



## Job Description: Fundraising & Comms Assistant

Responsible to: Director of Fundraising & Partnerships

Location: Homebased/Penn

Contract: 6 months (Extendable after initial 6 months)

Starting: As soon as possible

Hours: Part time or Full time, negotiable

Fees: 20,800 – 25,000/pro rata

ACTAsia is registered as a non-profit organisation in the UK, the Netherlands, and Australia, with 501(c)3 status in the US and offices in China. ACTAsia has a Special Consultative Status with UN ECOSOC. We work to drive long term, sustainable change for animals, people, and the planet through a range of tailored education programmes across Asia. Our UN awarded education programmes work across three sectors of society: Children, Consumers and Professionals.

We are looking for a talented individual for the position of Fundraising Assistant to join our home-based office in Penn, High Wycombe.

### **PURPOSE OF JOB**

As the Fundraising Assistant, you will be part of Fundraising Partnerships team helping to maximise income for ACTAsia from all fundraising streams. The main responsibilities for this role will be to process donations, maintain and update the database, provide fundraising support and deliver high levels of supporter care. The Fundraising Assistant will work mainly with The Fundraising and Communications Officer and Director of Fundraising and Partnerships. They will also work with the Communications team to help deliver the overall marketing and communications strategy for the organisation and the wider ACTAsia team to provide support to the department on a range of tasks as required.

## MAIN DUTIES AND RESPONSIBILITIES

### Database and donation processing

- Maintain and manage the ACTAsia's CRM database of supporter contacts and individual donors
- Ensure the database is kept accurate and up to date by recording changes including mailing preferences, address details, financial information, and categorisation
- Process one-off and regular donations from both online and offline sources ensuring procedures are followed and information is recorded correctly onto the database
- Manage and produce the monthly donation report process across different donation platforms
- Support the Fundraising and Communications Officer to carry out data selections for internal and external campaigns, recording relevant information on the CRM system
- Update mailing lists and record bulk communications (e.g. e-newsletters) on the database
- Work with other areas of fundraising as required to ensure donations are processed correctly and supporters are thanked

### Admin and Support

- Provide support to the department on a range of administrative tasks including, dealing with enquires (postal, telephone, email, social media)
- Ensure all work complies with data protection policies and legal requirements including the Fundraising Code of Practice
- Support in overseeing all 'info' & 'admin' email addresses regularly, responding to queries where appropriate, or forwarding communications to the appropriate staff member where necessary
- Support in maintaining a solid presence for ACTAsia throughout social media and overseeing an upgrade of our website to deliver more excellent capability
- Support in updating organisation websites and relevant and administrative tasks related to communication for ACTAsia

## **Supporter Care and Fundraising support**

- Thank supporters and organisations in a timely and courteous manner, and record these communications on the database
- Work to build relationships with donors to provide a high standard of customer care
- Assist the Director of Fundraising and Partnerships in the setup of the supporter journeys and in the design of new ones for priority core audiences
- Help to develop engaging, relevant, and innovative content for supporters for different channels, including phone, email, web, social and post
- To deliver engaging and personalised communications to motivate and inspire existing and potential individual donors
- To manage and steward any ad hoc requests from individuals wanting to fundraise for ACTAsia
- Working with the Director of Fundraising and Partnerships to research and identify potential major donors to feed into the prospect pipeline
- Assist the Director of Fundraising and Partnerships with the research of potential Trusts and Foundations and management and update of the Trust Tracker

## **KEY SKILLS & COMPETENCIES**

### **Essential**

- Ability to use and maintain CRM databases, and to manage customer data and report on activity
- Demonstrated technical ability and skills in Microsoft Office suite of products
- Experience in marketing reporting
- Experience of working in customer service, fundraising and communications
- Excellent written skills with the ability to produce concise and creative fundraising content – fluent in written and spoken English
- Accuracy and excellent attention to detail

- A good communicator with the ability to build relationships with a variety of people
- Be an excellent relationship builder and be able to anticipate supporters' needs and respond to them
- Excellent interpersonal and team working skills, with the ability to work independently
- Ability to demonstrate initiative to work autonomously and to work with a team of people who work remotely in different countries' time zone
- Ability to work well under pressure
- Be able to confidently communicate with a wide range of supporters on the phone, in writing and face to face. Be confident in handling sensitive and confidential conversations
- Strong organisational and time management skills – a self-starter with the ability to manage and prioritise multiple demands in a busy non-profit environment
- Be self-motivated, flexible, results-driven, and excellent at planning and managing a variety of projects. Be proactive in own personal and professional development

#### **Desirable**

- Educated to degree level
- Understanding of and commitment to the objectives of ACTAsia
- Experience in working in customer service role is desirable
- Have experience in evaluating financial performance and/or other metrics to inform planning
- Demonstrated technical ability and skills in systems such as MailChimp, Campaign Monitor
- Has an understanding of marketing
- Familiarity with CiviCRM and google analytics is desirable.

**Please send your CV to [admin@actasia.org](mailto:admin@actasia.org)**