.uk-med.org))

We train and deploy medical teams and specialists to save lives when epidemics, conflict and natural disasters hit. As disasters grow more frequent, severe and complex there has never been a greater need to respond quickly and effectively. We believe in a world prepared to help.

It started in 1988 with a team of eight Manchester clinicians led by our founder Tony Redmond, when a huge earthquake ripped through Armenia. Teams continued to deploy throughout the 1990's and 2000s, and when Ebola struck West Africa in 2014 UK-Med stepped up. We recruited and trained the one hundred and fifty UK clinicians who worked alongside local medical teams, other NGOs and DFID to bring the outbreak under control.

UK-Med has deployed teams to a range of countries and crises including Cape Verde, China, Gaza, Haiti, Bosnia and Herzegovina, Indonesia, Jordan, Kosovo, Pakistan, the Philippines, Sierra Leone and Bangladesh. Our teams have undertaken a range of work on deployment including general medical care, trauma and surgical care, outbreak response and training of local healthcare staff.

### The UK EMT

The UK Emergency Medical Team (UK EMT) provides high quality emergency health care solutions in a range of humanitarian contexts on behalf of the UK Government. The programme is led by the Foreign, Commonwealth and Development Office (FCDO) and works under the guidelines of the WHO Classification and Minimum Standards for Medical Teams in sudden onset disasters. We recruit and train teams of UK-based clinicians, normally released for three weeks at a time by NHS employers. At any time, we have a team of sixty clinicians on call who are ready to respond to disasters anywhere in the world within twenty-four hours.

We can respond following earthquakes, cyclones, hurricanes, disease outbreaks or to other humanitarian contexts. Depending on the needs, we might deploy individual personnel, small clinical or advisory teams, self-sufficient primary care facilities or a field hospital including surgical team and inpatient facilities.

## UK-Med Vision, Mission and Values

### Our Vision

A world where everyone has the healthcare they need when crises or disasters hit.

### Our Mission

We save lives in emergencies.

When health services are overwhelmed, we get expert health staff to where they're needed fast.

We help communities prepare for future crises.

### We Value:

#### Excellence

We set high standards for ourselves and the organisation. We strive to be outstanding in everything we do.

#### Determination

We have a can-do attitude and thrive on problem solving. No matter what the challenge, we explore all options so if there's a way we'll find it. We don't give up easily.

#### Compassion

We care about people. The health and wellbeing of our patients and our people is central to everything we do.

#### Learning

We believe in knowledge-sharing and giving people the means to develop their capabilities. We value learning and continual growth.

#### Collaboration

Working in partnership with stakeholders, communities and colleagues is key to the success of our work.

We respect the skills, knowledge and experience of those we work with and take care to listen and adapt to changes in need.

# Job Description

<b>Job Title</b>	Supporter Journey and Digital Fundraising Officer
<b>Reports to</b>	Head of Philanthropy
<b>Duration</b>	Permanent
<b>Hours</b>	Full time
<b>Place of work</b>	Office base in Manchester and remotely as per our hybrid working policy

## Purpose of role

This is an exciting opportunity to work in a supportive and friendly growing fundraising team working on innovative and compelling appeals through individual giving. Your passion for excellent supporter journey will provide an exceptional donor experience; fostering well-established long-term relationships with UK-Med. Achievement of individual fundraising targets will be supported by high-quality engagement (digital and print) and the use of data analytics.

## Key responsibilities

### Individual Giving

1	Collaborate with the Head of Philanthropy to assist in developing a creative and ambitious individual fundraising plan that delivers agreed fundraising targets for the acquisition, retention, and development of individual supporters.
2	Support the growth of the donor base and assist in developing and stewarding donor journeys, using feedback and supporter surveys to increase retention rates.
3	Assist with email marketing impact updates with inspiring content to steward supporters and further engage in our work.
4	Help develop and expand our direct mail and newsletter plans
5	Support initiatives to increase levels of donor commitment and grow a robust regular giving pipeline.
6	Create innovative plans for donor acquisition working with the Head of Philanthropy and Communications team.

### Campaigns

7	Support the Head of Philanthropy in meeting fundraising targets and KPIs and assist in delivering appeal campaigns, including content creation, delivery, fulfilment, and review.
8	Assist in the creation and development of digital and printed appeal programs that support relationship building with potential supporters.
9	Help create and deliver paid-for digital marketing campaigns.
10	Assist in creating individual giving social media and website content, working with communications colleagues to generate compelling stories and case studies.
11	Work with the Communication Fundraising Officer to maximize opportunities for transitioning community and challenge event participants into new individual donors.



