

## Renewable World Job Description

<b>Job title:</b>	Fundraising Manager
<b>Location:</b>	Remote, with some days to be worked from our Brighton office
<b>Salary:</b>	£37,000 to £40,000 per annum
<b>Other benefits:</b>	Generous leave (30 days plus bank holidays) and 6% pension contribution
<b>Start:</b>	ASAP
<b>Contract:</b>	Full-time, permanent (37.5 hours per week – flexible working available)
<b>Reporting to:</b>	Director of Fundraising and Communications
<b>Responsible for:</b>	Senior Fundraising Officer

---

### Purpose

1.2 billion people are still living in poverty, inequality is rising, and the world is failing to decarbonise quickly enough to avoid climate disaster. The world's poorest people contributed little to climate change, yet they are most impacted, and least able to adapt. This is not fair. And it is not sustainable.

At Renewable World we envision a sustainable and fairer world where clean energy is accessible to all - because with clean energy, both people and planet can thrive. By 2030, we aim to enable over 500,000 people living in poverty to transform their lives by improving their access to clean energy, empowering them to develop sustainable and resilient livelihoods, and mitigating the impact of climate change.

The Fundraising Manager leads on our corporate partnerships, individual giving and events income streams, working in close collaboration with colleagues in our UK, Nepal, and Kenya offices. In this role, you will be responsible for driving growth in these three income streams, building a robust funding pipeline, cultivating new business, developing proposals, winning new opportunities, planning and delivering appeals and campaigns, and providing excellent stewardship. The Fundraising Manager is responsible for an income portfolio of £379k (stretch target of £476k) in 2023/24 and for the future growth of the portfolio.

### Working Relationships

As one of two managers in the Fundraising & Communications Team, you will work closely with the Director of Fundraising & Communications, and the Programme Funding Manager to ensure the smooth operation of the Fundraising & Communications Team and the delivery of business plans that support our new fundraising strategy.

You will line manage and support the development of one direct report, the Senior Fundraising Officer, who leads on individual giving recruitment and retention, the delivery and growth of our

events portfolio, as well as providing support for corporate partnerships account management and business development.

Within the Fundraising & Communications Team, you will also work with the Communications Manager and a second Senior Fundraising Officer who leads on the team's prospect research, develops proposals, and supports high value trust and major donor relationships.

Beyond the Fundraising & Communications Team, you will work closely with Programmes Team colleagues in the UK and in our branches in Nepal and Kenya to develop new business propositions and steward existing funders.

## **Key Responsibilities**

Working collaboratively across the Fundraising & Communications Team and leading on the corporate partnerships, individual giving and events income portfolios, the Fundraising Manager has responsibility for the following specific areas.

### ***Strategy and Business Planning***

- Contribute corporate partnership, individual giving and events expertise to organisation-wide strategy development processes
- Collaborate with the Fundraising & Communications Team and others to support the development of the three-year fundraising strategy and future annual fundraising business plans
- Manage, monitor, and regularly review the corporate partnerships, individual giving and events business plan

### ***Corporate Partnerships***

- Provide strategic direction to ensure significant scale-up of our corporate partnership income
- Lead on new business development, working closely with both Senior Fundraising Officers to drive prospecting, identify and initiate new opportunities, and lead on proposal writing and pitching of new partnerships
- Account manage our key corporate partners, ensuring excellent stewardship, reporting, engagement and retention
- Develop and manage our corporate offering, corporate fundraising products and skills-based volunteering opportunities
- Ensure accurate record keeping for prospects, opportunities and partners in management information systems
- Periodically generate reports and share data internally on our prospect pipeline and committed/received income

### ***Individual Giving***

- Provide strategic direction to ensure our individual giving income grows in line with our strategy, including reviewing and updating the individual giving plan and supporter journeys
- Support the Senior Fundraising Officer to produce bi-annual match funding appeals, the annual committed giving appeal, stewardship mailing and other fundraising campaigns

- Work closely with the Senior Fundraising Officer to develop a supporter acquisition strategy and campaign plan, and support them to deliver these campaigns
- Lead on applying for media appeals and project manage successful applications
- Work closely with the Communications Manager to ensure the delivery of communications to support donor journeys
- Periodically generate campaign reports and ensure income alignment with finance management information systems

### **Events**

- Work closely with the Director of Fundraising and Communications and the Senior Fundraising Officer to assess our existing events portfolio, and develop new ideas for cost efficient and engaging fundraising events
- Support the Senior Fundraising Officer to manage the delivery of our events portfolio (currently including our annual cycling event, third-party challenge events and external events run in aid of Renewable World)

### **Governance and Cross-Cutting Projects**

- Lead on achieving and maintaining high levels of fundraising and data protection compliance
- Contribute to organisation-wide development and improvement projects as required, including the optimisation of Renewable World's use of Salesforce

## **Person Specification**

### **Essential**

- Three years'+ experience working in a relevant fundraising role, with a proven track record of delivering against income targets and working to budgets
- Significant, successful, experience of securing, stewarding and growing corporate partnerships
- Experience of using databases and Microsoft Office
- Excellent verbal and written communication skills
- Strong organisational skills, with experience of managing multiple projects and delivering to deadline

### **Desirable**

- Experience of managing and delivering individual giving appeals and campaigns
- Experience of events fundraising
- Experience of running digital ad campaigns, especially for individual giving supporter acquisition
- Knowledge of the legal and regulatory frameworks in which fundraising operates in the UK
- Experience working in an international NGO
- Line management experience
- Demonstrable knowledge of and passion for Renewable World's vision and mission

### **Values**

In addition to the essential criteria listed above, candidates must demonstrate a willingness to work towards our 'ENERGY' values, namely:

- Excellence – striving to be the best in everything we do
- Networked – increasing our impact by collaborating with other
- Empathy – showing respect and responsibility for the people we work with inside and outside our organisation
- Resourceful – being effective in our work, making the most of new opportunities and delivering value in everything we do
- Gravitas – using evidence to influence and grow our support
- Yes We Can – feeling inspired by and proud of our work