



**Job Title:** Supporter Engagement Assistant

**Responsible to:** Supporter Engagement Manager

**Job purpose:** To support the effective functioning of the fundraising and communications teams with a focus on supporter engagement

**Salary:** £21,875, increasing to £24,993 (inclusive of London weighting)

**Hours:** Full-time, 35 hours per week

**Closing date:** Wednesday, 14 August 2019 at 11:59 pm

**Interview dates:** Monday, 19 August 2019

Please complete Health Poverty Action's application form and send to:  
[personnel@healthpovertyaction.org](mailto:personnel@healthpovertyaction.org)

*Please note that due to a potentially high number of applications, only shortlisted candidates will be notified.*

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## BACKGROUND

Health Poverty Action acts in solidarity with health workers, activists and communities worldwide to improve health and challenge the causes of poverty.

Our distinct approach can be summarised as a combination of three features:

- **We approach health as an issue of social justice**

Health is a human right that many are currently denied. The greatest causes of poor health worldwide are political, social and economic injustices. This is a global scandal which causes unnecessary suffering on a massive scale.

We tackle these complex root causes of social injustice in two ways. Firstly, we work in partnership with communities to help them take back the power to improve their own health. Secondly, we campaign on a national and international level to change policy, and destroy unjust power relations.

- **We prioritise those missed out by others**

We believe in health for all, without exclusion. Development organisations tend to cluster together, which leaves large populations with almost no support at all. People may be living in hard to reach areas, or are difficult to support for some other reason. We make these most neglected populations our highest priority.

- **We address the full range of factors which impact on health**

Health is a combination of physical, mental and social wellbeing. As well as strengthening health services we work on areas such as nutrition, water, sanitation, gender discrimination, and income generation. Tackling one cause of poor health in isolation can give the appearance of improving health in the short term, but tackling numerous factors together saves lives.

We are acutely aware of how our own power dynamics as an organisation impact on the people we work with, and we work in partnership with communities to create long term relationships built on trust.

We are part of a global movement for health justice – the People’s Health Movement (PHM). The PHM is today’s embodiment of the primary health care movement and the radical vision it set out continues to rally health workers and policy makers worldwide. This quote from the founding document of this movement, the People’s Health Charter, sums up the essence of Health Poverty Action’s values and identity:

*“Health is a social, economic and political issues and above all a fundamental human right. Inequality, poverty, exploitation, violence and injustice are at the root of ill-health and the deaths of poor and marginalised people. Health for all means that powerful vested interests have to be challenged, and that political and economic priorities have to be drastically changed. This Charter encourages people to develop their own solutions, and to hold accountable local authorities, national governments, international organisations and corporations.”*

In 2017 we formed a strategic partnership with Find Your Feet. The partnership ensures Find Your Feet’s livelihoods work will continue through Health Poverty Action.

## **JOB DESCRIPTION**

### **Context of the role**

Health Poverty Action has lots of exciting and ambitious fundraising ideas in the pipeline over the coming year. Having joined together with Find Your Feet, our team has grown, and it's important for us to streamline our work and processes to ensure maximum efficiency.

This position presents a unique chance to learn about the work of two progressive international development NGOs. It will also be an opportunity to gain an in-depth understanding in all the key areas of fundraising and communications.

You will provide support for the whole fundraising team, with a focus on supporter engagement and individual giving. You will have a broad and varied role: communicating with our valued supporters, processing donations, ensuring the accurate maintenance of the database, and supporting more generally with campaigns and fundraising activities. There will also be opportunity to take ownership of your own projects that will engage and grow our supporter base.

You will support the Media and Communications Manager to grow our brand recognition, providing content social media and other digital channels, as well as creating engaging written content for newsletters, blogs and other promotional materials. This is an opportunity to use your creativity!

The variety of work and exposure across the fundraising and communications teams will serve as an excellent introduction if you're keen to get into the sector. You will develop your skills through interaction with colleagues and supporters and gain valuable experience of multi-tasking in a busy office environment.

