



JOB DESCRIPTION

Job Title:	Fundraising Campaigns Coordinator
Location:	Hybrid: Work from home with occasional travel across Surrey and meetings in the Clockhouse Community Centre, Milford
Salary:	FTE: £28,000
Working Hours:	21 hours/week
Reporting to:	Head of Income, Marketing and Partnerships

About the Role

We're looking for a creative, and community-driven Campaigns Co-ordinator to lead the development and delivery of fundraising campaigns that drive income, increase supporter engagement, and build long-term relationships.

This role sits at the heart of our fundraising strategy, focusing on community fundraising, supporter acquisition and retention. You will plan and deliver engaging, multi-channel campaigns, reaching new audiences and nurturing existing donors, ensuring they feel valued and inspired.

Working closely with the Marketing and Communications Co-ordinator, you'll produce compelling digital and offline content, oversee the donor journey, and ensure every campaign is delivered on time, on brand, and with impact.

Main Responsibilities

Campaigns & Community Fundraising

- Develop and deliver creative fundraising campaigns to attract donors through both digital and traditional channels to achieve income targets
- Initiate and manage intergenerational and local community fundraising activities including challenge events and fundraising toolkits.
- Build and maintain relationships with community groups, schools, local businesses, and volunteers to grow grassroots support
- Ensure all campaigns are inclusive, accessible, and community-focused

Supporter Retention

- Oversee donor retention strategies, ensuring donors are thanked, informed, and re-engaged
- Create compelling supporter journeys that encourage long-term giving and stronger relationships

Monitoring, CRM & Reporting

- Manage the campaign schedule, ensuring timely delivery and cross-team coordination

- Track and report on campaign performance, supporter growth, and return on investment
- Oversee supporter data and communications via our CRM (Salesforce).
- Ensure supporter data is used ethically and in compliance with data protection regulations

Person Specification

Essential Skills & Experience:

- Excellent written and verbal communication skills across formats
- Proven experience in delivering successful fundraising campaigns
- Understanding of donor acquisition and retention strategies
- Confident in using a CRM system for supporter management and reporting
- Ability to work independently and collaboratively within a small team

Desirable Skills & Experience:

- Understanding of fundraising best practices
- Creative flair for content, storytelling, and supporter engagement
- Confident presenter and willingness to travel to local community group events
- Working with older adults and an understanding of later life challenges and opportunities

Why join us?

- Work with a purpose-driven team committed to community impact
- Use your creativity and people skills to make a meaningful difference
- Enjoy flexible working hours and a supportive working culture
- Play a key role in shaping the charity's fundraising growth

Benefits include: 25 days per year annual leave (FTE), Employee Assistance Programme, Concessionary leave days at Christmas, and your Birthday. Blue Light discounts card and Pension contributions are paid after 3 months.