



Supporter Engagement Officer

Welcome



Thank you for your interest in this critical role for Turn2us. We are looking forward to hearing from people who share our deep commitment to supporting those who are facing financial shock in the UK. Your contribution will make a direct and tangible difference to people's lives, every day.

Since I started at Turn2us in March 2019, it has been a privilege to see the incredible work that Turn2us does. We support millions to change their lives for the better, every year. The level of organisational knowledge about our core business is extensive – we really know our stuff. And there is a very short distance between impulse and impact: the freedom to act in simple, pragmatic ways that are immediately helpful is a significant aspect of the rewards of working here.

Our overall ratio of investment to out turn is well above average. One good example is our Benefits Calculator, which costs around £350k per year to run. Used nearly 2.8m times in 2019/20, we believe that 232,000 claimants will have successfully secured an average income uplift of £5,320 if they continue to claim for a full year. That is a staggering £1.2 billion of previously unclaimed benefits going to where they were intended.

Of course, many of our activities are by their nature about people helping people, one individual or one family at a time – and we know that this work is amplified incredibly effectively by our strong partnerships with other charities and organisations working in local communities. A key priority for the future is to enable the organisation to understand how to do so, and devise a plan to maximise our impact with and for people and to tackle the system that fails so many of us.

Our culture is a very significant pull factor for people joining this organisation – how we are being, just as much as what we are doing. Our approach is infused with a sense of highly competent humility, facilitating and enabling colleagues, partners and crucially those for whom we exist to co-create solutions that work.

In the context of some important conversations taking place in our sector, I am unequivocal about our organisational commitment to Equity, Diversity & Inclusion, embedded in values and behaviours that enhance our working culture. An uncompromising personal commitment to working towards a fully diverse and inclusive working environment is essential for these roles, and comes ahead of other requirements.

The last year has been extremely challenging for people across the UK. The number of people in unpredictable employment, holding down several jobs to make ends meet, and the impact of Covid's lockdown has led to structural instability in many communities. The rapid rise in foodbank usage is a canary in the mine for fundamental problems ahead. So, working with partners, we have to grow our impact, and this recruitment is a major investment in the strength and capacity of our staff as we build a model that will take us confidently into the future.

Thomas Lawson,
Chief Executive Officer

From your hiring manager

It is a very exciting and critical time to work at Turn2us, helping to eradicate poverty and build financial security for everyone in the UK.

Turn2us turns 125 years old this year (formerly named the DGAA and Elizabeth Finn Care), but with the economic impact of the pandemic and the cost of living higher than it's been in 30 years, we have never been more needed.

Everyone who works at Turn2us shares a deep, committed and impatient drive to support people to build financial security equitably across the UK and that includes everyone from our campaigners and co-production partners with lived experience of financial hardship to our CEO and Board of Trustees. We work alongside those who have experienced not having enough money to live on to help them cope with life-changing events. This can include losing a job or a home, leaving a partner, an illness or a bereavement, or experiencing financial hardship due to Covid-19.

We do this through providing cash grants directly and by giving people the tools they need to access benefits or other grant funds. We also challenge the systems that make our programmes necessary for a country that is the fifth wealthiest economy in the world.

In addition to turning 125 this year, we are also growing. We are investing in new staff, marketing and supporter engagement efforts, and fundraising events and appeals to continue to build on the outpouring of support we've seen from the public since the Covid-19 pandemic began.

As Supporter Engagement Officer you'll play a key role engaging new supporters and helping to deliver first-class engagement and fundraising appeals. Your work will be an essential part of continuing to grow our supporter programme and will help our growing charity achieve more impact for the millions of people facing financial hardship across the UK.

This pack provides information about our work, structure and our strategic plans for the future. You will also find specific details on the skills requirements for this role and information on how to apply.

If you think this role could be a good fit for you or you'd like to chat about it in more detail, we'd love to hear from you.

Ilona Reynolds,
Direct Marketing and Legacy Manager

Financial security goes beyond survival

At Turn2us, we see every day how the right support at the right time can transform lives. It can mean having enough money to put food on the table and pay the bills, and the ability to thrive, not just survive. We all need financial security.

