

ActionAid UK

Job Description: Events & Community Engagement Officer

About ActionAid UK

ActionAid UK is a member of the ActionAid Federation, an international charity that works with women and girls living in poverty. As part of the ActionAid Federation, we work with women and girls, our partners, and dedicated staff in 43 countries to end violence and fight poverty so that all women, everywhere, can create the future they want.

We are ending violence and fighting poverty so that all women, everywhere, can create the future they want. [Learn about our vision, our mission, our approach](#), and [our impact](#).

What makes ActionAid UK different?

Working for ActionAid is different to working with other charities. For a start, we've been around since 1973, so we're one of the longest established and best respected charities in the UK. Many of our staff and partners around the world live in the communities in the 45 countries where we work across Africa, Asia and America.

Our approach is all about empowering people to claim their rights. And so, our working relationships in the UK and across the world are based on mutual trust, respect and democracy.

As part of our commitment to women's and girls' rights, we recognise, embody and champion feminist principles not only in our work or what we do but also in the way we work and how we do things. Find out more about [how we practise feminism at work](#).

If you like the sound of that, we can't wait to welcome you on board.

[You can find out more about our mission and what we do in the UK](#)



Job Details:

Operational / External Title:	
Role Title (Internal HR use only): Events & Community Engagement Officer	Date of Role Reviewed: Dec 2024
Department & Team: Public Fundraising, Funding	Tenure: Full time - Permanent
Band & Range: Band B	Location: London - Hybrid
Reports to: Senior Events & Community Engagement Manager	
DBS check required: Yes/No [DBS Roles]	
Role requires travel to country programmes: No	
Direct Reports: 0	
Indirect Reports: 0	
Dotted line reports: 0	
Budget Holder No	
Does This role require international Travel: No	
<p>Internal Key Contacts: Data Protection, Brand & Design, Digital, Acquisition, Retention, Data & Insight, Innovation, Legacies and in mem, Supporter Administration, Supporter Contact, Philanthropy and Partnerships and Public Engagement teams</p> <p>External Key Contacts: Third party providers including JustGiving and Run 4 Charity, and supporters undertaking fundraising activities, including individuals, event participants, companies, schools, community-based organisations, groups and networks</p>	

Purpose Of the Role:

The Purpose of this role will be to support Events and Community fundraisers to raise valuable funds and awareness of ActionAid UK's work and objectives, by providing excellent stewardship and supporter care to engage, motivate and retain donors. The role will have a particular focus on stewarding community fundraising audiences. This role also involves exploring new business opportunities and supporting on the development and implementation of new fundraising products to reach new audiences and grow income.

Areas of Activity	Key Accountabilities and Deliverables
<p>Team Working</p>	<ul style="list-style-type: none"> Engage with and demonstrate commitment to AAUK's mission, vision, values and strategic aims, and 'My Feminist Behaviours' (including adherence to our Code of Conduct). To undertake any other duties appropriate to the level in accordance to agreed procedures and guidelines. Proactively engage with the performance development approach, taking responsibility for seeking appropriate development opportunities and taking part in learning.
Areas of Activity	Key Accountabilities and Deliverables
<p>Supporter Care, Relationship Management and Admin</p>	<ul style="list-style-type: none"> Act as one of the first points of contact for all Events & Community Engagement enquiries and fundraisers by phone and email, providing excellent customer services to provide the most appropriate support and journey for them. Develop and implement motivating stewardship journeys for various audiences, including event participants, community fundraisers and employee engagement opportunities, to provide support, encouragement, and engaging content to raise funds and leave a lasting impression for ActionAid UK. The role will have a particular focus on supporting community fundraising audiences including schools, churches, local groups and companies -supporting their fundraising efforts – this will include individuals and employee participants. Work with the Events & Community Engagement team to implement personalised stewardship and relationship management, contributing to account management of high value

