

## Operational / External Title: Events & Community Engagement Officer

Role Title:	Events & Community Engagement Officer
Date of JD Review:	May 2025
Department:	Funding
Team:	Events & Community Engagement
Tenure:	Full time Permanent
Band & Range:	Band B
Location:	London/ Hybrid
Reports to:	Senior Events & Community Engagement Manager
DBS check required:	No <a href="#">[DBS Roles]</a>
Role requires travel:	Occasional- some for Events Engagement-UK
Budget Holder	No
Direct Reports:	No
Indirect Reports:	No
Dotted line reports:	No
Does This role require International Travel:	No
<p>Internal Key Contacts: Data Protection, Brand &amp; Design, Digital, Acquisition, Retention, Data &amp; 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:**

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.

## **Main Accountabilities:**

### **Team Working & Cross Team Working**

- 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 with agreed procedures and guidelines.
- 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

### **Supporter Care, Relationship Management and Admin**

- 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 supporters. Building close relationships with supporters to identify motivations and giving potential, to allocate an appropriate level support and delivering value for money.
- 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

## **Marketing, Innovation and Logistics**

- 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 with cross team to review and identify funding opportunities to retain supporters and reach new audiences

## 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 International Non-Governmental Organisation (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

It is expected that everyone at ActionAid UK will work to support and strengthen our desired culture of being bold, connected, diverse, optimistic, open and respectful through the way they approach and deliver their work by:

- Being accountable and responsible – your individual way of working
- Being innovative and collaborative – how you get things done
- Being empowering and trusting – how you build and sustain relationships.