

## Supporter Engagement Officer

Location: London, UK (remote working possible)  
Contract: Full-time  
Reports to: Supporter Engagement Manager  
Salary: **£27,300 to £31,500** depending on experience



### About SolarAid

SolarAid is at a pivotal moment with a new strategy starting to show some game changing results. Our strategy is aimed at reaching those who will benefit the most from solar energy yet are currently being left behind. Unless something changes by the end of the decade over ½ billion people in sub-saharan Africa will still have no access to energy. Our mission, with your help, is to change that.

Even though we are a charity we believe in business based solutions to poverty using solar technology, as this is more sustainable and spreads faster than handouts - so we run a social enterprise in Africa called SunnyMoney.

In southern Africa (Malawi and Zambia) we are implementing locally run business models that enable people to access affordable clean solar energy in homes, schools and clinics, so they are able to switch from costly alternatives that are also bad for their health and the environment, such as kerosene, candles or torches powered by poor quality batteries. Initiatives include our Shining Mothers programme, Light Libraries, and Light a Village, which won the 2024 Charity Award for International Aid & Development. We also work in collaboration with other organisations operating in sub-saharan Africa to both provide our experience and share our learning including Madagascar, Sierra Leone and Senegal.

Our Fundraising programme is also at an exciting stage - with a diverse range of funding sources spread across corporates, trusts & foundations, institutions, high net worths and individuals. We aim to knit these sources together to reinforce each other, such as a funder providing a match for donations or individual advocating in their workplace. We've a small but passionate team who strive to work closely across the different funding areas.

We pride ourselves in giving our supporters such a great experience they will continue to give and also recommend us to their network of friends, family and colleagues. This is a cornerstone of our approach to fundraising as we attract more and more supporters.

### 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

We are looking for an individual with experience of fundraising who can proactively engage, build relationships and provide high levels of stewardship to a variety of supporters, alongside increasing awareness of our work.

You will play a vital role in driving all supporter activities, such as direct mail Supporter appeals, our regular giving programme and supporting community groups and individuals with their fundraising.

Your focus will be to support all activities across Individual Giving, assisting in identifying, developing and supporting fundraising opportunities to maximise activity and income, alongside helping to create and maintain meaningful supporter journeys that strengthen the relationship between supporters and SolarAid.

You will be hands-on with assisting the Supporter Engagement Manager in leading on all direct marketing campaigns, ensuring that the process is managed effectively from start to finish. You will also be responsible for carrying out presentations and talks when requested so that our supporters remain engaged..

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 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 on developing and coordinating fundraising across multiple streams, including individual giving (regular giving and supporter appeals), community fundraising and legacies.
- Building and maintaining relationships with a diverse range of stakeholders.
- Play a key role in achieving agreed income targets and helping to increase year-on-year.
- Play a key role in managing direct mailing campaigns when appropriate.
- Lead a number of innovative and impactful fundraising and supporter engagement projects on behalf of SolarAid.
- Focus on story-telling and equipping supporters, of all kinds, with the tools they need to spread the message to their networks.

### **Supporter Development**

- When required, deliver talks to supporters, including schools and community groups.
- Provide outstanding stewardship of our supporters, developing a supporter journey that grows their connection to SolarAid, increasing engagement and giving.
- 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.

- Produce accurate and timely reports on activity and performance as required, ensuring deadlines are met.
- Work with all teams to coordinate and ensure consistent messaging and communications to encourage long-term relationships 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.
- Experience of managing, motivating and developing relationships with a wide range of stakeholders.
- 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.

- London based office to meet and work alongside colleagues
- 27 days' annual leave.
- We are trialling ways to help maintain energy levels in a hybrid way of working.
- A working environment where new ideas and testing new things is strongly encouraged.

### **Application Details**

This role is being recruited via Charity People. 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: [Seema@charitypeople.co.uk](mailto:Seema@charitypeople.co.uk)