Financial security involves having enough money to comfortably cover your monthly expenses, save for your future and, most crucially, recover from financial shocks.

We want to see a society where everyone has the right to financial security. Our ambition to bring about this change forms the backbone of our strategy.

But it's not enough for Turn2us to demand change from a society and economic system at the root of so much financial insecurity for so many of us. We also need to model the change we and many other partners know is needed.

Our previous strategy, which focused on the financial shocks caused by life-changing events, enabled us to build strong foundations for our evolving ambition. We strengthened our safeguarding and sharpened our focus on equity, diversity, inclusion and belonging (EDIB).

We increased the reach and outcomes of our products and services by co-producing them with people with in-depth experience of the problems we were trying to address.

Over the last three years we have listened to and worked alongside individuals and families who have steered us towards an emphasis on financial security – empowering people to thrive, not just survive.

The growing scale of suffering compels us to increase our focus on challenging an outdated, unfair economic system.

Whilst overhauling the current system will not be straightforward, there is a growing desire across civil society, the commercial sector, and parts of the state to work together to change the status quo so that more people can work together to overcome financial shocks and rebuild the strength and resilience of their communities.

We will join forces with a wide range of partners, facilitating (with others) a broad coalition for change.

Over the next five years we will take steps towards that goal of designing a fairer economy, working both with UK-wide decision-makers and the people and families at the centre of communities driving change.

At Turn2us, we're well-placed to broaden our reach, deepen our impact and help drive the necessary change.

Join us in building a better future for us all.

Case studies

You can read more about the people accessing our services here:

[Hayley ↗](#)

[Jane ↗](#)

[Sanaz ↗](#)

Background reading

[JRF UK Poverty 2023 ↗](#)

[SMC Measuring Poverty 2019 ↗](#)

Further information

[View our Annual Report & Accounts 2021/2022 ↗](#)

[View our Strategy and Purpose ↗](#)

Job description

Supporter Engagement Officer

Job title:	Supporter Engagement Officer
Department:	Income & External Affairs Directorate
Reports to:	Direct Marketing & Legacy Manager
Location:	Hybrid: Turn2us London Hub (Hammersmith) & homeworking
Contract type:	Permanent, full-time

Purpose of role

In this role, you will focus on managing and delivering exceptional engagement and fundraising appeals and delighting supporters with excellent service and offering them a deeper connection to the mission of Turn2us. You'll also help the Fundraising Assistant with gift processing, acknowledgments, and tracking supporter engagement and the success of our appeals.

This role will focus on supporting direct marketing appeals (email, direct mail, social media, and paid ads) but will also support the Community Fundraising and Direct Marketing and Legacy managers with community engagement efforts, events, and legacy initiatives. Working closely with the Individual Giving and External Affairs teams, you'll develop and deliver fundraising communications and activities to engage donors, staff, and fundraisers to build awareness and engagement with Turn2us and help grow the Turn2us supporter base to meet ambitious annual income targets.

In this role, you'll also work across directorates to create new stewardship communications, design new resources, and update web assets and more.

Duties

1. **Working within the Supporter Engagement Team, the Supporter Engagement Officer will be responsible for: Manage and deliver successful fundraising campaigns across channels.**
 - Work with the Direct Market and Legacy Manager to plan and execute all aspects of cross-channel appeals, including emails, direct mail, social media, paid advertisements, and more.
 - Write fundraising appeals and work with designers to create compelling appeals that deepen the understanding and connection supporters feel to helping families facing financial hardship.
 - Work within our supporter database (CRM) to pull targeted contact lists for appeals, ensuring that we're planning ways to reach all supporters (including regular givers, active and lapsed supporters) and are personalising efforts to better connect with supporters.
 - Collaborate with our Brand & Communications team and co-production partners to create the most compelling copy, real life stories, visuals, stats to deliver timely, impactful, and visually engaging content.
 - Manage all schedules and invoices related to fundraising appeals, ensuring that all aspects of the appeal are delivered on time and on budget.
 - Test and measure new approaches in fundraising to continually improve the success of our appeals, including trialling crowdfunding and other digital fundraising platforms, testing content and design, and exploring working with new partners.

