

Capsule Role Profile

Role Title (Internal HR use only): Fundraiser Engagement and Monitoring Officer	Operational / External Title: Fundraiser Engagement and Monitoring Officer	Date: September 2019
Department: Fundraising	Team: Acquisition	Reports to: Acquisition Campaigns Manager (Dotted line to Acquisition Specialist)
Direct Reports: 0	Indirect Reports: 0	Dotted line reports: 0
Projected historical Grade/New Level: B	Budget Holder (yes /no): No	
Purpose of the Role: To train, inspire and engage Face to Face and Telemarketing fundraisers. Carrying out regular compliance monitoring of telemarketing and face-to-face agencies and implementing the Working With Agencies framework. To support the wider acquisition team with campaign management from time-to-time.		
Areas of Activity	Key Accountabilities and Deliverables	
Fundraiser Engagement	<ul style="list-style-type: none"> • Collate content for and deliver training and inspire sessions for all Face-to-Face and Telemarketing campaigns • Frame content for and deliver bespoke campaign kick-off trainings • Support the Acquisition team to ensure we are meeting our training and engagement targets with external fundraisers working on our behalf • Implement a fundraiser engagement calendar to motivate agency fundraisers throughout the year with various touchpoints and activities • Visit fundraising sites to engage and motivate fundraisers • Monitor the impact of fundraiser trainings and inspire sessions on fundraiser morale and performance 	
Fundraising Compliance	<ul style="list-style-type: none"> • Monitor inbound and outbound calls made by external Telemarketing agencies, ensuring that they are compliant with relevant legislation and fundraisers are representing ActionAid in the best possible way • Support the development of and implement a mystery shopping programme to help us meet our mystery shopping obligations in all UK regions • Carry out and coordinate Face-to-Face mystery shopping and site visits to ensure that fundraisers are compliant with relevant legislation and representing ActionAid in the best possible way • Take ownership of updating internal compliance monitoring tools, flagging issues to relevant campaign managers and feeding back to agencies • Train external fundraisers on compliance and ActionAid policies, including keeping the compliance training deck up to date and engaging • Work with the Acquisition Campaign Specialist to input into Quarterly Compliance Reporting to senior staff • Become the first point of contact for the Acquisition team on the relevant sections of the Fundraising Regulator's Code of Fundraising Practice, and champion this within the Individual Giving Team • Ensure that the Acquisition team is meeting the Working With Agencies Framework requirements and work closely with the Head of Fundraising and Marketing Compliance to ensure standards are being met 	
Team Working	<ul style="list-style-type: none"> • Support the wider Acquisition team by supporting projects or campaigns on an ad-hoc basis, including during emergency appeals • Work closely with Campaign Managers and the Fundraising Contracts Officer to ensure that agency contracts include appropriate commitments to compliance standards • Engage with and demonstrate commitment to AAUK's mission, vision, values and strategic aims, ensuring alignment with the wider team's vision, plans and objectives • Understand and adhere to AAUK's policies and practices • Demonstrate a feminist behaviours approach, guided by our feminist leadership pledges • Champion the rights of women and girls within the team and in interactions with the wider organisation 	

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Key Relationships:

INTERNAL: All Fundraising Team members, with a particular focus on Individual Giving and the Acquisition team, as well as the Deputy Director of Individual Giving, Director of Fundraising, Head of Fundraising and Marketing Compliance, the Data & Insight and Supporter Administration team and the Supporter Contact team.
EXTERNAL: Third party fundraising agencies

EXPERIENCE, KNOWLEDGE & EXPERTISE

Essential:

- A good understanding of Individual Giving fundraising
- Experience of delivering trainings or workshops to large groups
- Exceptional presentation skills and confident delivering to large groups
- Ability to build excellent working rapport with external agencies and fundraisers
- Ability to be process driven, with a structured way of working
- A creative nature, with the ability to create inspiring and interesting content
- Good organisational and project management skills
- Excellent communication and interpersonal skills with a broad range of individuals and groups, including senior staff.
- Ability to quickly establish rapport, build trust with and engage varied audiences
- Ability to work collaboratively and to deadlines
- Motivated self-starter able to identify and respond to opportunities
- Work to support our Every Supporter Matters ethos, ensuring that individual supporters' needs are fully considered at every contact point
- Willingness to work out of hours in case of emergencies
- Commitment to AA's vision, mission and values, including a commitment to feminist principles and working in an organisation committed to working for the rights of women and girls.
- Commitment to continually improving your digital skills and knowledge within the working environment.

Desirable:

- Experience of working within an Individual Giving or similar context
- A good understanding of international development and/or humanitarian relief work
- Knowledge of the Fundraising Code of Practice, data protection requirements and other relevant legislation
- Experience of supporting the workload of more senior colleagues
- Experience working for a Telemarketing or Face to Face team or agency.

Digital Skills Required:

Essential:

- Commitment to learning and practising digital ways of working
- Experience of using Microsoft Office products, particularly PowerPoint
- Awareness of online risk and reputation management, on social media and more widely; personally and in a professional capacity
- Awareness of online data privacy and security

This role profile sets out the current duties of the post that may vary from time to time without changing the character of the job or the level of responsibility entailed. However, all role profiles are regularly reviewed and updated accordingly in line with organisational needs.