

Renewable World Job Description

Job title:	Senior Fundraising Officer
Location:	Brighton, with hybrid working
Salary:	£25,000 to £27,000 per annum, depending on experience
Other benefits:	Generous leave (30 days plus bank holidays) and 6% pension contribution
Start:	ASAP
Contract:	Full-time, permanent (37.5 hours per week)
Responsible to:	Fundraising & Events Manager and Director of Finance & Operations

Purpose

This is an exciting time to join Renewable World as our focus moves towards delivering our new three-year strategy and, in the longer term, transforming the lives of over 500,000 people by 2030. As Senior Fundraising Officer, you will deliver initiatives which catalyse growth in Renewable World's fundraising from individuals, corporate partners and events, helping us to secure the funding and partnerships to meet this ambitious target.

Working closely with the Fundraising and Events Manager, the Fundraising & Communications team, and colleagues around Renewable World, you will lead on our day-to-day individual giving recruitment and retention work; work closely with the Fundraising and Events Manager to scale-up our corporate fundraising through driving prospecting, supporting proposals and managing smaller corporate accounts; and manage the delivery and growth of our events portfolio. Supporting the Director of Finance & Operations, you will also help ensure the smooth running of our operations including HR, business planning and IT platforms on which our work in the UK relies.

Responsibilities

Fundraising: Individual Giving (35%)

You will lead on our day-to-day individual giving recruitment and retention work, this will include:

- **Appeals, stewardship mailings and other fundraising campaigns:** Work closely with the Fundraising and Events Manager to produce bi-annual match funding appeals. Lead on the annual committed giving appeal, the annual stewardship mailing and other fundraising campaigns such as individual e-cards.
- **Supporter acquisition campaigns:** Work closely with the Fundraising and Events Manager to develop a supporter acquisition strategy and campaign plan. Lead on the delivery of supporter acquisition campaigns.
- **Unsolicited one-off and committed giving:** Record all donations and send a timely thank you, update and acknowledge failed or cancelled recurring donations and perform quarterly income reconciliations.
- **Online & offline donation journeys:** Maintain online and offline donation journeys, ensuring an easy and seamless user experience. Conduct an annual update of all platforms/forms and set 'shopping list' donation values.
- **Individual fundraisers:** Support, steward and thank individuals carrying out a fundraiser for Renewable World.

- **Gift Aid and email list management:** Work with the Senior Finance Officer to ensure that we claim Gift Aid on all eligible donations and that appropriate Gift Aid records are kept. Ensure our email opt-in and corporate subscriber lists are kept up to date.

Fundraising: Corporate Partnerships (30%)

You will work closely with the Fundraising and Events Manager to scale-up our corporate fundraising through driving prospecting, supporting proposals and managing smaller corporate accounts.

- **Account Management:** Manage smaller corporate partnerships and provide excellent stewardship, including donor reporting. Ensure all parties are kept engaged and support them in their fundraising endeavours.
- **Business development:** Work closely with the Fundraising and Events Manager and Senior Fundraising Officer to deliver corporate partnership recruitment campaigns and to ensure we are on track with live opportunities.

Fundraising: Event Management (15%)

You will manage the delivery and growth of our events portfolio, this will include:

- **Renewable World Events:** Manage the delivery and growth of our events portfolio, including our annual cycling event, supporter reception and other fundraising events.
- **External Events:** Provide support as required for any external events run in aid of Renewable World, including the Scottish Green Energy Awards raffle and community fundraising events.

Corporate Services and HR (20%)

You will have a leading role in ensuring the organisation delivers and improves upon its business planning, IT and HR processes.

- **Business Planning:** Work with the CEO and wider Global Executive to plan and execute the annual business planning process (including the strategic plan, alignment with the strategy and KPIs, templates, guidance, organising and participating in challenge sessions, timelines, and ensuring delivery against timelines).
- **HR:** Work with the Director of Finance & Operations to operationalise Renewable World's human resourcing strategy (including advertising and first sift of UK job candidates, servicing the Learning & Development committee, digitalising and reviewing reporting templates, and maintaining and overseeing completion of the quarterly performance review cycle).
- **Team Meetings:** Maintain a tracker for agenda items and priority actions for UK (fortnightly) and global (bi-monthly) meetings.
- **IT:** Maintain oversight of the organisation's IT function (including new starters and leavers, licences, monthly meetings with the IT provider to review performance, and monitoring of the IT provider portal)
- **Events:** Provide limited support for organising specific events that do not directly fall within the core Fundraising & Communications remit (for example annual away days).

Person Specification

Knowledge, experience, skills and competences

Essential

- 12 months+ experience working in a fundraising role in either (or both) individual giving and corporate partnerships
- Creativity and ideation
- Proven track record of successfully stewarding donors and building key relationships
- Proven track record of successfully delivering against fundraising targets
- Experience of working with databases and CRMs, especially for reporting
- Excellent IT skills across Microsoft Office and confidence in manipulating data in Excel
- Excellent written skills with the ability to draft engaging content
- Highly organised with experience of performing administrative tasks with minimal supervision
- An excellent eye for detail and ability to meet deadlines with accurate work
- Ability to effectively manage a variety of tasks simultaneously and achieve agreed deadlines
- Knowledge of data protection and GDPR

Desirable

- Experience of coordinating successful fundraising events
- Experience of using InDesign, Photoshop and Canva
- Experience of running digital ad campaigns, especially for individual giving supporter acquisition
- Demonstrable interest in international development

Attitude and approach

Essential

- Positive, 'can-do' attitude
- Strong team player
- Willing to work outside normal working hours (e.g. some evenings and weekends)
- Passionate about the work that Renewable World does to transform lives through clean energy