
Senior Fundraising Manager

Reporting to:	Director of Programmes and Fundraising
Responsible for:	Fundraising Coordinator
Location:	Tunbridge Wells, with relocation closer to London by March 2018; flexible hours and working arrangements
Contract:	Full time, permanent
Salary:	£27,000 - £32,000 depending on experience
Child Protection Level:	Enhanced

This role may include some out-of-hours work, with time off in lieu awarded. Appointment is conditional on a DBS check to conform to Build Africa's Child Protection Policy.

Overview:

This is an exciting time to join the Build Africa team as we launch our latest campaign. The Senior Fundraising Manager uses audience insight to take the lead in recruiting new regular and cash donors and event fundraisers whilst also maximising income from existing individual givers.

Key tasks and responsibilities:

Fundraising

- Work with colleagues to ensure integrated recruitment activity and consistent messaging
- Grow donors along the supporter journey and identify potential high net worth donors for referral to the Major Donors Manager
- Plan and execute targeted communications and activities to donor groups through all channels in order to build engagement and loyalty, to increase the value of existing donors and to convert cash donors to regular givers
- Recruitment of new regular and cash donors
- Manage agreed campaigns through an appropriate mix of channels (campaign already planned for September 2017)
- Research potential new audiences and ways to grow existing audience groups

Financial management

- Develop and manage annual budgets to deliver the strategy
- Produce regular reports on the retention and development of existing donors
- Ensure income is coded quickly and correctly and financial procedures are adhered to

Legacy Giving

- Manage the end to end legacy and in-memory giving process including sign-up campaigns and liaising with solicitors during the administration of the estate

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Challenge Events

- Manage existing event participants for third party events, ensuring they are engaged and maximising their fundraising
- Recruit new event participants and look for new event opportunities

Data Management and Protection

- Be the Raiser's Edge lead
- Maintain data quality and control
- Keep up to date and make recommendations for the changes with upcoming GDPR

Line Management

- Support the Fundraising Coordinator to work across the team and manage their two fundraising areas; Schools and Community Fundraising

General

- Act as a representative of the charity when required and to communicate the work of Build Africa
- Keep up to date with industry developments and network with peers to share experience
- Travel within the UK (and occasionally overseas) as required
- To undertake any other reasonable activities to support the work of Build Africa

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Person specification

Essential

- Ability to build effective working relationships and excellent proactive interpersonal skills
- Excellent written and oral communication skills with the ability to translate data results into applicable learnings for non-technical staff
- Understanding of supporter motivation, fundraising techniques and the channels available to recruit and retain new donors
- Strong working knowledge and experience of the Raiser's Edge database including data extractions
- Good understanding of UK Data Protection and fundraising regulations
- Ability to manage and prioritise own workload
- Excellent attention to detail and highly organised
- Computer literate, especially in Microsoft Word and Excel

Desirable

- Understanding of and enthusiasm for international development, especially in sub-Saharan Africa
- Familiarity with third party software such as Mailchimp, Eventbrite and donation platforms

Application procedure

To apply, please submit a copy of your current CV and an application letter of no more than one page explaining how you fit the skills and attributes required.

Email these two items to recruitment@build-africa.org.uk with the job title-YOUR NAME in the subject.

Interviewing: On a rolling basis

Deadline

Wednesday 11th October 23:59 BST