

Job title: Fundraising Innovation Executive

Department: Fundraising

Reporting to: Fundraising Innovation Manager

Salary: £39,185 per annum

Hours: 35 per week

Location: Based in London

Contract type: Permanent

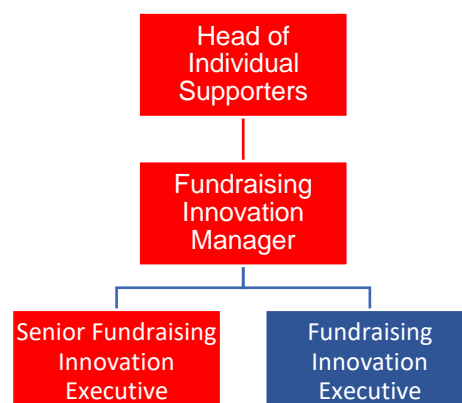
Aim and influence

- Support the delivery of innovative fundraising products informed by insight, that will increase levels of net income, as the fundraising team look to contribute to Crisis to end homelessness.
- Lead on optimising already existing products directly in the innovation portfolio and through a network of champions in the wider fundraising department

Other key details

- Crisis' current homeworking policy requires staff to work from a Skylight or a Crisis Office for at least one day a week or two days per fortnight.

Organisational chart



Please note structure is subject to change

Job responsibilities

- Leading the delivery of optimising existing products, including sourcing and collating creative materials, creating and reviewing copy and monitoring campaign creative materials through approval processes per campaign schedules.
- Supporting the Innovation team on developing and delivery of new products, including participating in innovation cycles.
- To work in a test and learn approach, to monitor campaign performance and report on campaign rolling results.
- Working with the Database Appeals team to manage the recruitment of supporters, along with ensuring all communications are delivered to the appropriate audiences.
- Leading on desk research to monitor development in the external environment and competitors to help us identify new introductions to the market, and potential opportunities that Crisis can explore.
- Working collaboratively with internal stakeholders and external partners, such as Supporter Services, Marketing & Brand and Digital to ensure that all Crisis supporters are front-of-mind in all that we do.

General responsibilities

- Actively encourage and support member involvement within Crisis
- Develop an understanding of homelessness and Crisis' aims
- Follow Crisis policies and procedures, including health and safety
- Carry out other reasonable duties that may be required
- Respect and meet professional standards published by the Institute of Fundraising and the Fundraising Standards Board
- Carry out any other duties that may reasonably be required in the light of the main purpose of the job.

Person Specification

Essential

- 1 Experienced in working in a direct marketing environment
- 2 A keen interest in innovation, and a desire to develop in this area
- 3 Good understanding of donor and supporter care
- 4 Experience of internal stakeholder management and working with external marketing and creative agencies, printers and mailing houses

- 5 Ability to maintain accuracy and attention to detail throughout the campaign delivery process and responding to supporter enquiries in a busy working environment.
- 6 Ability to work as part of a team, using own initiative and sharing learning with a wider team
- 7 Prior experience of project managing multiple campaigns daily across a range of direct marketing channels both online and offline with demonstrable success.
- 8 Experience of developing/ editing creative copy with excellent attention to detail.
- 9 Good understanding of donor and supporter care.
- 10 Good written and verbal communication skills, including negotiation and persuasion through mail, digital and telephone marketing.
- 11 Experience of working with relational databases for direct marketing purposes including data selections.
- 12 Commitment to Crisis' purpose and values including equality and social inclusion.

Desirable

- 13 Experience of working within an innovative environment
- 14 Experience of higher value direct marketing programs.
- 15 Passionate about ending homelessness.

We encourage applications from all sections of the community and particularly from people who have lived experience of homelessness.

Supporting your application

Thank you for your interest in working for Crisis.

Before you apply, please take a moment to read through the frequently asked questions below which are designed to support your application and help you understand our recruitment processes.

The person specification requires a qualification or experience that I do not have. Is it still worth me applying?

The person specification has the key knowledge, skills, experience or behaviours needed to carry out the job successfully and you will be scored based on any information you provide. If you don't quite meet the criteria, for example if you have an understanding of something rather than experience of doing it yourself, you may still pick up points for explaining your understanding or how you might approach it. However, some of the person specification points, for example specific qualifications, are critical to the role so if you don't meet those requirements, you are unlikely to be shortlisted.

Can I apply by sending my CV?

Occasionally we accept CVs and a covering letter but only if this is requested in the advert for the post. We don't accept speculative applications or hold CVs on file.

What should I do if I can't complete an online application?

If you would like to apply in a different format, for example in a Word document, because you are unable to use the online process, please contact the Recruitment Team jobs@crisis.org.uk It is helpful if you provide details of your requirements or suggestions about how we might best support you to apply so that we're able to consider alternatives.

How can I maximise my chance of being shortlisted?

It is important that you complete all sections of the online application form to ensure that the recruiting panel understand your interests, skills, behaviours, knowledge and experience.

Shortlisting is mostly based on the information you provide in the assessment form section.

A strong application will also be in line with the **Crisis Values** that you can find on our website.

Please note! If you don't provide full responses against the person specification points, the panel won't be able to score your application fully and it will be unlikely there is enough information for you to be shortlisted.

How quickly will I know if I have been shortlisted?

Every recruitment campaign will be different depending on how quickly the shortlisting panel can review applications but if you have not been shortlisted, you will receive an email from us confirming that.

If I am not shortlisted, can I get feedback on my application?

Unfortunately, we are not able to offer feedback on your application if you are not shortlisted for interview.

Can I get feedback after my interview?

We appreciate that information about where you did well or less well can be useful, so if you are not successful following interview we are able to provide feedback.

Will you notify me of future vacancies?

Once you have registered via Crisis Jobs Online, you can sign up to receive notifications of new vacancies based on the criteria you select. We also recommend that you check our website regularly for details of new vacancies.

I recently applied for a role and was not successful, but have seen the role re-advertised. Is it worth me applying again?

If the gap between advertising has been short, we would normally advise that candidates need not apply again, unless you have re-written and enhanced your application. Some examples might be that you have strengthened your examples using the STAR technique above.

Crisis Jobs Online

I have typed my personal statement answers into the online form, but it won't let me save them. What should I do?

There is a word limit of 400 per answer so it could be that you have exceeded the limit and that is what is preventing you from saving your work.

I filled in the personal statement section and tried to save it/submit it. However, it wouldn't do this and my information was lost. Is there any way to retrieve it?

You are encouraged to record your answers in a Word document first before copying and pasting your answers into the online application form, using the keyboard shortcuts Ctrl + C to copy and Ctrl + V to paste. The application form has a strict time out limit and so if you take longer than that limit you will lose your work and we are unfortunately not able to retrieve it.

Where can I get help?

If your query has not been answered above, you can contact the Recruitment Team jobs@crisis.org.uk for support.