

Supporter Engagement Officer

Location: London, UK (remote working possible)
Contract: Full time, permanent (37.5 hours per week)
Reports to: Supporter Engagement Manager
Salary: £26,000 - £29,000 per annum



About SolarAid

SolarAid's mission is to light up every home, school and clinic in Africa by 2030, using safe, clean, solar power. There are 548 million people in sub-Saharan Africa living without electricity. When the sun goes down at night, families are reliant on dangerous and expensive forms of lighting such as candles and kerosene lamps.

SolarAid has played an important role helping to create vibrant and sustainable solar markets across Africa through a trade-not-aid model in rural areas. Through our social enterprise, SunnyMoney, we have distributed over 2 million solar lights, directly impacting over 11 million people across Malawi, Zambia, Kenya, Tanzania, Uganda and Senegal. Families across the continent can now rely on safe, renewable solar lights as the sun sets, but there is still a long way to go to reach everyone who is being left in the dark, and we are stepping up our efforts.

To reach those being left behind, SolarAid has just signed off a new strategy to significantly accelerate access to clean energy in Africa. 2021 is the year everything changes and it starts with a £25 million fundraising campaign 'End the Darkness'.

SolarAid is now looking for a confident and proactive team player to engage supporters and take responsibility for the planning, delivery, and ongoing development of our existing Supporter Engagement activities and new initiatives.

Equal opportunity

SolarAid is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, colour, religion, gender, gender identity or expression, sexual orientation, national origin, disability, or age.

About the role

This is an exciting time to join SolarAid. We are looking for an individual with experience of fundraising that can proactively engage, build relationships and provide high levels of stewardship to a variety of supporters, alongside increasing awareness of our work. You will also be responsible for developing and managing fundraising products to maintain, engage and grow our pool of supporters and generate income.

This is a new position sitting within the Supporter Engagement team: covering Community Fundraising, Individual Giving (including regular giving and appeals), Legacies and our shop.

Your focus will be to support all activities across the Supporter Engagement area, assisting to identify, develop and support fundraising opportunities to maximise activity and income, alongside helping to create and deliver meaningful supporter journeys that strengthen the

relationship between supporters and SolarAid. This is while always staying true to SolarAid's ethos of the supporter as the hero and storytelling as our most powerful tools.

A close working relationship with the Supporter Engagement team as well as the Supporter Experience (including supporter care and database management) and Comms and Marketing teams (who lead on social media, press, story sharing, organisational messaging, website, campaign leadership etc.) will be key to success.

Your values: You will be expected to uphold the values and ethos of SolarAid in the way we engage with audiences, and inspire support, at all times.

Role Purpose: To support all activities across the Supporter Engagement area, assisting to identify, develop and support fundraising opportunities to maximise activity and income.

Specific Tasks

Supporter Engagement

- Support with the developing, planning and coordinating of all Supporter Engagement activities: Community Fundraising, Individual Giving (including regular giving and appeals), Legacies and our shop.
- Play a key role in achieving agreed income targets from all Supporter Engagement areas and helping to increase year-on-year.
- Lead a number of innovative and impactful fundraising and supporter engagement projects on behalf of SolarAid.
- Develop and manage fundraising products that will encourage, engage and grow our supporter base.
- Develop and manage effective on-boarding journeys for new and existing supporters.
- Manage and facilitate the smooth running of fundraising appeals, including match-funding opportunities.
- Assist with the appeals process, including proofing artwork and working with external agencies as required – this includes both printed and digital campaigns.
- Focus on story-telling and equipping supporters, of all kinds, with the tools they need to spread the message to their networks.

Supporter Development

- Provide outstanding stewardship of our supporters, developing a supporter journey that grows their connection to SolarAid, increasing engagement and donations.
- Through every interaction with supporters, aim to inspire and motivate people to support the work of SolarAid so that they can advocate on our behalf.
- Proactively identify and implement new ways of improving supporter engagement.
- When required, deliver community talks to schools and community groups.
- Produce accurate and timely reports on Supporter Engagement activity and performance as required, ensuring deadlines are met.
- Work with the Supporter Acquisition Manager and Comms and Marketing team to coordinate and ensure consistency in messaging and communications to encourage a long-term relationship with our existing supporters.

Person Specification

Skills and Competencies

- Strong interpersonal and relationship-building skills, with the ability to work collaboratively.
- Ability to think creatively and innovatively around processes, supporter communications and fundraising products.
- Strong written and verbal communication skills. Ability to write own correspondence and draft effective copy.
- Able to present to audiences clearly and passionately.
- Fast learner, able and willing to pick up new skills quickly and with little supervision using own initiative.
- Excellent planning and organisational skills with the ability to juggle many tasks at once and work to tight deadlines whilst maintaining accuracy.
- Strong IT skills including basic troubleshooting and the ability to use MS Word, Excel and PowerPoint.
- A flexible approach to work with the ability to work out of normal office hours and at weekends when necessary.

Experience - Essential

- Experience of working in a fundraising team of a charity, particularly working in Individual Giving and/or Community Fundraising.
- Experience of using a CRM database (ideally Salesforce) to support relationship management alongside reporting and analysis of data to provide insights.
- Proven ability to engage, inspire and enthuse a range of supporters to raise funds and nurture relationships.

Experience - Desirable

- Understanding of Charity Law, Data Protection, Fundraising Code of Practice, and other relevant marketing or fundraising standards.
- A commitment to and an understanding of the vision and mission of SolarAid.
- Working in an international team.
- Working in a small team.

What we offer

- A tight knit, friendly and close working team.
- Employer pension contributions, with employee contribution.
- Culture where you are encouraged to develop.
- An annual organisational training budget.
- Flexible working-hours.
- Remote working.
- 25 days' annual leave.
- A working environment where new ideas and testing new things is strongly encouraged.

Application Details

Applicants are invited to email their CV and a covering letter, which explains how you meet the criteria in this job description and why you are a good fit for SolarAid to:

recruitment@solar-aid.org

Please entitle your email as follows: **Supporter Engagement Officer + [Name Surname]**

Submission deadline: **Monday 2nd August, 5.00pm**