Job Description

Job Title:
Fundraising Manager

Reports To
The Director

Purpose
The primary focus of the Fundraising Manager will be to use all possible means and channels to drive fundraising growth for the charity.

Accountable for
Developing and executing Population Matter’s Fundraising strategy.

Salary Range
£40 - 45,000 depending on experience.

Duties and Responsibilities

- Developing PM’s fundraising strategy across a broad spectrum of fundraising strands: -
  - **Growing our individual, regular giving** base – including developing and enhancing the long-term ‘donor journey’. PM has c. 3,000 annual subscribing members, with a further 11,000 supporters signed-up to receive monthly updates. We have recently upgraded and further resourced our civiCRM supporter database, as part of the GDPR requirements.
  - **Grants and Trusts** - Over 50 grant-making bodies (UK and International) have been identified as prospects with interests and criteria relevant to PM’s work. Whilst some success has been achieved in this area, utilising the experience and contacts of the current Director and our President, this is a key area offering opportunity and growth.
  - **Major Donor programme** – taking forward PM’s wealth profiling of current supporters, managing relationships with benefactors and existing donors. A small number of high-net worth individuals have and continue to make valuable donations to PM. The profiling carried out in 2018 identified several hundred of our supporters as falling into the HNWI category.
  - **Regular Appeals** – consolidate the current programme.
  - **Legacies** – like many charities, PM benefits from supporters remembering us and wishing to extend their support through their will. The population issue seems to attract sudden, unexpected legacies from people previously unknown to us - as evident from spikes in income not forecast over recent years. Resource to date allowing, we have promoted the opportunities for and value of leaving PM a legacy.
  - **Challenge/High-Donor/Other Events** – to date reliant on proactive approaches from our supporters. There are clearly opportunities to develop this area – especially given the profile and professions of some of our patrons.

- Reviewing and setting all fundraising targets for the charity. Following an external, independent review in 2017, it was concluded that it was a reasonable, achievable ambition to double income over the next 3-5 years (PM’s income has averaged c. £490k over the past 5 years. NB – but as above, legacies have led to significant annual variations, with core income (excluding legacies) amounting to £350 -£400k on average).
• Contributing to the broader communications and marketing strategies for PM in collaboration with the Director, Head of Campaigns and Communications, and Head of Supporter Services and Compliance.
• To execute and deliver the fundraising strategies, including all targets.
• Preparing quarterly, monthly updates and reports tracking growth and success rates of fundraising campaigns; as well as contributing to allied marketing and supporter recruitment initiatives.
• Managing and reporting on the fundraising budget. A distinct fundraising budget line and outline sum has been allocated to enable the development and delivery of the fundraising strategy. An initial task will be to review, draw-up and propose the forward fundraising strategy with the commensurate investment budget necessary to deliver on and achieve targets. This will include setting and working to ROI forecasts.
• Constantly adapting creative execution and channel strategy depending on response rates.
• Keeping up to date and informed on new social media trends and adapting outreach campaigns accordingly.
• Identifying social media leaders and influencers and engaging them in fundraising and partnership initiatives.
• Identifying other fundraising opportunities and partnership opportunities whether on or off-line.
• Attending regular team meetings (face to face) and virtually.
• This is a sole fundraising position, being involved in all aspects of fundraising activity, from administrative to high end face-to-face relations with funders.
• Any other duties that may arise from time to time pertaining to this role.

About You:

• Passionate about working for Population Matters, promoting our vision for a future in which humanity co-exists in harmony with nature and prospers on a healthy planet, to the benefit of all.
• An inspiring fundraiser who excels at strategic thinking and enjoys getting stuck into the day to day delivery of making it all happen.
• Excellent verbal and written communication skills.
• Proven track-record in charity, fundraising, marketing, membership sectors
• Proven track-record in writing proposals and achieving funds from a range of grant-making bodies.
• Experienced at high end face-to-face relations with funders and the delving into the administrative detail too.
• Familiarity with appropriate fundraising, marketing computer software and online applications (e.g. civiCRM tools, online analytics and Google Adwords).
• Familiarity with and understanding of fundraising value of digital marketing, websites, social media platforms, SEO/SEM and content creation and generation.
• Excellent knowledge of MS Office.
• Self-motivated, used to working independently delivering on agreed priorities (PM does not have a central office. All our team work remotely, with routine on-line catch-ups using virtual meeting tools, as well as having regular monthly face to face meetings).
• Skilled at spotting opportunities with an entrepreneurial mind-set.
• Strong desire to learn along with professional drive.
• Resilient and able to maintain a positive approach when things don’t go so well, and energised by a positive challenge.