



JOB DESCRIPTION

Fundraising and Communications Officer

£25,000 FTE Flexible. We think that this job requires 28 hours a week, but we're open to considering full time (35 hours per week).

About Little Village

Little Village is like a foodbank, but for clothes, toys and equipment for babies and children up to the age of 5. We've grown to be one of the largest 'baby banks' in the UK, supporting over 11,000 children since we launched in 2016. Families are referred to us via a network of over 1,800 professionals such as midwives and social workers.

As a volunteer powered movement of parents committed to alleviating child poverty, Little Village's vision is that every child in the capital has the essential items they need to thrive.

About this role

We are looking for someone to join our fundraising and communications team to help Little Village support more families and young children in communities across London. You'll be passionate about tackling child poverty and motivated by our values of love, solidarity, thriving and sustainability.

We are ideally looking for someone with a sales, marketing or fundraising background but as a small organisation, we also need someone happy to work across the breadth of fundraising and communications and to work collaboratively and creatively with the whole team.

Reports to: Head of Fundraising

Purpose of role:

To grow and deepen the connections supporters have with Little Village, ensuring that everyone feels like an active participant in our community.

Main responsibilities:

Supporter engagement and management

- Thanking all our supporters in a timely and appropriate fashion
- Supporting our Communications Manager to build community through our online channels including Facebook groups, Instagram and Twitter, increasing engagement with our followers

Content creation

- Creating assets for use in supporter communications including emails, social media and letters
- Supporting the Head of Fundraising to create materials designed to attract and/or increase support for our work, including packs and other relevant assets for particular groups of supporters (e.g. fundraisers, schools, small businesses)
- Alongside the Marketing Manager, work with external partners (e.g. film makers, designers) to further build Little Village's identity through the assets and content we use, in line with our values

Fundraising support

- Support the fundraising team with their work to achieve fundraising targets
- Support the fundraising team to identify new potential supporters across individuals, corporates and trusts
- Lead on community fundraising, including from schools, religious groups and through challenge events, supplying them with the information they need to create campaigns in support of Little Village and promote their activity through our social media channels



- Inputting all relevant fundraising information, and producing reports on fundraising activities, to ensure we are on track with our targets and making the most of opportunities

Website management

- Ensuring all the content is live, current and accurate at all times including regular liaison with the baby bank team to publish monthly wish lists and donation requirements
- Being the first port of call in the organisation for any changes required on the website
- Liaising with our web developers on any web development work requiring their input

About your skills and experience

We are looking for a digitally savvy, creative and warm person to take on this role. You'll be a passionate and powerful ambassador for our work, able to connect with a wide range of individuals, businesses and schools to draw them into our community.

A fantastic track record in marketing and/or fundraising

- Experience in a marketing and/or fundraising environment
- Clear evidence of your ability to build and deepen community

Experience of using social media to achieve goals

- Strong evidence of your ability to present a brand authentically online
- Ability to analyse impact and produce reports

Able to manage multiple priorities

- Excellent at juggling multiple competing tasks and still deliver on time
- A strong eye for detail, for example relevant legislation, Salesforce updates and integrations

A knowledge and passion for our work

- A passion for tackling child poverty and the role we can play in that
- A strong commitment to our values

Desirable but not essential

- Experience of WordPress (we can offer training if necessary)
- Experience of Salesforce (we can offer training if necessary)
- An eye for design and an ability to turn ideas into artwork through Canva/InDesign or other content editing platforms.
- Experience (direct or indirect) of living in poverty

What we can offer

Salary and pension

We are offering an FTE salary for the role of £25,000 pro-rated to 28 hours a week (our working week is 35 hours). On pensions, we will match your contributions by 3%.

Annual leave

You will be entitled to 28 days of annual leave including bank holidays (these will be pro-rated to reflect your hours). We usually give the team time off between Christmas and New Year that doesn't come off your allowance.



Hours of work

We're passionate about ensuring our roles work with the grain of family life. All our staff work part-time, with hours ranging from 10 hours a week to 9-day fortnights. We believe it's vital to create roles that enable people to balance purpose-driven work with other priorities in life.

In this role, we're ideally looking for someone who can work 28 hours a week (our working week is 35 hours). These hours need to be spread across at least 3 days of the week. But beyond that, we're open about how and where they are done. We'd welcome applications from job-share partners.

Location

Currently we are all mainly working at home in London. When we go back, we are very flexible about where you work. We have an office in White City and you will be expected to visit our sites and work with the teams across London on a regular basis.

Contract

This is a permanent contract. You will have a probation period of 1 month.

The application process

Little Village operates in London, one of the most diverse cities in the world. We are working towards a goal where our team fully reflects that diversity and difference in lived experiences and strongly encourage applications from under-represented groups including: people from Black, Asian and Minority Ethnic backgrounds, LGBTQ+ people, people with disabilities, people with lived experience of poverty either personally or through family, experience of the care system, non-graduates and first-in-family graduates. As part of our commitment to fairer recruitment, all applications will be assessed without names and any protected characteristics.

We want Little Village to be a place where our individual differences and contributions are truly recognised and valued. We want to support people with disabilities and are fully committed to make any reasonable adjustments so that everyone can apply to this role. We are serious about working with the right candidate to make this role work for them. To read our Equal Opportunities Policy please see [here](#).

We know everyone's lives are different and that traditional working patterns may not be quite right for you. We think this job requires a minimum of 28 hours per week, and we are flexible about how those hours are worked. If you are interested in the role but cannot commit to the hours above, we are also open to discussing the hours you are able to do.

The requisite eligibility criteria, or work visa to work in the UK are a requirement for this position and unfortunately, we are not able to offer relocation and/or sponsorship support.

As we're all working from home this will mostly be a virtual process – using Zoom or MS Teams for video interviews. If you need additional support with this then please do let us know what you need and where we can help make this accessible.

To apply, we would like you to complete this [online application form](#) by 10am on 21 April. Here, you'll be able to attach a CV. You will also need to respond to the following questions, using up to 500 words for each answer.

- Tell us about your track record in generating income and communication assets. What skills and experience would you highlight that are relevant to our work at Little Village?
- Share with us examples of your creative approach to community fundraising. Has your approach utilised digital fundraising techniques?
- How have you successfully juggled multiple priorities and what strategies, systems and processes have helped you to do so?



- How would colleagues and friends describe you? What are your superpowers and where are you still growing?
- What motivates you about working in the field of child poverty?

We will be looking for concrete evidence of the difference you've made in relation to the questions we've asked: it's your chance to show us the skills and experience you'd bring to this role.

We will also invite you to complete an [anonymous equal opportunities form](#). The information contained in this questionnaire will be treated as confidential and will be used for monitoring purposes only. This information won't be seen by any person involved in the selection process for this post. It will enable us to monitor how we are doing against our diversity and inclusion commitments.

Applications should be completed by 10am on 21 April. Please note, applications not using the online application form and following the guidelines set out here will not be considered.

Key dates

Submission of application: 10 am on 21 April 2021

All applications will be assessed on the match to the experience and skills set out here. We know we are asking for a lot and we are looking for your honest appraisal of where you are already high performing and where there is room for growth.

First round: 28 April 2021

This stage will include a competency-based interview with two members of the Little Village team. We will confirm who you'll be meeting when this interview is arranged.

Second round: 4 May 2021

This stage will include a competency-based interview with two members of the Little Village team. We will confirm who you'll be meeting when this interview is arranged.

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