12	Collaborate with external agencies when required to ensure the highest creative standards and compelling content that aligns with the UK-Med brand.
<b>Data and Systems</b>	
13	Assist in data analytics and tracking, providing regular reports to inform and shape fundraising strategies and campaigns.
14	Support the development and maintenance of data systems (Donorfy CRM) to ensure data accuracy and currency and assist as a point of contact for database fundraising issues.
15	Utilize data and reporting functions to gather insights that increase UK-Med's presence across various digital channels in humanitarian, charitable, and academic sectors.
16	Help create curate website and social content related to individual giving ensuring alignment with the UK-Med brand and communication strategy.
17	Monitor individual giving platforms and ensure accessibility and growth through regular market scanning and staying updated on technology trends.
<b>Other</b>	
18	Stay updated on fundraising legislation, compliance requirements, and sector best practices, sharing insights with the team as appropriate.
19	Support specific budget requirements within the broader Communications & Fundraising context and assist with day-to-day financial management within the individual giving remit.
20	Work collaboratively with other members of the Fundraising team, supporting team activities in setting, delivering, and evaluating the wider Fundraising strategy and targets, and build strong working relationships across the organization.
<b>Safeguarding</b>	
21	Comply with and uphold UK-Med safeguarding policies (including child protection, prevention of sexual exploitation and abuse, bullying and harassment) and all Codes of Conduct.
22	Report all possible breaches of policy or Codes of Conduct through the appropriate channels in a timely fashion.
<b>General duties</b>	
23	Ensure and promote Equality, Diversity and Inclusion (EDI) in line with UK-Med's EDI Policy.
24	Comply with all financial and procurement policies and procedures, including those relating to anti-bribery, anti-terrorism, and anti-slavery.
25	Support UK-Med's environmental policies and procedures, taking personal responsibility for contributing to reducing negative environmental impacts.
26	Undertake training and comply with vetting requirements (including CRB / police checks, referencing) appropriate to the role as specified by UK-Med.
27	Treat all people including colleagues, patients and other beneficiaries, volunteers, partner staff and the general public with respect and ensure their dignity in interactions with you and UK-Med.

28	Other tasks as might be required to ensure effective delivery of UK-Med / READY / projects and programmes of work.
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# Person Specification

## Supporter Journey & Digital Fundraising Officer

<b>Qualifications / Professional Memberships</b>		
1	Educated to Degree level in relevant subject (Marketing, Communications) <b>or</b> equivalent professional experience <b>or</b> Evidence of CPD relevant to the role purpose and level.	Essential
2	Professional Marketing (CIM) or Fundraising (CloF) qualification.	Desirable
<b>Knowledge, Skills and Experience</b>		
3	Demonstrable experience of leading and project managing digital fundraising campaigns to generate income.	Essential
4	Significant experience of leading successful multi-channel marketing strategies and evidence of remaining current on marketing trends and experience of delivering print direct marketing appeals.	Essential
5	Project management experience including project planning, working to deadlines and meeting financial / ROI targets.	Essential
6	Experience of creating persuasive social media, digital and printed content.	Essential
7	Experience of delivering multi-segment printed fundraising appeals.	Desirable
8	Experience of delivering printed appeals through a direct mail company.	Desirable
9	Experience supported by relevant knowledge of using analytics and relevant databases to maximise impact and inform fundraising strategy and decisions.	Essential
10	Robust knowledge of marketing principles and techniques (digital and traditional) and relevant research techniques.	Essential
11	Working knowledge of CRM / sales software and various digital, social media and individual giving platforms and relevant GDPR / data regulations.	Essential
12	Third sector experience within a marketing role.	Desirable
<b>Personal Attributes</b>		
13	Highest standards of integrity.	Essential
14	Flexible, can-do attitude and good team player.	Essential

15	Excellent time and task management skills with the ability to balance a varied and dynamic workload and make decision in a fast-paced environment.	Essential
16	Excellent communication skills, both verbal and written.	Essential
17	Excellent attention to detail in respect of work planning and the use of systems with a strong commitment to quality control and standards.	Essential
18	Ability to work independently.	Essential
19	Flexibility in approach to working hours as may involve occasional out of hours work.	Essential
20	A commitment to own learning and development and willingness to undertake Continuing Professional Development.	Essential

# Key terms and benefits

<b>Salary:</b>	Up to £27,900 p/a (based on experience)
<b>Working hours:</b>	Full-time; you will be required to work the hours as are necessary for the proper discharge of the duties, with the notional requirement being 35 hours per working week. Work will normally be undertaken in office hours, Monday to Friday, but some weekend and evening working will be required.
<b>Annual Leave:</b>	25 days per year plus 8 public holidays (pro rata for the duration of the contract)
<b>Pension:</b>	10% employer contribution, with 5% employee contribution to a specific defined contribution scheme
<b>Deployment:</b>	You may be expected to travel and work overseas in support of our international programmes of work
<b>Safeguarding:</b>	To follow UK-Med safeguarding practices as required within the role.
<b>Professional requirements:</b>	Membership of professional bodies is not a requirement but may be an advantage
<b>Term of contract:</b>	Permanent

# UK-MED

Building a world  
prepared to help