



## **Digital Fundraising Officer (Memorial Wall)**

### **Salary £25,000 per year - 37 hours per week**

The Veterans' Foundation (VF), an armed forces' charity, seeks a talented and enthusiastic Fundraising Assistant to work remotely with occasional travel throughout the UK.

#### **What is the VF?**

The VF is a charity passionate about supporting the vulnerable veterans and has awarded grants amounting to nearly £20M since inception in 2016. It operates as an independent grant-making foundation offering targeted support to a broad range of charities and charitable organisations that support those in need among serving armed forces' personnel, veterans, operationally qualifying seafarers, and their immediate families.

Funded projects include those that tackle homelessness, poor physical and mental health, unemployment, poverty and difficult family welfare. It also supports initiatives that increase confidence and social integration, as well as reducing dependence on alcohol and drugs.

The VF gives priority to small and medium-sized, well-run charities and organisations in need of funds that help the target beneficiaries.

To date the majority of funds raised by the VF have come from the highly successful Veterans' Lottery (VL). However, individual and corporate donations are growing significantly and show potential for much further development. We now need a member of staff to support the VF's Fundraising Team to build a broader fundraising base, with a focus on digital means of income generation. More information about the VF can be found at:

- [Veterans' Foundation Website](#)
- [Veterans' Foundation Memorial Wall](#)
- [Veterans' Foundation Impact Report 2022/23](#)
- [Veterans' Foundation Impact Film](#)

#### **About the post**

The position of Digital Fundraising Officer (DFO) has been created to support the Fundraising Team in raising funds other than through the Veterans' Lottery (VL). The postholder will be responsible for the maintenance and growth of the Veterans' Foundation Memorial Wall and administration of the fundraising supporter base and merchandise. The DFO will work under the direction of the VF's Fundraising Manager, alongside the Fundraising Team and external marketing partner, Bee Ethical.



## **JOB DESCRIPTION**

<b>Job Title:</b>	Digital Fundraising Officer (Memorial Wall)
<b>Salary:</b>	£25,000 per annum
<b>Hours:</b>	35 hours per week, Monday to Friday
<b>Holiday:</b>	33 days per year, inc bank holidays, plus 4 days at Christmas and New Year.
<b>Accountable to:</b>	Fundraising Manager
<b>Based:</b>	Working remotely with occasional travel for training purposes, and to other locations throughout the UK to report to the Fundraising Manager, meet with other VF colleagues, and to undertake other business as required. (Reasonable notice will be given).
<b>Application Method:</b>	Email your CV, together with a covering letter to <a href="mailto:sarah.elliott@veteransfoundation.org.uk">sarah.elliott@veteransfoundation.org.uk</a>
<b>Closing Date:</b>	5pm on Friday, 16 <sup>th</sup> February 2024

## **PURPOSE OF ROLE**

To support the Fundraising Manager and Digital Fundraising Officer in the delivery of the VF Fundraising Plan, through key fundraising areas;

1. Grow and maintain tributes on the VF Memorial Wall (MW), a permanent online memorial for the men and women who have served our nation.
2. Optimise MW donation income.
3. Maintain VF fundraising supporter base, merchandise and events.
4. Assist in other VF funding activities.

## **PRINCIPAL DUTIES**

The main duties of the Digital Fundraising Officer are:

- To research and upload personal tributes to the VF Memorial Wall
- To research tribute resources and collaborative opportunities to fundraise through the VF MW



- To optimise MW donation income and awareness through the creation and development of targeted social media posts and email campaigns.
- To closely manage the relationship of all MW contacts and donors, ensuring a positive journey.
- To rationlise and maintain the MW's donation and tribute upload systems.
- To work with the VF Fundraising Team to monitor and evaluate MW fundraising activities to regularly assess value and inform future planning.
- To build a good working relationship with our external marketing partner to ensure VL and VF MW digital schedules are complementary.
- To manage the Fundraising Inbox, ensuring all fundraisers are supported with timely, regular communication, merchandise, and fundraising tools.
- Other tasks as may be required from time to time, consistent with the job role.

## **PERSON SPECIFICATION**

The successful candidate will demonstrate:

- Substantial experience (at least 12 months) in an online digital fundraising role
- An interest in the military and the people who have served our country
- Experience of posting on, and managing use of, social media platforms
- Experience of working with content management systems
- Experience of working with mobile and web payment systems
- Excellent written communication skills, able to write fast, accurate copy
- An understanding of charitable giving and the factors which inspire people to donate
- Good level of numeracy
- Experience of working to defined targets on digital marketing campaign
- Experience of using office systems and fundraising platforms
- Able to multi-task efficiently, prioritise workload and meet deadlines
- Highly organised, effective planner
- Quick learner, committed to continuous improvement
- Ability to achieve a high output of work, and consistent high quality
- A personable individual of high integrity who can work within a team and as an individual.
- Right to work in the UK.