



Registered Charity Number 1116321

Fundraising and Social Media Officer

Mitchell House, Brook Avenue, Warsash, SO31 9HP

Tel: 01489 589111 www.chrysalis-gii.org

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. Word processing, email and spreadsheet use is a must. Office 365 (desirable)
- To have experiences of managing the specific challenges and opportunities presented by communicating online (essential)
- A good networker both in person and online (essential)
- Experience at raising money for good causes (essential)
- Able to document work and participate in training and development of staff (essential)
- To have a flexible approach, learn new skills quickly, be self-motivated and empathic (essential)
- Knowledge of the impacts of being gender diverse and a clear understanding of confidentiality specifically as it impacts LGBT+ people (desirable)
- Able to work with individuals at different levels and with differing needs and abilities (essential)
- Own transport (desirable)



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General tasks and deliverables

- Develop Chrysalis' online presence, directly and through the training and development of a team of volunteers, resulting in the production of regular social media content in accordance with the Social Media policy and monitoring of impact through Key Performance Indicators (KPIs)
- Manage and promote online donation sources and individual donor relationships and develop fundraising opportunities, working to agreed targets
- Promote Chrysalis to local businesses through local events and media outlets, and oversee installation and emptying of collection tins
- Work with the team to devise and deliver fundraising campaigns (minimum two per year) and awareness raising initiatives
- Undertake networking and promotional activities on behalf of Chrysalis
- Set up and arrange moderation of Facebook (or equiv) chat groups or forums for beneficiaries through your team of volunteers
- Attend a range of beneficiary meetings to gain an insight into the Chrysalis' work reporting to donors/partners about Chrysalis' successes.
- 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
- 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 9th of August.

Interviews week commencing 19th August at the Chrysalis office in Warsash.

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

For an informal chat about the role you can contact Callum in the office 9.30-1.30 on Monday or Tuesday on 01489 589111.

Created by: Andi Maratos Chief Executive Officer 18/04/19, Updated 30/08/2019

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