

# Volunteer Role Profile



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|-------------------------|---|
| Volunteer Role          | <b>Fundraising Innovation Placement Volunteer</b> |
| Volunteer Manager       | <b>Volunteer manager</b>                          |
| Where you will be based | <b>Office</b>                                     |

## Why we want you

Department – Fundraising Innovation Projects – Crypto Fundraising, Round-up micro donations

We are looking for an enthusiastic, creative and proactive individual interested in gaining innovation experience and exploring a career in an international humanitarian charity. The role will sit in the Fundraising Innovation team, part of the Fundraising department. We are a team of 5, 2 Senior Officers, 2 Product Development Managers and the Head of Fundraising Innovation. We have come from an array of different backgrounds, design and branding, management consultancy, construction and events management. Diversity and new perspectives are highly valued in our team. The projects you will be volunteering on are developing a crypto donations / fundraising product and a 'round-up' micro donations product using open banking technology.

Reference To be provided to the Volunteering & Youth team

Location London

Department Fundraising

Reporting to Jackaline Chow

Hours This placement will last a maximum of 12 weeks volunteering up to 3 days each week. The volunteering hours are negotiable to balance your needs and what can be achieved in the role.

## What you will be doing

- Market research on crypto donations / crypto fundraising
- Market research on fundraising with open banking payment technology
- Prototype design such as website and social post mock-ups (using Canva, Leadpages, Figma)
- User journey design (using Miro)
- Project management (timelines, budgeting and planning)
- Design Sprint participation (problem solving and coming up with ideas)

## **The skills you need**

- Research skills, able to gather information and present an overview of competitors or a market and share analysis and recommendations on where the opportunities lie.
- Organisational skills, experience on Miro is a plus but not essential.
- Problem solving skills, thinking about how to improve our donor experience or fundraising potential.
- Analytical skills, being able to draw insight from data
- Digital Design skills, experience on Canva, Leadpages, Figma, are a plus
- Knowledge in crypto assets / financial industry will be a plus

## **What's in it for you**

- A full induction, with ongoing support and supervision throughout your placement
- Access to relevant in-house training and development opportunities, including British Red Cross intranet site, e-learning facility and one-to-one career sessions or career development workshops
- Valuable exposure to the work of the Red Cross in the UK and around the world
- A great opportunity to develop your existing skills and to gain experience in innovation
- Reasonable travel and lunch expenses paid
- Being a volunteer for the British Red Cross means that you can proudly say you are part of the world's largest humanitarian organisation, and one of our 13 million volunteers across the world