2. Engage and delight supporters to build awareness and deepen their connection to Turn2us.

- Plan and deliver monthly engagement communications via email and work with the Brand & Communications team to collaborate on social media posts and email content that builds awareness of all aspects of our work, including policy, grant making, and partnerships.
- Work with the Fundraising Assistant to manage our Supporter audience, making sure contacts are added, updated, and unsubscribed in a timely manner from all communications.
- Analyse the performance of all email communications and other engagement activities to continually improve performance.
- Create new workflows within our CRM to personalise and automate supporter journeys.
- Spearhead new engagement and stewardship initiatives to better connect with our audiences.

3. Support the rest of the Supporter Engagement team and the wider directorate to meet their income targets and objectives.

- Assist the Community Fundraising Manager with recruiting challenge and community event participants, updating fundraising resources and sending out merchandise, and assessing the performance of these activities.
- Work with the Direct Marketing & Legacy Manager to produce and deliver compelling legacy marketing materials like the bi-annual Free Will Month email, create reports on legacy enquiries and gifts, and help research new prospects and initiatives.
- Help support our fundraising partnerships by writing and coordinating design for print and digital appeals and coordinating live and virtual events.

4. Work with the Fundraising Assistant to deliver an excellent supporter experience process and acknowledge gifts, manage our supporter database and res.

- Work with the Fundraising Assistant to process donations, bank checks, and send out mailed and emailed acknowledgments in a timely manner.
- Manage updates to supporter records and the creation of new records and reports to accurately analyse supporter engagement and appeal performance.

- Engage new and existing supporters by answering all queries in a timely manner and exploring new relationships with partners and individuals.

- Work with the Fundraising Assistant to add all third-party donations to our supporter database and finance systems and help oversee the monthly financial reconciliation process.

- Pull monthly Gift Aid Declarations to send to HMRC.

5. Ensure all communications meet fundraising best practice and regulations and adhere to Turn2us brand and values.

- Check that all internal and external communications adhere to Turn2us style and brand guidelines, company values, and fundraising best practices.

- Ensure that supporter information is handled sensitively and in line with data protection regulations and Turn2us' privacy policy.

- Keep up to date with current fundraising practice and legislation to ensure we are GDPR compliant.

- Represent the charity at fundraising events, both charity and supporter led and ensure all events follow Turn2us company policies and safeguarding procedures.

5. Other duties as required.

These are the normal duties, which the Charity requires from the position. However, it is necessary for all staff to be flexible and all employees will be required from time to time to perform other duties as may be required by the Charity for the efficient running of the charity. This Job Description is non-contractual. It will be reviewed from time to time and may be subject to change.

At Turn2us, we are committed to protecting personnel, children, adults, and service users from any harm arising from each other, themselves, our activities, or organisational failings whilst in contact with us. The post holder will be required to follow the safeguarding policy and will be responsible for integrating safeguarding into all aspects of their work.

The post holder will be expected to ensure that their work complies with contractual terms and conditions, the Charity's policies and procedures and key legislation, such as data protection and charity law.

Person specification

Supporter Engagement Officer

Skills

- Excellent organisation skills, time management and multi-tasking skills.
- Excellent communication (oral and written) and interpersonal skills with the ability to deal with a diverse range of internal and external stakeholders and a passion for delighting supporters.

Knowledge

- Experience with implementing best practice fundraising strategy, tools, and reporting.
- Knowledge of the Institute of Fundraising Code of Practice and knowledge of fundraising laws and regulations in relation to data protection and compliance.

Experience

- Experience writing and delivering compelling marketing or fundraising communications.
- Some experience pulling reports, analysing data, and updating supporter databases.

Personal Attributes

- A pro-active worker who is responsible for seeing tasks through to completion but can also work collaboratively across teams to achieve excellent outcomes.
- Committed to working hard across a diverse range of tasks to meet and exceed goals and advance the mission of the charity.

Turn2us is fully committed to equity, diversity and inclusion in our sector. We want this to be reflected in the diversity of the people who work for us and we are interested in applications from people from varied backgrounds.

