



Digital Fundraiser

Riverside Counselling Service is looking for a highly motivated, enthusiastic, and proactive Digital Fundraiser. You will work closely with the Fundraising Manager to help meet or exceed fundraising targets and raise awareness of the charity by creating social media content, developing digital fundraising opportunities, and on-line events and campaigns.

Line Manager: The Fundraising Manager

Hours: 0.2 FTE (28 hours per month). Flexible working hours. Home based

Pay & contract: £20 per hour. Self-employed.

Principle Responsibilities

Digital Fundraising, Communications & Social Media

- Assist with activity that maximises income generated through digital products, platforms, and services
- Help increase awareness of individual and regular giving opportunities
- Develop and manage digital fundraising appeals and campaigns
- Manage the Just Giving Platform and assist supporters with their fundraising pages
- Manage on-line ticket platform for RCS events (currently TicketSource)
- Develop new and existing digital fundraising opportunities ie. Amazon Smile, Give as You Live, E-bay, on-line auctions, etc.
- Review new platforms to keep at the forefront of digital marketing and fundraising
- Measure and report on the performance of all digital marketing and fundraising campaigns
- Design digital marketing materials for events and on-line campaigns
- Regularly review the website and assist with content
- Devise and implement plans to develop a regular digital newsletter and build sign-ups and engagement
- Develop a social media policy, keeping up to date with social media best practices and trends
- Create a social media strategy, with consideration for Riverside's differing stakeholder groups
- Develop content and manage the social media calendar

- Engage with and manage social media communities across all platforms (currently Facebook, Instagram, and LinkedIn)
- Attend key fundraising events. These may involve occasionally working evenings or weekends
- Represent RCS at community events and develop networking opportunities
- Identify opportunities to raise awareness of RCS and fundraise in the communities where we operate i.e. Henley, Wallingford, Didcot, and Berinsfield
- Maintain supporter details on a fundraising database

Person specification

- Experience working within a fundraising or digital marketing environment demonstrating a track record of maintaining and growing income for supporters and/or organisations.
- Excellent supporter care experience knowing what is necessary to deliver a high-quality service to supporters and/or fundraisers.
- Expert knowledge, experience, and confidence in developing and delivering creative and engaging social media content to a variety of stakeholders, across a wide variety of channels.
- Ability to create engaging graphic content using Adobe/Canva software.
- Demonstrate empathy, active listening and effective verbal and written communication skills.
- Produce quality, well-written copy/content with a flair for creative writing. You should be able to demonstrate examples of copywriting that is engaging, original and persuasive.
- Knowledge of Search Engine Optimisation (SEO), keyword research and Google Analytics and Meta Business Suite.
- Competent in Microsoft Excel, Word, and PowerPoint.
- Experience of designing and managing fundraising campaigns.
- Understanding of Just Giving platform.
- To be happy to work independently and be suitably motivated and organised to work from home.
- Be strongly motivated in supporting mental health issues and improving community wellbeing.
- Experience working with a charity (desirable)