



Head of Income & Engagement

Post Details

Job title:	Head of Income & Engagement
Reports to:	CEO
Key relationships:	Campaigns, Policy & Research Manager, Trusts & Grants Officer, Digital Lead, Individual Giving Officer, Shop & Supporter Care Officer.
Working hours:	35 hours per week - full time.
Salary:	Up to £40,000-£45,000 depending on experience.
Location:	Remote working and/or our south London (Brixton) office.

Post Summary

Free Tibet and Tibet Watch are looking for someone to take our income and engagement work to the next level. This is a new role, bringing together our fundraising and digital teams. It is an exciting opportunity to shape our income generation and engagement work. Can you take our solid base of fundraising to a new level, bringing current knowledge of digital fundraising? Can you make sure that we seize the income generation opportunities that come our way and generate new ones? If the answer is 'yes', we want to hear from you.

We are looking for someone with experience of third sector fundraising, who can assess what our fundraising needs are and deliver their vision. Someone who can take our strong brand and digital presence and convert that into engaged supporters and strong income streams.

What matters most is that you have the understanding and ability to work out an effective vision for our income and engagement work, and the ability to motivate and develop our team to deliver that vision.

About Free Tibet and Tibet Watch

We stand with Tibetans around the world. For their homeland, for their future and against China's brutal occupation. We keep the eyes of the world on the atrocities being committed in Tibet. Tibet Watch shares evidence that makes them impossible to deny. Free Tibet leads campaigns that make them impossible to ignore. And together, we will build a global movement that's impossible to resist.

Tibet can be free. It must be free – and one day it will be. Together we bring that day closer.

Location

Our main office is in Brixton, South London and we have 18 staff members in total. We expect the post-holder to be in the office one day per week (minimum), which may need to be increased at times. Sadly, we can only welcome applicants who have the right to work in the UK at this time.



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Perks

Benefits include flexible working hours (including a robust working from home policy), training and development opportunities, pension scheme, interest-free season ticket loans and a generous annual leave allowance (28 days plus public holidays of leave).

Equality, diversity and inclusion

Free Tibet and Tibet Watch are committed to encouraging equality, diversity and inclusion in our workforce and eliminating discrimination. At this time, we are actively seeking applications from women and members of ethnic minority and LGBTQIA+ groups to ensure our workforce is truly representative of all sectors of society. Suitably qualified Tibetan candidates are also strongly encouraged to apply.

Both organisations have a strong policy against discrimination based on someone's age, gender identity, disability, marriage or civil partnership, pregnancy or maternity status, religion or belief, race or ethnic origin, sexual orientation, transgender status or socio-economic background. We also welcome applications from those who wish to return to the workplace after a period of absence.

If you are interested in applying and would value an informal chat to get a better sense of our work culture, please email sam@freetibet.org.

Job description

Income & engagement

- Oversee all income-generation activity across the organisation. Ensure continuous improvement and innovation and an appropriate balance of fundraising activity across all streams.
- Lead on the recruitment and retention of donors, ensuring that supporter journeys are of the highest standard.
- Oversee all engagement activity, ensuring a high standard of supporter care. This includes handling supporter contact with the organisation in all its forms, all engagement activities with supporters, and ensuring our campaigns are reaching who they need to reach.
- Ensure that our digital specialists are delivering what is needed for the organisation across all platforms.
- Oversee the team's delivery of:
 - activity of the Free Tibet online shop,
 - trusts and grants fundraising,
 - our legacy programme,
 - mid and major donor work,
 - the Client Relationship Management (CRM) system.
- Develop the annual Income & Engagement strategy, leveraging new innovations where appropriate.



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- Liaise with the Free Tibet campaigns & research team, the operations team and the CEO to ensure that campaigning, digital and fundraising activities are seamlessly coordinated.
- Shape the fundraising and digital team, developing the income generation skills and internal processes that allow for greater income generation.
- Write the income section of the annual budget for both Free Tibet and Tibet Watch and manage / report on this throughout the year.
- When needed, deliver our income and engagement activity.

Leadership & management

- Line-manage the fundraising and digital teams, currently five posts, four of which are direct reports.
- Act as a leader within the organisation, deputising for the CEO when appropriate and instilling an organisational culture of fundraising.
- Lead on writing and implementing our income and engagement strategy. Work with the CEO and Leadership Team to write and deliver the overall organisational strategy.
- Take responsibility for reporting on indicators such as income, RoI and others as defined by your strategy.
- Come up with a vision for income generation and ensure that your team are invested in its success from the start.
- Working with the CEO, help the Boards to better understand and invest appropriately in our income generation and engagement strategy, reporting quarterly to the Boards' fundraising committee.

General responsibilities

- Participating in regular team meetings;
- Participate in events as required;
- Ensure that volunteers working with your team are managed appropriately;
- Participating in monthly finance/fundraising meetings;
- Provide regular fundraising reports for the CEO and Boards;
- Any other tasks, where appropriate, required to ensure the smooth-running of the organisation.

Person Specification

Essential

- Proven ability to look at the big picture of our fundraising and prioritise what needs particular attention.
- Proven track record of delivering income across several different income streams.



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- Substantial experience of individual giving.
- Digital fluency with a deep understanding of how this relates to fundraising.
- Passion for maximising the supporter experience.
- Someone who adopts a goal-orientated and test and learn approach.
- An effective leader with experience of implementing their fundraising vision.
- The ability to manage a team, including experience of developing team members.
- Commitment to Free Tibet's mission.

Desirable

- The ability to secure grants from trusts and foundations.
- Experience of major donor fundraising.
- Experience of working with a CRM.
- Experience of email marketing and social media.

Application Process

Return your completed application form by email to kelsi@freetibet.org. Completed applications must be received by **10:00 am on Monday 27 June 2022**.