

Job Title	Digital Fundraising Officer	Pay Band:	Staff
Reports to	Senior Comms Lead	Pay Tier Range:	6.0-6.6
Occupational Requirement(s):	Practising Christian	Status:	Permanent
DBS Requirement:	Basic DBS Check	Work pattern:	30 hours pw
Job Purpose	To deliver inHope's digital communications and fundraising activities, increasing supporter engagement, awareness and income, enabling inHope's Christian ministry to people experiencing homelessness and hunger.		
Outcomes			
<ul style="list-style-type: none"> • Increased engagement with inHope's digital audiences. • Growth in online fundraising income and supporter participation. • Consistent and high-quality communications across all digital platforms. • Improved supporter journeys through timely and engaging content. • Strong representation of inHope's Christian vision, mission and impact. 			
Outputs			
<ul style="list-style-type: none"> • Regular and engaging social media content across agreed platforms. • Up-to-date and effective website content. • Scheduled and impactful e-newsletters and supporter emails. • Digital promotion of fundraising campaigns and events. • Compelling stories, photos and media content gathered and shared. • Accurate reporting on digital engagement and campaign performance. 			
Key Tasks			
Digital Fundraising			
<ul style="list-style-type: none"> • Manage inHope's social media channels, planning and scheduling engaging content which connects and inspires online followers. • Maintain and update the inHope website, ensuring content is current, accurate, compelling and optimised for search engines. Utilise Google Ad words to maximise connection with new supporters. • Create and distribute e-newsletters and supporter communications. • Support digital fundraising campaigns including online giving and peer-to-peer fundraising (e.g. JustGiving). • Develop engaging written and visual content including graphics, photos and video. • Capture stories from clients, volunteers and staff in a sensitive and empathetic manner. • Monitor and report on social media, website and email analytics. • Ensure branding is consistently applied across digital platforms. • Support the wider Income and People Team with campaigns, events and communications activity. 			
General Duties			
<ul style="list-style-type: none"> • Christian pastoral care for colleagues within inHope. • To participate in, and sometimes lead, tasks and other activities that further the work of inHope from time to time. 			

Key Attributes

Person Statement

An organised, creative and motivated individual with a passion for digital communications and fundraising, and a sense of God's call to use your skills in Christian ministry. The role requires strong storytelling ability, digital confidence and the ability to engage supporters through online platforms.

Essential Attributes

- Committed Christian with a heart for inHope's mission and values.
- Strong written communication and storytelling skills.
- Experience managing social media channels and digital content.
- Competent in website content management systems and email marketing platforms.
- Creative flair for visual communications using graphics, photos and video.
- Able to manage workload effectively and meet deadlines.
- Confident communicator with excellent interpersonal skills.
- Strong IT and digital skills including Microsoft Office and social media tools.

Desirable

- Experience in charity fundraising or communications.
- Photography or video editing skills.
- Knowledge of CRM systems and digital analytics.

Key Relationships

Team: The Income and People Team serves inHope by communicating the vision, mission, outputs and outcomes to existing and potential supporters and funding sources, developing existing relationships and establishing new ones.

Primary Relationships

- Line managed by the Senior Comms Lead with regular meetings to review progress against objectives.
- To be an effective member of the Income and People Team.
- Liaison with inHope colleagues to keep up-to-date in order to aid communications.
- To foster good working relationships with online supporters.
- A fully participative member of the staff team, attending staff meetings and prayer times in keeping with the agreed work pattern.
- To work alongside volunteers; supporting them with tasks that augment the work of inHope.