

JOB TITLE	Charity Fundraiser
DEPARTMENT	Charity Content Creator
REPORTING TO	Charity Fundraiser
HOURS OF WORK	2 days per week (15 hours) initially – with potential for increase Plus 1.5 hour Team Meeting every 3/4 months (for whole of UK team) for team building and support.
LOCATION	Working Remotely Own laptop needed
SALARY	£13 per hour Employed or freelance

ABOUT THE PURIM TRUST

The Purim Trust is a Christian charity dedicated to bringing HOPE and practical support to those in need. Inspired by our faith, we work to make a tangible difference in the lives of vulnerable individuals and communities, empowering them to build a brighter future.

PURPOSE OF ROLE

At The Purim Trust, we believe every child deserves the opportunity to thrive, and we're looking for a passionate and motivated Content Creator to join our team. This is an exciting opportunity to play a key role in shaping our future and helping us make a real difference to the lives of children with disabilities and their families.

We're looking for a creative and passionate Content Creator to help amplify our message and share our mission with the world. Through graphics, reels, and compelling storytelling, you'll help us raise awareness, drive engagement, and support our fundraising efforts.

You'll work closely with our Charity Fundraiser to produce content that brings our campaigns to life and resonates deeply with our community.

ABOUT THE ROLE

This is a creative role focused on producing high-quality digital content that supports our campaigns and fundraising efforts. You'll create graphics, reels, and written copy for social media, emails, and our website, alongside making basic website updates and applying SEO. We are looking for someone who not only brings strong creative skills, but who can work independently, meet deadlines, and fully embrace the values of our charity.

RESPONSIBILITIES

Content Creation & Campaign Support

- Create graphics and reels using Canva for our Social Media platforms
- Edit video content from the Philippines or stock footage (video editing is a bonus!)
- Write copy for:
 - Social media posts
 - Fundraising emails and donation appeals
 - Newsletters and campaign updates
 - Website and landing pages
- Format and send email campaigns using ActiveCampaign
- Take creative direction, while also contributing new ideas
- Follow campaign strategies led by the Charity Fundraiser
- Plan and schedule posts in advance to align with upcoming campaigns

Website & SEO

- Make amendments to our website when needed
- Add SEO metadata to key web pages for improved search visibility

Organisation & Admin

- Organise and upload monthly content into SharePoint folders
- Storing and organising all media received from our projects overseas for use in promotions and videos
- Maintain and update Linktree for Instagram and ensure accurate links across platforms

Social Media Engagement

- Allocate 30 minutes per week for outbound engagement (interacting with other charities, influencers, or followers)
- Respond to comments and DMs on our social platforms
- Provide a short monthly update on what's been completed and what's next

Travel & Event Support

- Be willing to assist at events throughout the year as they arise, providing essential on-the-ground support and engagement.
- Be willing to travel to the Philippines for approximately 10 days, once or twice per year, to support Purim Trust projects and partnerships.

ABOUT YOU

Who you are

- Creative and Positive – You see opportunities where others see challenges and bring a “can-do” attitude to everything you do.
- Detail-oriented storyteller – You love telling stories visually and emotionally through compelling content.
- Organised and reliable – You can manage multiple tasks and consistently meet deadlines.
- Values-driven communicator – You can confidently express the heart and mission of the charity through your content and online interactions.
- Self-motivated – You're comfortable managing your workload independently in a remote setting.
- Responsive and attentive – You reliably check and respond to comments and DMs during your weekly outbound engagement time.

Your Experience

- Proven experience in content creation: Canva, reels, copywriting – essential
- Experience working in or with charities – desirable
- Ability to use Canva, Instagram, Facebook, Linktree, SharePoint
- Some knowledge of SEO and email platforms like ActiveCampaign

What Drives you

- You care deeply about children and their families and want to make a real difference in their lives.
- You're excited to work as part of a team that's passionate, supportive, and always looking for ways to do better.

The Purim Trust's Personal and Cultural Attributes:

- **Committed to the Christian faith:** Our team are all practising Christians and we all actively support and reflect the Trust's Christian ethos in our work, contributing to our mission of serving others in Jesus' name.
- **Passionate about our mission:** You should have a heartfelt commitment to making a meaningful difference in the lives of those facing hardship. Your work will be driven by a strong desire to bring hope and practical support to individuals and communities in need.
- **Aligned with our values:** At The Purim Trust, we embrace a spirit of compassion, integrity, collaboration, and joy. We value innovation and grace in all we do. You'll be encouraged to live out these values and demonstrate a personal dedication to growing in them. During the interview, we will explore how your faith informs your approach to this role.

ENROLMENT & TRAINING PROCESS

To apply for this role, interested individuals **must complete an application form** and **submit examples of previous work, plus a graphic, 30-second reel and short written copy for social media, appealing for donations for our Christmas appeal, needing donations of £25 per child**. Shortlisted applicants will be invited to an interview. At the interview, you'll need to give a short presentation on how you align with our values as a charity. The recruitment process may involve multiple interviews, as well as a personality type assessment to help determine how well you would integrate into our team.

The successful applicant will be required to agree to the terms of our staff agreement. Following this, they will attend a training induction session that outlines the expectations of the role. The induction will also provide background on our charity's history and mission, as well as guidance on how to create content that reflects our brand and values.