



# Communications and Fundraising Officer

Candidate Information Pack

January 2024

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## Introduction



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.

The world is experiencing an unprecedented level of humanitarian need. Natural disasters, disease outbreaks and conflict can hit at any time. 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 medical aid. We seek to save lives, but also to build resilient health systems so that people can lead healthy lives in the future.

At UK-Med, we work together to:

- **Respond** rapidly to emergencies, delivering the expertise needed to support local health services and save people's lives.
- **Prepare** health staff through training and capacity building, enabling health services to be better prepared for emergencies.
- **Learn** and share learning worldwide through our academic partners, ensuring patients get the best care.

This is a pivotal time in our history to join UK-Med. At the end of February 2022, we received the first of many calls asking for help with the crisis in Ukraine. We now run programmes across Ukraine including surgical support, health clinics, and emergency preparedness training. More than 20,000 people have already received direct support or training from UK-Med as a result.

In June 2022, we were awarded EMT (Emergency Medical Team) status by the World Health Organization. A month later, we were formally appointed to provide EMT services for the UK government. As such, we are at the front line of the Foreign, Commonwealth and Development Office's response to humanitarian crisis and can also respond to any crisis, anywhere in the world, under our own banner.

We are very excited about our plans and hope you will join us on this extraordinary journey.

David Wightwick

**UK-Med Chief Executive Officer**

## Advert

Role:	Communications and Fundraising Officer
Remuneration:	Up to £27,900 GBP (dependent on experience)
Duration:	Permanent
Location:	Manchester, UK (hybrid working available)

**Are you an energetic and passionate communications professional who can use their expertise to help UK-Med deliver life-saving medical aid? Can you create inspiring content to engage action?**

UK-Med is a frontline medical aid charity. Born of the NHS, we've been working for over 30 years towards a world where everyone has the healthcare they need when crises or disasters hit.

UK-Med is seeking a talented Communications and Fundraising Officer to deliver exceptional support to our growing Communications and Fundraising Team. With excellent interpersonal skills and attention to detail, this role will be crucial in driving forward the supporter journey strengthening our network of supporters and supporting the organisation's communication activities and campaigns across web and social media.

You will be a creative thinker, able to develop a wide range of communication materials for different audiences. You will be fluent in working across a wide range of digital platforms, including social media.

You will also deliver exceptional supporter care and be the first point of contact for all supporter/donor queries. You will process donations, create invoices, and oversee the pool of potential supporters.

We're looking for a candidate who thrives on diverse tasks and relishes the opportunity to contribute to a vibrant and flexible team. If you enjoy working in a fast-paced environment and can help us meet our goal of delivering an excellent supporter experience, we look forward to hearing from you.

## How to apply

To apply, please submit a **current CV and a cover letter** (no more than 2 pages) that includes a detailed explanation of your suitability for this post with **specific reference to the essential criteria** in the person specification.

Applications must be submitted through our [online jobs portal](#) no later than **Monday 22<sup>nd</sup> of January 2024**

*Applications for work in the UK can only be accepted from people with an existing right to work in the UK.*

*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](http://www.uk-med.org))

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

A registered charity, UK-Med has been responding to emergencies since 1988, when a team of eight Manchester clinicians went to Armenia following a devastating earthquake. Since then, we have continued to expand our humanitarian operations, drawing on a wide range of clinical specialisms and NHS staff to support our emergency responses.

We have deployed clinicians following numerous conflicts and large-scale natural and manmade disasters. This year alone, we have responded in Syria, Libya, Somalia, Turkey, Malawi, Morocco, and Armenia, as well as maintaining an ongoing country programme in Ukraine.

Our core staff team of 30 provides programme management and technical health expertise, logistics, fundraising and communications, finance, HR, and administrative support. Our humanitarian responses are staffed by our membership - a combination of volunteers seconded from NHS employers, and experienced NGO workers recruited on a contingency basis for specific responses. Currently we have a membership of around 1,000 (mostly healthcare professionals and experienced NGO support staff) who have been through selection procedures, vetting and induction/training.

## 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

## Communications and Fundraising Officer

<b>Job Title</b>	Communications and Fundraising Officer
<b>Reports to</b>	Communications Manager
<b>Duration</b>	Permanent
<b>Hours</b>	Full Time
<b>Place of work</b>	Manchester, UK (hybrid working available)

### Purpose of role

The ideal candidate will possess confident communication skills, prior experience in a communications or fundraising role, or experience in supporter/donor engagement. The successful candidate is highly organised, detail-oriented, and has the ability to analyse processes. They excel in using databases and meeting deadlines in a busy environment. They thrive both independently and collaboratively, embodying a sincere commitment to the organisation's values, notably in promoting equality, diversity, and inclusion.

