

## Job Description and Person Specification

<b>Job title:</b>	Mass Engagement Officer
<b>Reports to:</b>	Head of Digital & Mass Engagement
<b>Salary:</b>	£42,193, full-time, plus up to 5% employee matched pension contribution
<b>Date call released:</b>	12 February 2026
<b>Deadline for applications:</b>	12 March 2026
<b>Start date:</b>	ASAP
<b>Duration:</b>	This is a full-time role on a two-year fixed term contract, subject to possible extension. Our core working hours are 9.30am-5.30pm Monday to Friday. Due to the global and sometimes urgent nature of Reprieve's work, flexibility outside of, or in addition to these hours will sometimes be required.

## **About Reprieve**

Reprieve is a leading international human rights organisation working to end the death penalty and abuses committed under the banner of national security. Founded in 1999, our mission remains critically relevant as governments worldwide increasingly adopt authoritarian tactics, expanding executive power at the expense of civil liberties.

You can best judge a society by how it treats prisoners, criminal defendants, and the far-flung targets of an ever-changing counter-terror policy. To us, the rule of law means little if we selectively apply it to people we agree with. It is for all of us. Liberty is always eroded at the margins

Reprieve's staff is made up of courageous and committed human rights defenders. We provide vital legal and investigative support to those facing execution and victims of rendition, torture, arbitrary detention, extrajudicial killing, and citizenship stripping. Our work spans multiple jurisdictions, challenging states' most egregious human rights violations through strategic litigation, investigations, and advocacy.

We support cases in courts worldwide while building the legal and political momentum necessary to consign these practices to history.

Based in London with Fellows and partners globally, Reprieve operates at the intersection of law, policy, and human rights, working alongside governments, senior legal practitioners, and civil society to advance systemic change.

We collaborate closely with our independent partner organisation Reprieve US.

Reprieve is an equal opportunity employer, and we particularly welcome applicants from Black and minority ethnic communities, members of the LGBTQ+ community, and those with disabilities. Reprieve is committed to fighting racism and advancing racial justice, both in our work and within Reprieve. For more information please see [our Equality, Diversity and Inclusion Statement here](#). [You can also read more about our recruitment process.](#)

## About the Role

We are looking for a skilled and creative fundraiser to help recruit, retain and inspire supporters. You will be an integral part of Mass Engagement, a small but ambitious team, with a collaborative and 'all hands-on deck' approach to fundraising.

As we enter the second year of our Mass Engagement strategy, this is an exciting opportunity to join us at a time of bold innovation. You will work on a range of impactful projects, playing a key role in testing, learning and implementing new products, whilst enhancing the current programme through a digitally agile and data driven approach.

You will be a confident and effective communicator, developing copy and creative that translates the expert campaigning, investigating and legal work delivered by our colleagues in a compelling and inspiring stories. These will engage our base and inspire them to donate, join our campaigns, take part in a challenge event or leave a gift in their will to Reprieve.

## Responsibilities

Working closely with the Head of Digital & Mass Engagement, the Mass Engagement Officer, and the Data & Insights Officer, you will:

### Campaign Delivery

- Support the development and delivery of acquisition and retention campaigns including regular giving, cash, raffles, challenge events and legacy across various channels such as telemarketing, direct mail and digital.
- Ensure all campaigns are planned, briefed and delivered to budget.
- Work closely with the Head of Digital & Mass Engagement to brief content into key stakeholders, ensuring messaging is aligned and impactful.
- Write inspiring and emotive copy that raises awareness of Reprieve's work.
- Work with the wider team on supporter segmentation and targeting.
- Provide regular reports on the performance of campaigns.
- Build testing into each campaign enabling continuous learning to boost performance.
- Assist in benchmarking, identify key performance indicators, and stay on top of sector trends.
- Build relationships with Reprieve's casework and advocacy teams to ensure supporter comms help uplift their operational plans.

### Supporter Experience

- Help identify and target pain points and quick wins within supporter journeys.
- Enhance website user experience through user-centred design and usability best practices.
- Review attrition peaks and create tailored comms and targeted journeys to boost retention and ensure overall membership experience is positive.
- Use audience insight and analysis to improve communications and supporter experience.
- Look for engaging ways to celebrate and thank supporters.

- Write clear and positive templates that the team can use to deliver effective supporter care.
- Support the wider team to respond to supporter queries via phone, email and social media within agreed SLAs.

### **Innovation and Diversification**

- Keeping abreast of changes, trends and regulations within the digital and charity sectors.
- Work closely with the team to review Reprieve's membership offer and build a growth plan.
- Work closely with the Head of Digital and Mass Engagement to explore and test new channels and products as part of the Mass Engagement Strategy

### **General and organisational**

- Be an active member of the wider Fundraising team, contributing to meetings, supporting with tasks and working closely with other members of the team.
- Building relationships cross-organisationally to stay on top of Reprieve's different areas of work, our impact and key achievements to build campaigns around and to spot opportunities.
- Other administrative and general support to the team as required.

## Person Specification

CRITERIA	Essential	Desirable
A genuine interest in human rights and a commitment to Reprieve's goals	✓	
Current right to live and work in the UK	✓	
At least two years' experience in Individual Giving, Challenge Events or Legacy Giving	✓	
Experience running fundraising campaigns on email, digital, direct mail, and telemarketing	✓	
Excellent copywriting, communication, and editing skills	✓	
Experience delivering effective and engaging supporter journeys	✓	
Enthusiasm for coming up with new ideas and testing	✓	
Comfortable working in a fast-paced organisation, multi-tasking, and prioritising a busy workload.	✓	
Excellent interpersonal skills able to build productive relationships with multiple stakeholders.	✓	
Understanding of the fundraising landscape and emerging trends in fundraising	✓	
Confident using data and insight to drive increased engagement	✓	
Understanding of the importance of consent, and the sharing of stories in an empowering rather than disempowering way	✓	
Experience campaigning and/or fundraising online in the United States		✓
Experience working with external partners and consultants		✓
Experience with WordPress/ knowledge of HTML, CSS, and/or JavaScript		✓
Ability to use Capcut, Canva, and Adobe design and Adobe InDesign		✓
Experience using Engaging Networks and Raiser's Edge NXT		✓

## Key Contacts

The Mass Engagement Officer will work with the Head of Digital & Mass Engagement, the Director of Fundraising, the wider Fundraising team, the Media Team, the Operations Team and Casework teams from across the organisation.

## Length and Salary

This is a full-time role on a two-year fixed term contract. We expect the role to run for the duration of our current Mass Engagement strategy and will review future resourcing in line with organisation priorities and future plans. The annual salary is £42,193 per annum less any required deductions for income tax and national insurance.

This role is based in Reprieve's London office. Reprieve operates a hybrid working model and we require staff to work 40% of their working hours from the London office and the rest of the week from home. Applicants must have the current right to work in the UK for the duration of the contract, which will be checked prior to interview.

Your presence is important during core office hours, whether remotely or in the office. You will also be available outside of office hours in the event of an emergency, for example case developments that require urgent action. This is a role that may require travel and work outside of core office hours from time to time.

Reprieve is proud to have an open and transparent pay structure, governed by a 2:1 pay ratio between the highest-paid member of staff and the lowest-paid member of staff. We are a flexible employer and offer a range of non-financial benefits to employees. We welcome applications from a range of backgrounds. [Learn more about Reprieve's salary structure and ethos.](#)

## How to apply

To apply, [please download the application form and job description](#) and then upload your completed application form by **23:59 GMT on 12 March 2026**. Please note that cover letters, CVs and other documents cannot be considered for this role and should not be submitted. We are also not able to accept applications via email.