Head of human resources Anna Docherty, and digital project manager David Swann, at a Turn2us workshop.



Staff Benefits

To read the full list of benefits of working at Turn2us, please visit the jobs page of our website [linked here](#).

Annual Leave

- If you join us at Turn2us, you will start on 25 days annual leave per annum (pro-rata for part time workers). Each year on the month you joined, you will receive an additional day of leave up to a maximum of 30 days. On top of this you will receive bank holidays.

Volunteer Days

- The charity offers 2 volunteering days per year to allow staff to gain experiences and skills outside of work. Examples could include volunteering at a food bank, helping in a school or becoming a trustee at another organisation.

Employee Support

- Confidential counselling line provided through our employer's liability insurance policy with Zurich.

Flexible Working

- We offer flexible working patterns, both in terms of hours and remote working. Please note that all employees are contractually required to work from the office a minimum of 4 days a month. Some roles may be required to be in the office more often than this and this will be agreed with the hiring manager upon starting at Turn2us.

Commitment to diversity & inclusion

We welcome applications from anyone regardless of their age, experience, disability, ethnicity, heritage, sexuality, gender and socio-economic background. We particularly welcome applications from black, Asian, and minority ethnic candidates, disabled candidates and trans people, as these groups are underrepresented within our organisation.

Turn2us is deeply committed to inclusive working practices, so during the application process we commit to:

- Making any reasonable adjustments.
- Providing this job pack in a Word document format on request, for anyone who finds Word documents more accessible.
- Sharing interview questions or areas of discussion ahead of interviews.



Co-production officer Kemi Fontaine, and senior HR officer Radhika Gohil.

How to apply

If you are interested in applying, please click on this [Link 7](#) which will take you to our Applied platform, which supports Turn2us to recruit people free of bias. As part of the application process, you will be asked to complete some questions which are linked to the requirements of the role. These will be blind-reviewed, and the scoring of these will determine whether you move forward in the process.

You will also be asked to submit personal details including diversity data. All diversity data will be treated as confidential. Those involved in the selection process will NOT have access to it. The information given by candidates will be solely used for the purpose of improving the recruitment process.

Turn2us is an equal opportunities employer and welcomes applications from members of all communities. It is committed to equality of opportunity, inclusion and diversity. We encourage and welcome applications from all parts of the community regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships.

Turn2us particularly welcomes applications from those who have had experience of poverty themselves or of tackling poverty.

At Turn2us, we are committed to protecting personnel, children, adults, and service users from any harm arising from each other, themselves, our activities, or organisational failings whilst in contact with us. More information on our safeguarding policy can be found on our website.

Please let us know if you will require any reasonable adjustments should you be called for an interview.

Please note that all job offers are subject to 2 – 3 satisfactory references and a disclosure satisfactory to Turn2us from the Disclosure & Barring Service (DBS).

[Please read our privacy policy here.](#)

Noemi, Turn2us service user.



About Turn2us



Our vision

Everyone in the UK has financial security so that they can thrive.



Our purpose

We offer support to those of us facing financial shocks and together we challenge the systems and perceptions that cause financial insecurity.



Our values

Financial security for all

It's not acceptable to us that we live in an unjust society where a financial shock becoming a financial crisis is more likely for those already facing barriers to thriving.

Everyone should have access to appropriate rights, resources and support. We actively tackle prejudice and barriers to access.

We face into the causes of financial inequality, challenging the status quo, ourselves and others in doing so.

We believe this is urgent. We will not stand by as another generation grows up without adequate money and the resources to thrive.

Listen, learn and improve

To be effective, we need to deeply understand people's experiences, the financial challenges they face, what's important to them and how best we, and others, can provide support through a financial crisis or shock.

We are on a constant cycle of listening, learning and looking to improve. This gives us confidence in our direction. Listening attentively to people's lived experiences. Learning from all we hear and all we experience. Looking to improve how we support, respond and progress.

We hold ourselves to account and want to be held to account by those we work with and serve. Each and every one of us has our own worth and value. And it is in the spirit of humility and equality that we hear, learn and improve the most.

