



Digital Fundraising & Communications Officer

Fundraising and Publicity Department

Job Description

Ref: 959

1. Job Title:

Digital Fundraising and Communications Officer

2. Job Summary:

The role of the Digital Fundraising and Communications Officer is to deliver impactful communications through a range of digital platforms (both internally and externally) and deliver engaging digital promotional and fundraising activities and appeals.

You will also be responsible for communicating with donors, supporters and partners via Teams and similar platforms, phone calls, emails and some in-person events, to develop and maintain long-lasting, positive relationships and secure donations.

3. Responsible to:

The Digital Fundraising and Communications Officer will be line managed by, and accountable to, the Communications Manager, as well as significant working relations with:

- BHT Head of Development for fundraising activities content/planning;
- the Chief Executive for a range of communication functions;
- the Head of HR, Learning and Development for internal communications including the intranet;
- the Executive Management Team and Senior Management Team for external communications, including the promotion of key messages, and service literature
- BHT Sussex's Information Services Manager for intranet management and development

4. Tasks:

1. Promote BHT Sussex's key messages, appeals and campaigns through creating multimedia materials and delivering engaging content across our website, intranet, email marketing platform and social media
2. Increase, manage and monitor BHT Sussex's social media presence including on Twitter, Facebook, YouTube, Instagram and LinkedIn
3. Generate engaging content for the website, reports and social media for fundraising and service information, including video, news stories, case studies
4. Lead on the development of new digital fundraising initiatives including online appeals, virtual sports events and text giving programmes
5. Organise and promote periodic fundraising events such as the the annual BHT Sussex Bike It Brighton event and Christmas Street Collection

6. Produce the quarterly digital newsletter for supporters and stakeholders
7. Develop and update content for the website as required
8. Provide stewardship to new and existing supporters, and maintain our donor database
9. Oversee the maintenance and development of the BHT Sussex intranet and ensure key staff are trained in how to update their sections
10. Ensure brand compliance of service information and marketing literature (for example, newsletters, reports, promotional literature), developing new materials, editing copy and advising colleagues where required
11. Periodically review and update the BHT Sussex branding guidelines
12. Support identification of awards that BHT Sussex could apply for and produce awards applications
13. Develop strong and effective relationships with colleagues across the organisation, planning and delivering proactive communication campaigns
14. Maintain professional standards by keeping abreast of best practice in communications

It is the duty and responsibility of each employee to familiarise and comply with, BHT Sussex's health and safety policies and procedures. You are responsible for taking care of yourself to avoid injury to yourself and other persons who may be affected by your acts or omissions at work. You will be required to co-operate with BHT Sussex and others in meeting statutory requirements.

For confidentiality and data security: whilst working for BHT Sussex you may gain knowledge of confidential matters which may include manual, electronic personal and medical information about our Board Members, Staff, clients, residents or third-party contacts. Such information must be considered strictly confidential and must only be used for the purpose for which it was obtained for. Failure to observe BHT Sussex's GDPR & Data Protection policies and procedures could lead to disciplinary action. In addition, you must comply and handle personal data securely in accordance with BHT policies and procedures, including the IT Security Policy and Computer Use Policy.

Adherence to and ensure compliance with BHT Sussex's Safeguarding Policy and Procedure at all times. If, in the course of carrying out the duties of your role, you become aware of any actual or potential risk(s) to the safety or welfare of clients, these concerns must be reported to your line manager in the first instance.

Actively promote and live out BHT Sussex values of 'Inspiring Change'; 'Delivering Excellence'; 'Empowering People'; 'Being Accountable' and 'Collaboration'.

To assist with identifying and reviewing strategic risk, and to be responsible for the management of specific risks delegated to you from time to time.

No job description can cover every issue which may arise within the post at various times and the post holder is expected to carry out other duties from time to time which are broadly consistent with those in this document.