



Senior Digital Fundraiser

Candidate Information Pack

July 2022

Contents

- 2. Contents
- 3. Introduction
- 4. Advert
- 5. How to apply
- 6. About UK-Med
- 8. Job description
- 11. Person specification
- 13. Key terms and benefits

Introduction



The world is experiencing an unprecedented level of humanitarian need. Natural disasters, disease outbreaks and conflict can hit at any time – and they're increasingly frequent, complex and severe.

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 healthcare. Our medical teams respond to disasters around the world and we work with local emergency medical teams to build their resilience to future

threats.

Our main areas of work address key main problems faced when providing emergency healthcare following a disaster:

- **Emergency response:** There are only a small number of international agencies and WHO verified Emergency Medical Teams capable of responding globally, at speed and scale, to spikes in need.
- **Providing expertise:** There are not enough medical and coordination staff as there are challenges recruiting, retaining and training the numbers required to meet growing need.
- **Raising standards:** The sector lacks consistency and consensus on training and accreditation for international health professionals.
- **Building resilience:** First response and continued support is most effective when provided by health professionals based within the country affected. Significant investment in training for staff is required to achieve this.

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. We are very excited about our plans to meet these challenges and to grow UK-Med and I hope you will join us on this exciting journey.

David Wightwick

UK-Med Chief Executive Officer

Advert

Role:	Senior Digital Fundraiser
Hours:	Full-time
Remuneration:	£30,000-£32,000 p/a (based on experience)
Duration:	Permanent
Location:	UK-Med Office, Manchester, UK with hybrid working (approximately 30% on-site)

Are you an experienced multi-channel marketing strategist? Have you led and project managed digital fundraising campaigns to successfully generate income?

UK-Med is a humanitarian NGO that has been responding to disasters for over thirty years. We prepare and equip medical teams, both in the UK and worldwide, so they are ready to respond when epidemics, conflict and natural disasters hit. We are core partners, providing the clinical component and key support structures of the UK Emergency Medical Team (UK EMT) in line with WHO standards.

This is an exciting and unique opportunity to dramatically increase income generation from individual giving through supporter attraction and retention, an exceptional donor experience and fostering well-established long-term relationships with UK-Med. Achievement of individual fundraising targets will be underpinned by high quality engagement (digital and print) and proactive use of data analytics.

UK-Med has an ambitious five-year strategy and a goal to generate £1 million per year from voluntary sources by 2026 to fund emergency responses and training for health staff. UK-Med's income is currently primarily statutory, and the charity is relatively new to fundraising, however voluntary income has quadrupled year on year for the last three years. Earlier this year the board invested in the team to support the delivery of the 2021-2026 Fundraising and Communications strategy. The new Senior Digital Fundraiser will help build on the promising foundations laid to deliver an exciting chapter in the charity's development.

You will be building on significant work already undertaken in all these areas. This is a fantastic opportunity for an ambitious, determined and passionate individual to make a real difference to people who have their lives impacted by disease outbreaks, disasters and war. Experience in the humanitarian or international development sector is desirable, however a keen interest in global affairs and a commitment to UK-Med's humanitarian mandate are essential.

How to apply

To apply, please submit a **current CV and a supporting letter** (2 pages) that includes a detailed explanation of your suitability for this post with **specific reference to the essential criteria** in the person specification. The closing of the applications will be midnight on **Sunday 14th August**. Potential interview date will be on **Friday 19th August 2022**.

Applications should be submitted through our [online jobs portal](#) .

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)

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

Job Title	Senior Digital Fundraiser
Reports to	Head of Communications & Fundraising
Duration	Permanent
Hours	Full time - 35 hours
Place of work	Office base in Manchester and remotely as per our hybrid working policy

Purpose of role

This is an exciting and unique opportunity to dramatically increase income generation from individual giving through supporter attraction and retention, an exceptional donor experience and fostering well-established long-term relationships with UK-Med. Achievement of individual fundraising targets will be underpinned by high quality engagement (digital and print) and proactive use of data analytics.

