

Application Pack for Digital Fundraiser

Closing date: 5pm on 28th April 2025

Background Information

We are looking for a **digital fundraising expert** who can grow AvMA's **online income streams** and increase engagement across digital channels. This role is responsible for ensuring that digital fundraising efforts are effective, scalable, and generate significant income for AvMA.

About AvMA

Action against Medical Accidents (AvMA) is the independent UK wide charity for patient safety and justice, established over 40 years. AvMA is widely credited with both having put "patient safety" on the map and having brought about huge advances in access to justice for those patients who have been affected by lapses in patient safety ("medical accidents").

AvMA is a unique organisation for many reasons, not least because we provide free advice and information to members of the public who have suffered injury because of negligence and substandard medical treatment. Our core advice services are our Helpline (open five days a week), written advice and information and pro bono inquest service. Through these services we help over 2,500 people a year, including signposting to accredited medical negligence solicitors where appropriate. We are constantly reviewing how best we can develop services to best meet unmet needs, we have a focus on providing up to date information through our self-help leaflets available from the website.

Our Vision

People who suffer avoidable medical harm get the support and outcomes they need.

Our Mission

We champion the needs of people adversely impacted by avoidable medical harm. We do this by supporting and empowering them to secure the outcomes they need, including healing for any related physical or psychological harm(s). We use what we learn from the people we support, alongside our expertise, to seek improvements to medico-legal practices through system learning and change.

Values

Our behaviours will be driven by:

Integrity. We are honest and act in accordance with our values. We conduct ourselves in an open and professional way and form our views independently, recognising our primary role is to assist those who have been avoidably medically harmed.

Independence. We advocate for, and stand alongside, people affected by avoidable medical harm while always recognising that in every complaint and dispute there are two sides that need to be considered. We are objective and keep ourselves free from outside influences.

Fairness. We treat all people fairly and with dignity. We do not shy away from speaking up where we see injustices.

Collaboration. We work with those we support, campaign groups and charities, healthcare professionals, government, lawyers and dispute-resolution bodies to bring about change and improvements for patients who have been avoidably harmed. We are proactive in trying to

reach organisations and groups that support under-represented and marginalised communities that may require our dedicated expertise.

Empathy and compassion. We work with people who have been avoidably harmed and their families, listening and making sure we do all we can to understand the harm they have suffered and its impacts, and support them in achieving the outcomes they are needing.

Our Strategic Objectives (2024-2029):

Our strategy is available in full on the AvMA website but in summary our strategic objectives are as follows:

1. **Expanding Our Reach:** To serve a broader range of communities, ensuring that more individuals experiencing avoidable harm can access services that meet their needs.
2. **Empowerment and Support:** To empower more individuals to secure the outcomes they need following an incident of avoidable medical harm, providing compassionate and effective support throughout.
3. **Eliminating Compounded Harm:** To reduce and eventually eliminate the additional harm that individuals often face due to poor system responses following medical incidents.
4. **Sustainable Resources:** To diversify and sustain the resources and capabilities necessary to achieve our strategic goals effectively and ensure that our impact is long-lasting.

Our Impact

Our impact report for 2023/24 is available on the AvMA website but a high-level summary is as follows:

- In the year 2023/2024, AvMA directly supported over 3,000 individuals with specialist advice, access to legal assistance, and in-depth guidance through our helpline.
- We championed specific campaigns, such as advocating for the rights of individuals affected by the use of vaginal mesh implants and supporting inquests to help clients gain closure.
- Our policy work focused on addressing healthcare inequalities, ensuring that those most affected by avoidable medical harm can access justice and the services they need.

These efforts are instrumental in achieving systemic change, ensuring that patient safety becomes a priority at all levels of healthcare, and that individuals receive the justice they deserve.

Fundraising Vision

Our **fundraising vision** is to be the UK's most **trusted and valued charity for patient safety**, inspiring and empowering donors so that those who suffer avoidable medical harm receive the support and outcomes they need.

As part of this vision, we are committed to:

- ✓ **Providing exceptional donor experiences**
- ✓ **Making fundraising accessible and rewarding**
- ✓ **Influencing people, businesses, and communities to support our mission**
- ✓ **Upholding transparency and trust in fundraising**

The **Digital Fundraiser** will play a key role in generating income through **digital fundraising platforms, peer-to-peer fundraising, social media, and online giving**. By optimising supporter engagement and enabling e-volunteers to share key messages effectively, this role will help drive **increased donations, supporter retention, and sustainable online revenue**. The ideal candidate will also have some experience in leveraging **AI-powered tools and automation** to work efficiently, streamline processes, and enhance decision-making. This role supports AvMA's Seven Pillars of Fundraising:

1. **Supporter Care** – Ensuring digital donors and fundraisers have an engaging, meaningful experience.
2. **Organisational Commitment** – Aligning digital fundraising efforts with AvMA's strategic vision.
3. **Responsibility** – Maintaining ethical and transparent fundraising practices.
4. **Growing Value** – Increasing digital income through optimised supporter journeys and engagement.
5. **Strength** – Building a **scalable and sustainable** digital fundraising model.
6. **Leadership and Self-Leadership** – Supporting volunteers and fundraisers in their digital engagement.
7. **Diversification** – Exploring new approaches to engage supporters and increase income.

