



Fundraising Manager/Head of Fundraising

Post Details

Job title:	Fundraising Manager/Head of Fundraising
Reports to:	CEO
Key relationships:	Head of Engagement and Action; Campaigns, Policy & Research Manager; Head of Resources and Operations; Fundraising Assistant.
Working hours:	Ideally 4 days (28 hours) or 5 days (35 hours) per week but we can be flexible.
Salary:	£40,000–£50,000 pro rata, depending on experience.
Location:	Hybrid/remote working (our office is currently in Brixton, London).

Post Summary

We have a clear and urgent mission, compelling campaigns and a powerful brand. We need a talented fundraising professional to convert these into engaged supporters and sustainable revenue streams. Our new Fundraising Manager/Head of Fundraising will be an enthusiastic and confident negotiator who is up for thinking out of the box to appeal to a wide demographic of supporters and donors. We need someone with outstanding communication skills who can craft compelling narratives to really tell our story and the story of Tibetans.

The ideal candidate will be confident in overseeing our income and revenue streams - ensuring our community of long-standing supporters and donors is well cared for as well as being able to seek out new opportunities and successfully apply for funding grants - while managing and developing the Fundraising team.

We are looking for someone with experience implementing their ideas to generate income, but not necessarily experience across the whole breadth of fundraising. More importantly, we need someone who learns quickly and has great instincts or analysis skills and can work out what ideas to prioritise. We are also open to applications from those looking to take their first step into a leadership role in fundraising. If this sounds like you, and you would be up for the challenge, we want to hear from you.

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 14 staff members in total that work across the UK and in our field research team. We expect the post-holder to be in the office



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one day per week on average, but we are happy to be super-flexible (e.g. 4 consecutive days each month).

Perks

Benefits include flexible working hours, a flexible working-from-home policy, training and development opportunities, a 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 actively committed to equality, diversity and inclusion in our workforce. We strongly encourage applications from all sectors of society regardless of: 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. Sadly, we can only welcome applicants who have the right to work in the UK at this time.

Job description

Fundraising

- Oversee all income-generation activity across the organisation.
- Test and learn innovations to grow our fundraising activity across all revenue streams.
- Run income reports and act on your analysis to improve our fundraising activity.
- Lead the recruitment and retention of donors, and work with the Engagement team to ensure that supporter journeys are of the highest standard and that supporters are converted into donors.
- Oversee the Fundraising team's delivery of:
 - trusts and grants fundraising,
 - our legacy programme,
 - mid and major donor work,
 - other income streams as appropriate,
 - the Client Relationship Management (CRM) system.
- Liaise with the Campaigns, Research, Resources and Engagement teams and the CEO to ensure that campaigning and fundraising activities are seamlessly coordinated.
- Lead on relationship management with major funders/major donors.
- Help shape the Fundraising team, developing the income generation skills and internal processes that allow for greater income generation and income targets to be met.
- Ensure all fundraising copy is on message and at the required standard.



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- Write the income section of the annual budget for both Free Tibet and Tibet Watch and manage/report on this throughout the year.

Leadership & management

- Line manage the Fundraising team (currently a Fundraising Assistant).
- Actively instil an organisational culture of fundraising.
- Lead on writing and implementing our fundraising strategy. Work with the CEO and managers to write and deliver the overall organisational strategy.
- Take responsibility for reporting on indicators such as income, return on investment and others as defined by your strategy.
- Come up with a vision for income generation and ensure that the Fundraising team is invested in its success from the start.
- Work with the CEO to help Board members better understand and trust in our fundraising strategy.
- Report quarterly to and act as Secretary of the joint Boards' Fundraising Committee.

General responsibilities

- Participate in regular team meetings.
- Participate in events as required.
- Ensure that volunteers working with your team are managed appropriately by the officer and assistant-level posts.
- Participating in monthly finance/fundraising meetings.
- Provide regular fundraising reports for the CEO and Boards.

Person Specification

Essential

- A proven track record of devising and prioritising successful fundraising opportunities.
- Ability to conceive and implement a successful fundraising vision, and to motivate others to buy into it.
- The ability to craft and convey powerful fundraising asks across a variety of media.
- The ability to analyse data and financial results and communicate insights found.
- A proven history of adopting a goal-orientated and test-and-learn approach.
- The ability to nourish collaboration across an organisation.
- A commitment to Free Tibet's mission.



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Desirable

- Broad experience in fundraising, which could cover: individual giving, relationship management and recruitment of major donors and/or securing grants from / reporting to trusts and foundations.
- Digital fluency in direct relation to fundraising, which could include donation form optimisation, leading on email/social media marketing and/or paid recruitment of contacts and conversion into donors.
- Line management skills with a proven aptitude for nurturing and supporting the development of others to help them build upon their skills and realise their full potential.
- Understanding of campaign organisations, which could be gained either voluntarily or professionally.

Application Process

How to apply: please send a CV and cover letter/personal statement to Kelsi Farrington: kelsi@freetibet.org. The deadline to apply is Monday 16 January 2023 at 9am. First interviews will likely take place in the week commencing 21 January 2023.

Your cover letter/personal statement should clearly address the essential and desirable competencies listed in the person specification. The shortlisting panel will be looking for evidence that demonstrates your skills and experience in these areas to determine who to shortlist and ultimately invite for an interview. We recommend using the Situation, Task, Action, Result model to do this for each competency.