



Registered Charity Number 1116321

Fundraising and Social Media Officer

Mitchell House, Brook Avenue, Warsash, SO31 9HP

Fundraising and social media officer, £9 per hour, 8 hours per week
(£17,550 pro rata)

Chrysalis small charity

Are you enthusiastic, innovative and organised? Good at networking, social media and communication? Do you care passionately about equality and the rights of everyone to self-determination, and have an understanding of the issues facing gender diverse individuals?

We are looking for a new team member to work eight hours a week, typically either one full day of eight hours or two days of four hours reporting to the *PA to the CEO* in developing the charity's fundraising capability and social media presence in accordance with our strategic aims and objectives.

This is a great opportunity for someone to play a key part in the development of a small charity. With funding from The National Lottery Community Fund Chrysalis is looking for a Fundraising and Social Media Officer to join the office team in Warsash with some opportunity for arranged remote working.

Chrysalis provides safe, confidential, facilitated meetings across Hampshire and Dorset (where trans+ people, their friends and families can: meet with others of similar life experiences; receive counselling; participate in workshops; and engage in supportive, facilitated group work) as well as training, advocacy, peer mentoring and networking to promote understanding and inclusion of gender diverse people in society.

Skills we are looking for from you:

- To be competent in the use of social media, including but not limited to Facebook, Twitter and Instagram (essential)
- To have experiences of managing the specific challenges and opportunities presented by communicating on line (essential)
- A good networker both in person and on line (essential)
- Experience at raising money for good causes (essential)
- Event organisation skills (desirable)
- Office 365 (desirable)
- Word processing, email and spreadsheet use (essential)
- Able to document work and participate in training and development of staff (essential)
- Flexible approach (essential)
- Self-motivated (essential)
- Empathic (essential)
- A clear understanding of confidentiality specifically as it impacts LGBT+ people (desirable)
- Knowledge of the impacts of being gender diverse (desirable)
- Able to work with individuals at different levels and with differing needs and abilities (essential)



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- Learn new skills quickly (essential)
- Own transport (desirable)

General tasks and deliverables

- Produce regular social media content in accordance with the Social Media policy
- Set up and moderate Facebook (or equiv) chat groups or forums for beneficiaries
- Promote Chrysalis to local businesses, and manage installation and emptying of collection tins
- Work with the Chrysalis champions to establish and develop Chrysalis presence and visibility in all areas of operation
- Work with the CEO to devise and deliver fundraising campaigns (minimum two per year) and awareness raising initiatives
- Manage and promote online donation sources
- Develop individual donor relationships
- Research and develop fundraising opportunities
- Undertake networking and promotional activities on behalf of Chrysalis
- Fundraise to agreed targets for campaigns and general donations
- Data analysis of fundraising activities and social media engagement for presentation to management
- Work with the CEO and office team to develop funding bids
- Work with the senior management team on branding and Chrysalis transition as relevant to the role
- Develop, train and retain oversight of fundraising and social media volunteers with the office team
- Conduct first contact conversations with potential beneficiaries on the phone and face to face
- Work with the staff to promote wellbeing of beneficiaries, sharing information and developing resources
- Promote Chrysalis through Social Media and more broadly through local events, and media outlets
- To attend a Chrysalis meeting at least once every two months to engage with beneficiaries
- With the rest of the office team maintain a decent working environment, and work in accordance with the Chrysalis Staff Handbook and Policies and Procedures.

Key dates

Deadline for applications 12noon Tuesday 7th May

Interviews Tuesday 14th May at the Chrysalis office in Warsash

Please apply with a CV and cover letter to carole.pay@chrysalis-gii.org

Created by: Andi Maratos Chief Executive Officer 18/04/19

All Chrysalis employees are encouraged to further support the charity through volunteering over the course of the year.