

Job description

Job title:	Digital Fundraising Officer
Location:	Office in Sudbury, Suffolk – with some flexibility
Duration:	12-month fixed term (subject to review). Part-time, job share or flexible working considered
Salary:	£24,838 – £28,016 (depending on experience)
Hours of work:	35 hours per week to be undertaken between Monday and Friday 9am to 5pm (with some occasional out-of-hours duties).
Reports to:	Income Generation & Fundraising Lead
Responsible for:	N/A
Job Description last reviewed:	May 2025

1. CONTEXT AND PURPOSE OF ROLE:

Hourglass is the only UK-wide charity dedicated to ending the abuse, harm and exploitation of older people. We work to create a safer ageing society where everyone can age safely and with dignity, and where older people are recognised, respected and supported.

Our services include a 24/7 Helpline, casework programmes, policy advocacy, and awareness-raising campaigns. We exist to end the harm, abuse, neglect and exploitation of older people – and we support those affected by it.

1. ROLE PROFILE:

- 1.1 We are looking for a digitally-savvy, creative and data-driven Digital Fundraising Officer to help drive income and supporter engagement across all digital channels. This is a new and exciting role within our growing fundraising and income generation.

You will be responsible for designing and delivering effective digital fundraising campaigns – from planning and copywriting, through to creative development, audience targeting and performance analysis. You'll manage content across Hourglass's fundraising webpages, and support the delivery of integrated, multi-channel campaigns that raise vital income and increase the visibility of our mission.

This is an opportunity to shape and grow digital fundraising at a UK-wide charity making a difference to some of the UK's most marginalised older people. You will need to be comfortable with managing personal data, handling sensitive content with discretion, and working within a safeguarding framework.

2. MAJOR DUTIES AND RESPONSIBILITIES:
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2.1 Campaign Development and Delivery

- 2.1.1 Plan, deliver and evaluate digital fundraising campaigns, including appeals, donor journeys, social media fundraising, and community giving.
- 2.1.2 Produce engaging, emotionally resonant content that is tailored to different audiences and channels.
- 2.1.3 Coordinate campaign creative across email, website, social media and advertising platforms.
- 2.1.4 Develop and test different formats and approaches to increase supporter conversion and retention.

3.2 Website and Digital Content

- 3.2.1 Coordinate fundraising content for the Hourglass website, ensuring pages are user-friendly, up to date and optimised for conversion.
- 3.2.2 Collaborate with colleagues across all teams to create informed narrative and ensure consistency in messaging and visual identity.

3.3 Design and Creative

- 3.3.1 Produce high-quality and on-brand graphics, animations and digital assets using tools such as Canva, Adobe Creative Suite, or similar.

- 3.3.2 Support the development of campaign visuals and branded fundraising materials for use across platforms.

3.4 Supporter Journeys and Data

- 3.4.1 Build and optimise email supporter journeys using CRM and email tools (e.g. Donorfy, Mailchimp).
- 3.4.2 Track supporter engagement using Google Analytics and CRM data, feeding insights into campaign development.
- 3.4.3 Ensure all supporter data is handled securely and in line with GDPR and Hourglass's internal policies.

3.5 Sector Awareness and Mission Sensitivity

- 3.5.1 Approach all campaigns with a sensitivity to the unique challenges facing older people experiencing abuse and often related issues including social isolation, digital exclusion, and increased vulnerability.
- 3.5.2 Be aware of safeguarding requirements when sharing stories or imagery, and ensure consent and dignity are respected in all communications.

3.6 Collaboration and Internal Support

- 3.6.1 Work closely with the wider Income Generation, Brand, and Policy teams to embed digital across Hourglass's fundraising strategy. As well as working closely with the Frontline Service Team to understand beneficiary need and the charity's delivery models.
- 3.6.2 Provide digital support for cross-organisational campaigns and fundraising initiatives.
- 3.6.3 Represent Hourglass's values in external communications and supporter engagement.

3. GENERAL:

- Travel occasionally and as required.

- Work unsocial hours on occasions and be flexible with working pattern as and when required.
- Regularly liaise with other Hourglass staff and volunteers throughout the UK.
- The postholder must maintain confidentiality and observe requirements of the Data Protection Act 2018.
- The post holder must at all times carry out their responsibilities with due regard to Equality legislation and the charity's Equality, Diversity and Inclusion Policy.
- The post holder is required to be familiar with Health and Safety legislation and the Hourglass Health and Safety Policy and be aware of and observe any part of the policy related specifically to the duties and responsibilities of the post.
- The duties and responsibilities highlighted in this job description may vary over time.
- Postholders are expected to undertake other duties and responsibilities commensurate with the nature, scope and grading of the post.
- Promote the vision, aims and objectives of the organisation and ensure that all contacts with external people and organisations fully reflect the professional approach of the organisation.
- Understand and comply with all relevant legislation and adhere to organisational and operational policies and procedures. This would include confidentiality protocols.

PERSON SPECIFICATION:

Essential

- At least a year's demonstrable experience of developing and delivering digital fundraising or marketing campaigns with demonstrable results
- Strong working knowledge of digital platforms including email marketing, paid social, and Google Ads
- Confidence using Google Analytics and CRM/DRM platforms (e.g. Donorfy, Raiser's Edge, Salesforce)

- Proficient in design tools such as **Canva, Adobe Photoshop, Illustrator**, or similar
- Experience writing persuasive content for a range of digital formats and audiences
- Strong organisational skills – able to manage multiple projects simultaneously to deadline
- Awareness of data protection, supporter consent and handling sensitive/confidential information
- Commitment to inclusive communications and the safeguarding of vulnerable people
- Strong interpersonal skills with the ability to influence and collaborate across teams
- A passion for social justice, and an understanding of the challenges facing older people in today's society

Desirable

- Experience in the charity sector, ideally with digital fundraising, campaigning or community engagement
 - Familiarity with accessibility principles in digital design and user experience
 - Experience creating or managing Pay Per Click (PPC) campaigns (e.g. Google Ad Grants)
 - Experience tailoring content for underrepresented or hard-to-reach audiences
 - Knowledge of the older people's sector, ageism, or domestic abuse issues
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