	<p>supporters. Building close relationships with supporters to identify motivations and giving potential, to allocate an appropriate level support and delivering value for money.</p> <ul style="list-style-type: none"> • Work in line with ActionAid processes and policies to ensure consistency and compliant donor management, working with Supporter Administration and Supporter Contact teams • Ensure the customer relationship management (CRM) database is always up to date • Work to support our Every Supporter Matters ethos by developing fundraising materials and resources, including web pages and guides, to ensure fundraisers have the tools and resources needed to maximise their fundraising potential • Research, prospect and identify new potential supporters, community groups and companies in line with organisation objectives and priorities • Proactively attend calls, meetings, presentations and talks as a representative for ActionAid UK • With the support of your line manager, feed into income and expenditure forecasting and KPI reporting • Awareness of relevant supporter legislation is adhered to, referring to guidance from the Fundraising Regulator, Information Commissioner’s Office (ICO), General Data Protection Regulation (GDPR) and any other relevant codes of practice
<p>Areas of Activity</p>	<p>Key Accountabilities and Deliverables</p>
<p>Marketing, Innovation and Logistics</p>	<ul style="list-style-type: none"> • Support with the logistical planning of cheer-points and post-event receptions for UK based events. E.g. Royal Parks and London Marathon. • To provide marketing support to the team including creating innovative content across a range of marketing channels - social media, web, email, paid search and blogs • Support with the creation of marketing plans and feed into reporting and evaluations for activities • Support with creation of fundraising materials for marketing and stewardship purposes • Contribute and support innovation of new fundraising activities by working with the Marketing Specialist to test, adapt and deliver new products • Champion the need for unrestricted income and work across the team to review and identify funding opportunities to retain supporters and reach new audiences
<p>Areas of Activity</p>	<p>Key Accountabilities and Deliverables</p>

<p>Cross Team Working</p>	<ul style="list-style-type: none"> • To actively participate and represent the Events & Community Engagement team in cross organisational projects and contribute at internal meetings, away days and staff briefings • To play an active role within the Fundraising department to promote positive, effective ways of working in line with ActionAid UK's feminist leadership principles, anti-racist values and decolonisation • Work collaboratively with internal teams to increase brand visibility through cost-effective PR, marketing and communication of fundraising activities • To work collaboratively with all departments across the organisation, building strong working relationships and networks in order to achieve ActionAid UK's wider objectives • To engage with and demonstrate commitment to ActionAid UK's mission and strategic aims, in alignment with wider team's vision, plans and objectives, and understand and adhere to ActionAid UK's policies and practices • To proactively engage with the performance management system and take responsibility for seeking appropriate development opportunities including attending relevant organisational and external training courses
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EXPERIENCE, KNOWLEDGE & EXPERTISE

Essential Criteria:

- Commitment to AA's vision, [mission](#) and values, including a commitment to [feminist principles](#), safeguarding, and working in an organisation committed to working for the rights of women and girls.
- Commitment to AA's values of Equality, Diversity & Inclusion and upholding the values of becoming an anti-racist decolonised INGO.
- ActionAid UK is committed to preventing any form of sexual harassment, exploitation, and abuse (including child abuse and adult at-risk abuse) and responding robustly when these harms take place. We expect all ActionAid UK Staff and ActionAid UK Associated Personnel to share this commitment.
- Commitment to continually improving your digital skills and knowledge within the working environment.

- Experience of creating and implementing successful stewardship plans to support fundraisers, hitting fundraising targets
- Ability to influence and motivate – to encourage potential supporters to engage with ActionAid in the long term
- Copywriting skills- to produce motivating and engaging marketing communications and supporter journeys for various audiences
- Communication skills – oral and written, to communicate effectively with supporters
- Relationship management – ability to build relationships with a wide range of people
- Organisation skills – to balance multiple priorities and work to deadlines
- IT skills – experience of using Microsoft Office and a data management system

Desirable Criteria:

- Experience of living and working in the “Global South”, especially regions where we are funding programmes & projects
- Experience of working for an INGO
- Experience of working with or management employee engagement or charity of year relationships with companies
- Experience of developing, building and implement a new fundraising activity/product
- Experience of working on challenge events and with relevant third-party suppliers
- Experience creating and implementing marketing plans to recruit event participants
- An understanding of international development and/or humanitarian relief work

Interview Information:

- Use the [STAR method](#) to plan your answers to interview questions and to show your skills and experience on a CV or within the application form.
- Review our [Feminist Principles](#) before your interview.
- AAUK are a Disability Committed organisation, there will be opportunities to request reasonable adjustments to the recruitment process.
- AAUK share interview questions **30 minutes** in advance to interviews, if your being interviewed remotely these will be emailed. If you are offered an in-person face to face interview, please **arrive 30 minutes in advance** to receive the interview questions.