Together we succeed

We are successful when we collaborate, co-create, partner and work together.

Financial hardship can happen to anyone and for many reasons. Everyone's needs and situation are unique. We make no assumptions, no judgements.

Financial exclusion can be complex and complicated so we must work together with those we serve as well as other partners.

Impatient

We can't rest until financial security is achieved for all. To create change so that people can thrive we need to be proactive, take initiative, create momentum and drive forward with energy, determination and conviction. This sense of urgency is at the heart of our culture and all we do.

How we work

Our three strategic priorities:

Offer high quality information and support. We will be led by people experiencing financial insecurity, the communities we work with and our partners, and our improvement focused evaluation, to develop integrated services people need.

Strengthen communities through place-based programmes. We will develop existing programmes and start new ones, designed by and rooted in communities across the UK. Led by local organisations and people with experience of financial hardship, we will address financial insecurity and economic injustice together.

Help build a fair economy through systems change. Building on our data, insight and learning, we will campaign to build an economy that includes everyone and that we can all contribute to. We will work in partnership to create new systems that build financial security for all.

Our three guiding principles:

Championing equity, diversity, inclusion and belonging (EDIB). We know black, Asian and minoritised ethnic communities, disabled people, women and those from LGBTQIA+ communities, are more likely to experience financial hardship. Being inclusive and creating belonging will be central to the way we run our own organisation, as well as the way in which we design and offer our services.

Upholding human rights. No one should have to choose between heating their home or feeding their children. Our grantmaking, for example, addresses these wrongs and upholds people's rights.

Working for a fair journey to net zero economy. We will explore ways to support a transition to net zero in 2050 that protects people's employment and shares the benefits of a healthier, greener economy.

Our three organisational foundations:

Our culture. We will model the change we want to see across the UK. Our work will be rooted in partnership, respect, humility and mutual support.

Our finances. We will make the best possible use of our assets and investments and ensure they are on a thoroughly ethical footing. We will improve the returns from our care home business, Elizabeth Finn Homes.

Our brand. How we present ourselves and how we are experienced by everyone we meet is crucial for the delivery of this strategy. Our name – Turn2us – is both an invitation to people who need support, and a challenge to those in power, to listen to those voices of experience.

What we do

Turn2us is a national charity offering practical help to people facing financial insecurity. In 2022:



3.7 million people completed a Turn2us benefits calculation.



5.9 million people visited our website for information to help them tackle financial shocks.



Turn2us made grants worth a total of **£3.4 million** for **3,454 people** in financial need.



1.3 million people used the Turn2us Grants Search.



Our Helpline received over **98,179 calls** from people needing support to access our services and those of others.



The cost of financial insecurity



Half the people who came to Turn2us for support (according to a survey of more than 2,000 Turn2us service users, carried out between 15 June and 20 July 2022), reported being left with nothing to live on each week after paying housing, council tax and utility bills.

Nationally, nearly a quarter of people (**24%**) run out of money for essentials either most months or most days, according to a survey in February 2023 by Survation, on behalf of the [Together Through This Crisis Coalition](#) ↗, of which Turn2us is a member.



Since August 2021, the Consumer Price Index inflation rate has soared from **0.7%** to **10.1%** in January 2023, with gas prices rising by **129%** in the year to January 2023. See [the Office of National Statistics data on inflation](#). ↗



Those most likely to report feeling worried about these rising costs are women (**81%** compared with **73%** of men); those aged 30 to 49 years (**82%**); people with disabilities (**82%** compared with **75%** of non disabled people) and those who have children under the age of five (**90%** compared with **76%** of non-parents). See [the Office of National Statistics to data on the cost of living](#). ↗



In 2022, there were an estimated **3.26 million** households in fuel poverty in England, which is projected to continue to rise to over **3.5 million** in 2023. See [the governments statistics on Fuel Poverty](#).