### Key responsibilities

#### Fundraising – 20%

1	Diligently managing gift processing procedures to ensure accuracy and efficiency.
2	Efficiently generating purchase orders and processing invoice requests with meticulous attention to detail.
3	Proactively managing fundraising inboxes, ensuring timely and thoughtful responses to both email and phone inquiries.
4	Extending heartfelt thanks to new fundraising supporters, fostering positive relationships and engagement.
5	Expertly using the CRM database 'DonorFy' to track inquiries, pledges, and donations, verifying gift aid declarations, and creating reports.
7	Playing a key role in the planning, development, execution, and evaluation of Fundraising team events, contributing to their overall success.
8	Developing a deep and comprehensive understanding of the organisation's objectives to align fundraising activities with its core mission.

#### Communications – 80%

#### Web and Social Media

9	Conducting quarterly website audits to ensure all page content is current and relevant.
10	Crafting and scheduling engaging content for regular updates across various social media platforms.



11	Delivering consistent reports on website and social media analytics to track and analyze digital engagement.
13	Actively supporting UK-Med's public awareness and fundraising campaigns, utilizing web, email marketing, and social media channels to maximize reach and impact.
<b>Content Creation</b>	
14	Diligently researching and composing insightful articles for UK-Med's website, ensuring content is both informative and engaging.
15	Assisting in the gathering and systematic archiving of photos and videos from field operations, contributing to a rich repository of content.
<b>Branding and Marketing</b>	
16	Crafting compelling copy and designing and distributing visually appealing flyers, brochures, and other marketing/fundraising materials under the guidance of the communications team.
17	Offering branding assistance to other departments to ensure consistent and accurate use of the logo, brand colours, fonts, and templates in all organizational communications.
<b>Other duties</b>	
18	Support with internal communications as needed.
<b>Safeguarding</b>	
20	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.
21	Report all possible breaches of policy or Codes of Conduct through the appropriate channels in a timely fashion.
<b>General duties</b>	
22	To ensure and promote Equality, Diversity and Inclusion (EDI) in line with UK-Med's EDI Policy.
23	Comply with all financial and procurement policies and procedures, including those relating to anti-bribery, anti-terrorism, and anti-slavery.
24	Support UK-Med's environmental policies and procedures, taking personal responsibility for contributing to reducing negative environmental impacts.
25	Undertake training and comply with vetting requirements (including CRB / police checks, referencing) appropriate to the role as specified by UK-Med.
26	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.
27	Other tasks as might be required to ensure effective delivery of UK-Med / READY / projects and programmes of work.

# Person Specification

## Communications and Fundraising Officer

<b>Qualifications / Professional Memberships</b>		
1	Educated to degree level in a relevant subject (e.g. Marketing, Media, Communications, International Relations) OR evidence of continual professional development relevant to the role purpose and level.	Essential
2	Communication or marketing qualification	Desirable
<b>Knowledge, Skills and Experience</b>		
3	Demonstrable experience of creating compelling content from source material for a range of platforms.	Essential
4	Demonstrable experience of planning and delivering cross platform campaigns.	Essential
5	Demonstrable experience of working within a multi-disciplinary team to deliver a project together.	Essential
6	Excellent communication skills both written and spoken, clearly communicating complex issues in an accessible style to a variety of audiences.	Essential
7	Understanding of donor/supporter care.	Essential
8	Ability to prioritise and work under pressure	Essential
9	Experience of delivering paid digital campaigns and Google AdWords.	Desirable
10	Third sector experience within a marketing role.	Desirable
11	Able to build content in Adobe Creative Suite and Canva and take high-quality photos and video.	Desirable
12	Familiar with WordPress or other Content Management Systems.	Desirable
13	Prior experience in the humanitarian and/or international development sectors	Desirable
<b>Personal Attributes</b>		
14	Highest standards of integrity.	Essential
15	Flexible, can-do attitude and good team player.	Essential
16	Excellent time and task management skills with the ability to balance a full and dynamic workload and make decisions in a fast-paced environment.	Essential

17	Excellent attention to detail around work planning and the use of systems with a strong commitment to quality control and standards.	Essential
18	Ability to work independently.	Essential
<b>Practical requirements</b>		
19	Willingness to travel internationally to support our humanitarian responses.	Essential
20	Willingness to work some weekends and evenings to contribute to organisational priorities. .	Essential
21	A commitment to own learning and development and willingness to undertake Continuing Professional Development.	Essential

# Key terms and benefits

<b>Salary:</b>	Up to £27,900 GBP p/a (dependent on experience)
<b>Working hours:</b>	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.
<b>Annual Leave:</b>	25 days per year plus 8 public holidays
<b>Pension:</b>	10% employer contribution, with 5% employee contribution to a specific defined contribution scheme
<b>Deployment:</b>	You may be expected to travel and work overseas in support of our international programmes of work
<b>Safeguarding:</b>	To follow UK-Med safeguarding practices as required within the role.
<b>Professional requirements:</b>	Membership of professional bodies is not a requirement but may be an advantage.
<b>Term of contract:</b>	Permanent

# UK-MED

Building a world  
prepared to help