### **Key responsibilities**

This is an exciting and varied role which will adapt over time based on the focus of the team. The following outline provides a view of the scope of the work, within which your strategies and priorities will be agreed with the Supporter Engagement Manager and Head of Fundraising:

## **Fundraising**

- Maximize unrestricted income through creative and innovative fundraising
- Take ownership of donor stewardship through the development of strong online and offline donor journeys
- Thank supporters in a timely and effective way, demonstrating the impact of their donations
- Support with the delivery of key acquisition appeals
- Deliver an excellent supporter experience by responding to incoming enquiries from current and prospective supporters
- Support the Supporter Engagement Manager with the day to day running of the individual giving team including all aspects of acquisition, stewardship and retention
- Manage small scale, restricted match funding and emergency appeals
- Work as part of the wider fundraising team to develop new and innovative fundraising ideas

## **Communications**

- Work alongside the Media and Communications Manager to identify and schedule content for social media and digital channels across all our platforms, including Facebook, Twitter and email
- Maintain and update relevant website pages for fundraising, programmes, and policy and campaigns
- Create engaging written content for newsletters, blogs and other promotional materials
- Assist with case study and photography management (using SmugMug)

## **Database Management**

- Work with relevant colleagues to ensure that the database is accurately maintained and up-to-date with all donations
- Develop and maintain streamlined administrative processes
- Record all correspondence with supporters

## **Fundraising Administration**

- General administration of regular and one-off gifts, including our external agencies (Just Giving, Virgin Money Giving, Worldpay) as well as BACs, cash and cheques
- Responsibility for running all monthly income processing and reconciliations
- Refine systems and procedures for the collating, reconciliation and production of detailed fundraising reports

## **Other**

- Be aware of all Health Poverty Action work and developments, to identify stories and material for fundraising purposes
- Act as a representative of Health Poverty Action when required and communicate its work in a passionate and professional way
- Manage own workload and set objectives and deadlines
- Understand and adhere to data protection under GDPR
- Undertake all other reasonable activity requested by the organisation

## **PERSON SPECIFICATION**

### **Essential Criteria**

#### **Experience**

- Experience in providing supporter or customer care
- Experience in, or ability to, work in an office environment, setting up and maintaining effective administrative systems

#### **Key Areas**

- Excellent attention to detail
- Engaging, creative and effective communicator with excellent written and verbal communication skills
- Ability to think logically and solve problems
- A successful track record of working to and meeting targets
- Excellent phone manner
- IT literate with excellent knowledge of Microsoft Office (especially Excel and Word)

#### **Working Style**

- A warm, friendly and empathetic colleague
- Valuable and positive team player who supports and motivates colleagues
- Able to work well both individually and as part of a team
- Enthusiasm and flexibility to take on new tasks
- Willingness to take responsibility and initiative
- Resilience to adapt in a changing, and sometimes challenging, environment
- Excellent negotiation and diplomacy skills, with the ability to find ways of getting things done cross-organisationally
- Well organised and reliable, with exceptional attention to detail and accuracy

#### **General**

- Can work flexibly and adapt to rapidly changing demands and opportunities whilst retaining clear priorities and strategic focus
- Proactive and self-motivated, with ability to use own initiative
- Ability to handle pressure and tight timescales, meeting and monitoring deadlines and targets
- Appreciates working in a multi-cultural context

#### **Commitment**

- Passionate and demonstrable commitment to Health Poverty Action's values
- Ability to enthuse and inspire others to support Health Poverty Action's work
- Passion for social justice and international development

## **Desirable Criteria**

### **Experience**

- Experience of working with the Salesforce or other fundraising databases
- Experience working or volunteering as part of a busy fundraising team
- Knowledge of using Photoshop and/or InDesign
- Knowledge of using Campaign Monitor or similar email marketing applications
- Experience using social media platforms such as Facebook and Twitter

**This is an exciting and varied role, but don't worry if you don't hit every part of the job description. We have ambitious ideas and goals, but the most important thing to us is finding someone with the right attitude, ambition and ability to grow into the role.**

## **TERMS AND CONDITIONS**

### **Salary**

£21,875, increasing to £24,993 (inclusive of London weighting)

### **Hours**

Full time contract, 35 hours per week. Evening and weekend work may sometimes be required, for which time off in lieu can be taken. *Health Poverty Action will consider applicants to work on a part-time and a flexible working basis where possible.*

### **Holidays**

25 days per year, plus the time between Christmas and New Year, plus English public holidays.

### **Pension**

Staff are encouraged to join Health Poverty Action's pension scheme. Health Poverty Action will match your contributions up to a maximum of 5% of gross salary (and subject to a minimum contribution of 4%).

### **Location**

The post is based at Health Poverty Action's offices in Vauxhall (central London). Candidates will therefore need to either have or be able to acquire the right to work in the UK. The post may involve some international travel.

*Health Poverty Action recognises that all adults and children have equal rights to protection from abuse and exploitation. Health Poverty Action condemns exploitation and inappropriate behaviour and is committed to taking action for the protection of programme participants.*

***At Health Poverty Action we celebrate diversity and promote equality and inclusion amongst all of our staff and everyone we work with. We actively support and encourage people from a variety of backgrounds, experiences and skill sets to join us and help shape what we do. We are particularly keen to hear from ethnic minority candidates.***

*Thank you for considering working with Health Poverty Action.*