The demand for credit has risen sharply as people try to bridge the gap between their incomes and their needs. As a result, people in the UK owed **£1,832.8 billion** in personal debt at the end of December 2022, a figure up by **£72.3 billion** from the end of the previous year. See [The Money Charity on their 2023 statistics](#). ↗



Poverty rates for minoritised ethnic groups have been consistently higher than for white ethnic groups over the past 25 years. Since 2000/2001, poverty rates amongst black people have remained around **40%**. This is twice as high as the poverty rate for the white ethnic group which has been around **20%** since 2003/04. See [the Joseph Roundtree Foundation on their poverty rate statistics](#). ↗

Our timeline

1897

Elizabeth Finn founds the Distressed Gentlefolks' Aid Association at the age of 72.

1904

The charity receives its first legacy from founding Chairman, **Colonel William Knolly**, of £450, which is £40,000 today.

1948

Shortly after the Second World War, there's a shortage of care homes for older people.

The charity buys a home in Surrey as well as two other care homes the next year.

1965

The charity opens its first care home in the North of England, Hampden House, which was also the first purpose built care home in Harrogate.

1999

Times are changing. Following talks with supporters, the charity changes its name from the Distressed Gentlefolks' Aid Association to the Elizabeth Finn Trust in honour of our founder.

2007

The number of people coming to us for help is increasing so we create a new service called Turn2us.

The service sets up a website and helpline to help people in financial hardship to access welfare benefits, charitable grants and other financial help, and trains volunteers, advisers and caseworkers to help those who need further support.

2008

Elizabeth Finn Care wins the 2008 Third Sector **Award for Innovation in Grant Making**.

2009

Turn2us is formally reintegrated with its parent charity, Elizabeth Finn Care.

The Charity reaches a major landmark as it has given away a total of **£130,000,000** in direct grants since its foundation.

2010

Elizabeth Finn Care wins a competitive bid from the City of Edinburgh Council to consolidate **35 poverty-related funds** into The Edinburgh Trust, a charitable fund for the people of Edinburgh.

Our timeline

2011

The Turn2us service grows in size with over five million people in financial difficulty using the service – this includes **over 100,000 calls** to the helpline since its foundation.

2012

The Turn2us online service receives the accolade of a **Nominet Internet Award** for being one of the best online charity initiatives in the UK.

2012

The work of Elizabeth Finn Care continues to grow with over **350 volunteers** providing face-to-face support to those seeking our help.

2013

Turn2us launches a new **Benefits Calculator** to take into account the greatest ever overhaul of the benefits system.

2015

We integrate all of our activities under the name **Turn2us**.

This is to help us make the biggest impact we can for people experiencing tough times.

We continue to give direct grants to people and their families under the name Elizabeth Finn Fund and The Edinburgh Trust.

2017

Turn2us launches the Response Fund to help people who have had a life-changing event in the last 12 months that has left them struggling financially.

2020

The charity launches its new purpose and three year strategy.

This coincides with the coronavirus outbreak and subsequent lockdown, which we respond to by raising over £2.4 million and awarding a record **£1.3 million in crisis grants** within just three months.

2022

125th Anniversary of Turn2us.

2023

Launch of the new Turn2us 2023-28 strategy 'Tackling Financial Insecurity Together'.

Matthew's story

“We try and cut back where we can over the school holidays because we aren't able to afford to go anywhere. Sometimes it feels like we are failing our children because we can't afford to take them on days out when on paper we have 'good jobs'.”

Matthew,
Turn2us service user



Matthew, Turn2us service user.

We are a single income household, my wife is training to be a nurse and I am a recently qualified teacher, we have two children. Our rent has increased, gas and electric has gone through the roof, fuel costs for us to travel to work keep going up.

I never thought we'd be in this position but I got in touch with a Turn2us adviser who gave me the confidence to apply for more universal credit and showed me how to use the benefits calculator – and they also offered an understanding ear.

I think more people should speak up about their experience, so many people must feel alone just like we did. This is why I have been helping Turn2us with media interviews and telling our story in different ways, for example telling our family story as a graphic in The Big Issue.

Finding different platforms to speak about being in work and still struggling helps get the message across that anyone can struggle, it's not our fault, but there is help out there.



Contact us:

recruitment@turn2us.org.uk

www.turn2us.org.uk



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