



Membership Communications and Fundraising Officer

Application Pack

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| Closing date: | Midday 26th January 2023 |
| Interview date: | 1-3rd February 2023 |
| Interview location: | Online |

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1. Job Description

Momentum is recruiting a Member Communications and Fundraising Officer, who will play a vital role in our vibrant organisation. This is an exciting opportunity to take a leading role in communicating with our tens of thousands of members and supporters, encouraging them to take action and driving forward Momentum's fundraising at a pivotal moment.

We encourage applicants from a diverse range of backgrounds, and we particularly welcome BAME, working class, women, LGBTQ+ and disabled applicants.

Reports to: Head of Communications

Other Management / Coordination: N/A

Staff Management Responsibility: N/A

Financial Management Responsibility: N/A

Hours: This role is available full time (37.5hrs a week) or part time at 0.8 FTE (4 days per week, equalling 30h total). This can be discussed further at the interview stage - please indicate by email when you send in your application whether you are interested in part-time, full-time or both.

Salary: £27,963 to £30,475 (pro rata), with London weighting. £24,380 to £26,919 (pro rata) without London weighting.

Location: Hybrid; based in London office or working remotely.

Job Purpose: To engage Momentum members and supporters with politically relevant email communications, and using these communications to drive member engagement, action and fundraising.

Momentum has tens of thousands of members and supporters and they are at the heart of everything we do. The Member Communications and Fundraising Officer (MCFO) will take responsibility for making sure Momentum's email communications inform, engage and mobilise our members and supporters, providing them with routes to action at the local and national level. The MCFO will also lead our fundraising efforts among our members and supporters, including by designing and delivering timely fundraising campaigns that inspire and motivate members to financially support Momentum at this critical time.

Duties and Responsibilities

Members and supporter communications

- Lead on planning and drafting email and text communications to Momentum's tens of thousand of members and supporters, ensuring that different groups of members and supporters receive tailored email communications and journeys.
- Facilitate and advise NCG and staff requests for emails and other communications to members and supporters.
- Work with the Organising, Local Groups and Activist Development and Digital Teams to contribute to the development of campaign communications strategies and delivering member communications for Momentum's political projects
- Work with members to improve local group communications to increase member participation.

Growth, retention and fundraising

- Lead on designing and delivering fundraising campaigns among members and supporters, setting and delivering targets, and utilising emails and peer-2-peer texting.
- Develop and co-ordinate systems for regular asks of members and supporters for increased financial support
- Co-lead on growing Momentum's supporter database, by capitalising on political developments, using innovative digital tools (petitions, lobbying tools, event sign-ups).
- Ensure the organisation meets our annual targets for supporter and member donations.
- Maintain and improve Momentum's system of segmentation for email communications
- Work with other teams to ensure fundraising is incorporated into their activities where appropriate.
- To use audience segmentation to build detailed profiles of Momentum members, their activity and donation history.

Other duties

- Drafting copy for the Momentum website.
- Providing social media support by contributing to discussions on content creation, looking for new social media opportunities, and drafting posts.
- Any other task which might reasonably be assigned to you by your line manager in the course of your duties.

2. Person Specification

Attributes

- A highly motivated individual, who is committed to Momentum's political objectives.
- Ability to operate in a high-pressure environment and manage multiple priorities.
- Ability to prioritise work flow.
- Good communication and team work skills.
- Readiness to adapt to new challenges and learn new technologies.

Experience

- Using email communications to engage, inform and mobilise members or supporters of an organisation.
- Using communications across multiple platforms to raise money from small donors, grow the membership of a campaigning organisation or gather data.
- Experience coordinating fundraising drives is desirable
- Using Nationbuilder (desirable) or comparable customer relationship management software and email marketing software.
- Developing innovative communication strategies and techniques to grow membership and supporter lists.
- Experience of writing copy to deadline and in different voices is desirable.
- Experience of organising offline fundraising events and activities is desirable.

Knowledge

- A deep understanding of the politics and messaging of Momentum and labour movement organisations.
- An understanding of the role communications plays in mobilising and engaging members and supporters.
- Knowledge of fundraising techniques.
- Strong IT skills or the ability to quickly learn communications platforms such as Nationbuilder, Wordpress or similar.

3. How to apply

To apply for this role, please complete this application form [here](#) and return it to hr@peoplesmomentum.com. Please send this file as a Word document if possible.

We would also appreciate you completing this short (optional) equal opportunities monitoring form [here](#), and sending it to hr@peoplesmomentum.com.

If you would like further information about the role, please contact angus.satow@peoplesmomentum.com

- Momentum's website can be viewed [here](#).
- Momentum's social media accounts can be viewed here:
 - [Facebook](#)
 - [Twitter](#)
 - [Instagram](#)
- Momentum's constitution can be viewed [here](#).