This role directly supports AvMA's **Fundraising Purpose Statements** by:

- ✓ **Growing online revenue streams** through digital-first approaches.
- ✓ **Making fundraising accessible and engaging**, particularly through peer-led and digital channels.
- ✓ **Influencing businesses, organisations, and communities** by increasing AvMA's digital fundraising visibility.
- ✓ **Ensuring transparency and trust** by clearly communicating the impact of donations and fundraising efforts.

People

Our people are our greatest asset. AvMA currently employs approximately 22 staff (many of whom are part-time), bringing a wide range of skills, experience and passion for what AvMA stands for. AvMA also benefits from a pool of dedicated volunteers and an excellent board of trustees.

Location

This is a fully remote role, with the expectation that you attend approximately 8 in person meetings a year in London, (quarterly Board meetings and four All Staff days). All travel expenses for these will be covered by AvMA.

General Information

AvMA does not benefit from any government grants or similar funding, we are very experienced at raising our own funds, which in turn enables us to maintain our independence and impartiality and focus on our core aims, patient safety and access to justice.

Digital Fundraiser key terms and conditions:

Hours:	35 hours a week for full time. Part time working will be considered (minimum 28 hours p/w). This is a fixed term role for 18 months with a possible extension.
Salary:	Circa £35,324 (pro rata if part time) point 20 on the salary scale rising to point 23. Annual increments are paid to the top of the scale. An additional discretionary cost of living increases may be applied per annum.
Holiday:	25 days a year (full time), plus bank holidays. A further day's annual leave is acquired for each year of service up to five days (a maximum of 30 days in total). In addition, the office closes over the Christmas break for 3 days, for which annual leave does not have to be taken.
Location:	Remote, but with at least 8 meetings p.a. in London
Responsible to:	Director of Fundraising, Marketing & Communications

Job Description

Key responsibilities:

1. Income Generation

- Drive online income generation through effective use of digital fundraising platforms, social media, and supporter journeys.
- Optimise and manage digital giving platforms, such as Funraisin, to increase donations and supporter engagement.
- Expand and enhance peer-to-peer fundraising, ensuring fundraisers have the tools and motivation to maximise income.

2. Digital & Social Media

- Increase digital reach and visibility, making sure fundraising messages are seen and acted upon.
- Leverage social media fundraising tools, such as Elovate (CommittedGiving), to improve donor retention and engagement.
- Use AI-powered tools to streamline prospect research, automate content personalisation, and optimise donor engagement.
- Develop and execute strategies to convert social media and website visitors into long-term donors.

3. support & Collaboration

- Provide guidance and digital tools to e-volunteers and fundraising champions, enabling them to spread AvMA's fundraising messages and attract donations.
- Analyse and report on digital fundraising performance, using insights to refine strategy and improve return on investment.
- Contribute to digital income diversification, exploring new revenue-generating opportunities such as online retail or supporter-driven fundraising products (e-commerce experience desirable).

4. Other Duties

- To undertake other duties as required commensurate with this post.
- To travel as necessary for events and fundraising activities

Person Specification

Essential:

1. Has proven experience in digital fundraising, including online giving platforms, supporter engagement, and income generation.
2. Understands how to maximise digital channels for fundraising, including website conversion, email engagement, and social media-driven donations.
3. Is confident using digital fundraising platforms, such as Funraisin, to optimise supporter journeys and increase income.
4. Has experience with social media engagement tools, such as Elovate, to enhance donor interaction and retention.
5. Is data-driven, using insights to improve performance and drive fundraising success.
6. Has strong relationship-building skills, with the ability to engage supporters, fundraisers, and corporate partners.
7. Is comfortable using/learning AI-powered tools to enhance efficiency, automate repetitive tasks, and personalise donor engagement.
8. Has experience in e-commerce and/or digital revenue generation, supporting diversification of online income streams.
9. Passion, commitment and drive to promote patient rights and follow the aims of AvMA.
10. IT literate and confident with technological change. Able to identify opportunities to improve our data collection systems; an awareness of the power of social media and how to use it to promote AvMA's work.
11. Committed to principles of equal opportunities and diversity and inclusion.

How to Apply

To apply for the role of Digital Fundraiser, please submit:

1. **A Covering Letter** (maximum of 2 pages) outlining how your experience, skills, and personal attributes make you an ideal candidate for this role.
2. **A Comprehensive CV** detailing your qualifications, work history, and relevant experience.

Please submit your application using the webform linked to the job advert. Alternatively email your application to humanresources@avma.org.uk with the subject line "**Digital Fundraiser Application**" by **5pm 28th April 2025**.

Shortlisting: Applications will be reviewed, and shortlisted candidates will be contacted for an interview. If you have not been contacted within two weeks of the closing date, please assume your application was not successful.

Interview dates are set for Friday 2nd May and will be held remotely.

For more information about AvMA and this role, please visit our website at www.avma.org.uk.

We look forward to receiving your application and thank you for your interest in supporting AvMA's mission to ensure patient safety and justice.