Key responsibilities

Individual Giving

1	Work with the Director and Head of Communications and Fundraising to develop a creative and ambitious individual fundraising plan which delivers agreed fundraising targets and KPIs for the acquisition, retention and development of individual supporters and maximum impact with external audiences.
2	Grow the donor base and develop and steward donor journeys from initial sign up to legacy, capitalising on current public interest and use of feedback to increase retention rates.
3	Email marketing – Grow our supporter mailing list through lead generation, low unsubscribe rates and capture of key data.
4	Develop and grow our print direct marketing.
5	Increase levels of donor commitment to grow a robust regular giving pipeline.
6	Create, develop and manage the UK-Med legacies programme in line with the overarching strategy, implementing effective marketing campaigns to attract new supporters and increase long term support.

Campaigns

7	Responsible for meeting fundraising targets and KPI's set by the Head of Communication & Fundraising and for delivery of all elements of subsequent appeal campaigns, including content, delivery, fulfilment, and review, within budget.
8	Responsible for the creation and development and delivery of digital and printed appeals programmes and plan, which support relationship building with potential supporters.
9	Responsible for the creation and delivery of paid-for digital marketing campaigns to.
10	Responsible for the creation of all individual giving social media and website content; working with comms colleagues to generate compelling stories and case studies.

11	Work with the Community Fundraising Officer to maximise opportunities for flow from community and challenge events into new individual donor acquisition.
12	Work with external agencies where required to ensure highest creative standards and compelling content which is compliant with UK-Med brand and delivered to time and budget.
Data and Systems	
13	Data analytics and tracking, with regular reporting to inform and shape fundraising strategy and campaigns.
14	Oversee and develop data systems (Beacon CRM) to ensure accuracy and currency of data and systems to ensure all activity is reliably data driven and evidence led and be the point of contact, internally and externally for all database technical issues – liaising with our internal membership team who manage the system.
15	Maximise use of data and reporting functions to gather and share insights which increase the UK-Med presence across a range of digital channels in humanitarian; charitable; academic sectors.
16	Create, curate and upload website and social content in respect of individual giving and legacies in line with the UK-Med brand and comms strategy and for maximum impact.
17	Monitor individual giving platforms and ensure easy-to-use access and ongoing growth through regular market scanning and remaining abreast of technology trends.
Other	
18	Keep updated on fundraising legislation, compliance requirements and sector best practice, sharing this across the team as appropriate.
19	Inform, support and deliver against specific budget requirements within the broader Communications & Fundraising context and take responsibility for day-to-day financial management of areas within individual giving remit.
20	Work collaboratively with other members of the Communication & Fundraising team providing support to team activities in setting, delivering and evaluating progress of the wider Communications & Fundraising strategy and targets and build strong working relationship across the organisation.
Safeguarding	
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.
General duties	
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.

Person Specification

Senior Digital Fundraiser

Qualifications / Professional Memberships		
1	Educated to Degree level in relevant subject (Marketing, Communications) or equivalent professional experience or Evidence of CPD relevant to the role purpose and level.	Essential
2	Professional Marketing (CIM) or Fundraising (CloF) qualification.	Desirable
Knowledge, Skills and Experience		
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
Personal Attributes		
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

Salary:	£30,000-£32,000 p/a (based on experience)
Working hours:	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.
Annual Leave:	25 days per year plus 8 public holidays (pro rata for the duration of the contract)
Pension:	10% employer contribution, with 5% employee contribution to a specific defined contribution scheme
Deployment:	You may be expected to travel and work overseas in support of our international programmes of work
Safeguarding:	To follow UK-Med safeguarding practices as required within the role.
Professional requirements:	Membership of professional bodies is not a requirement but may be an advantage
Term of contract:	Permanent



Building a world
prepared to help