

**JOB DESCRIPTION**

**FUNDRAISING & BUSINESS DEVELOPMENT MANAGER**

FORWARD is the African women-led organisation working to end violence against women and girls. From female genital mutilation and child marriage to domestic and sexual violence, we tackle abuse and discrimination – enabling African women and girls to have the dignity, health and equality they deserve. Read more at our website: <https://www.forwarduk.org.uk/>

**Title: Fundraising and Business Development Manager**

**Reports to:**  **Executive Director**

**Hours of Work: 21 hours (with potential for flexible hours)**

**Duration: 2 years fixed term with possibility for extension**

**Salary:** **£30,500 – £33,500 pro rata**

**Job Purpose**

The Fundraising and Business Development Manager will lead on identifying new funding opportunities and stewarding existing funders to support FORWARD’s financial growth and sustainability. The core purpose of the role is to work with the Executive Director and the Senior Management Team to identify and develop new projects; diversify our funding sources; and ensure multi-year funding channels so that FORWARD continues to meets its strategic vision and charitable objectives.

You will lead in the review and delivery of the fundraising strategy with a focus on growing unrestricted and restricted income targets. The role will provide fundraising expertise and acumen in designing projects and writing grant applications; in collaboration with programme staff. The role will strengthen donor stewardship, existing fundraising materials and develop FORWARD’s individual donor programme; building on existing relationships and current digital engagement work.

You will be a member of FORWARD’s Senior Management Team, support the Board Committee and contribute to the overall strategic management and direction of the organization; as well as representing the organization at high level external meetings and events. You are likely to oversee staff / volunteers working on particular projects but will not have direct reports.

**Key Responsibilities**

**Business Development and Fundraising (60%)**

* Lead and oversee the delivery of FORWARD’s Fundraising Strategy to grow, diversify and strengthen the sustainability of the organisation.
* Maintain and cultivate effective relationships with current donors and funders to engage them pro-actively in FORWARD’s work e.g. devising a range of engagement opportunities for existing donors to maximise fundraising potential and delivering innovative supporter schemes as part of our stewardship strategy.
* Proactively seek and cultivate new, diverse income generation opportunities from major donors, trusts, corporates and individuals delivering a range of targeted pitches, proposals and case studies for support; including use of digital fundraising.
* Represent FORWARD externally; engaging effectively with donors, supporters, funders, policy makers and stakeholders including public speaking engagements to further the organisation’s fundraising objectives
* Work collaboratively across the organisation to identify, maintain and report on funded programmes e.g. researching potential opportunities, setting monitoring, delivering evaluation reports etc to a variety of funders
* Keep track and report on external fundraising trends – using a variety of approaches and networks - to ensure FORWARD’s organisational funding pipeline template is up to date / accurate / understood by the wider organisation.
* Ensure FORWARD is compliant with relevant / forthcoming fundraising legislation and regulations as well supporting best fundraising practice at all levels of the organisation.

**Strategic leadership and operational management (30%)**

* Develop annual fundraising targets in collaboration with the Executive Director; and monitor and report on targets to the Board and SMT when required.
* Engage fully with the Board Committee; with the support of the Fundraising Committee
* Work across all teams to ensure all strategies are linked up into fundraising activities including training, monitoring and evaluation and communication.
* Co-create FORWARD’s digital communication and fundraising campaigns in collaboration with key staff
* Ensure fundraising materials and stewardship programmes reflect the organisational position and branding, are fit for purpose, and tailored to our diverse supporter base.
* Support the establishment of a fundraising operational team; to support your overall work.

**General duties (10%)**

* Support our quality standards in relation to every aspect of the work to ensure that FORWARD maintains its distinctive positive reputation internally and externally e.g. stewardship materials are fit for purpose, reflect our branding, and are best practice
* Carry out all aspects of this job description in accordance with FORWARD’s Staff Handbook and policies, including the Diversity and Equal Opportunities Policy; upholding the aims and objectives of the organisation fully.
* Carry out other duties as part of the Senior Management Team including organisational and management meetings / admin in line with the post’s responsibilities
* Take steps to ensure the safety and confidentiality of service users, staff and stakeholders - adhering to organisational policies and procedures
* Carry out other duties appropriate to the role and deemed necessary for the effective functioning of the organisation e.g. occasional evenings and / or weekend work.

The above job description reflects the position at the time of writing; it is not intended to be a task list but indicates the general level of work involved. It is expected that duties will be reviewed and revised as required.

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**Person Specification**

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| **AREA** | **KEY REQUIREMENTS** |
| **Qualifications**  | * Professional qualification at degree level or equivalent in a related field, with evidence of continuing professional development
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| **Skills****Essential** | * Proven ability to think strategically e.g. able to spot opportunities, grasp key ideas, generate solutions; to support organisational vision etc
* Proven ability in programme and project design, delivery, management and reporting; ensuring timely, accurate and useful info flows etc
* Proven ability in writing and presenting ideas clearly e.g. translating complex ideas into easy to understand proposals
* Proven ability in communicating to a variety of audiences (government officials, partnership meetings, internal staff or new stakeholders) using compelling and persuasive approaches
* Proven ability in building and maintaining trusted relationships with a variety of internal and external stakeholders; operating with confidence and initiative to build their interest and engagement
* Proven ability to support, motivate, mentor (and where appropriate manage) colleagues whether staff, volunteers and / or board members on income generation strategy and operations
* Proven ability in income generation – proven in at least one of the following areas: institutional / statutory contracts; independent trusts; high net worth individuals; memberships; online / social media; trading activities; campaigns / events
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| **Skills****Desirable** | * Ability to effectively use digital media and online campaigns as a means of engaging stakeholders and donors and the wider public in fundraising opportunities
* Ability to work across collaborative partnerships at national / international levels; comfortable operating at both macro and micro levels
* Ability to effectively use grant making software (with the potential to manage the development of new CRM systems, if required)
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| **Experience****Essential** | **At least three years’ senior experience of:*** Leading / managing a fundraising environment (this could be a team, variety of projects, or combination of both)
* Income generation project design and development, leading to the achievement of fundraising targets (unrestricted or restricted funds e.g. trading or grants)
* Managing a fundraising pipeline, including online and offline projects; based on a solid fundraising strategy.
* Confidently developing networks, building alliances, and nurturing relationships with individuals, funders and colleagues whether in the UK or overseas
* Managing finances (budgets, cashflow, tax, vat) across income streams and associated impact on legislation, delivery and future projects etc
* Managing the funding pipeline in detail (track, record, cultivate and monitor donors etc) using internal management information systems
* Experience of working within a multi-cultural environment.
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| **Experience****Desirable** | * A sound knowledge of the UK’s civil society / charity regulatory requirements
* An understanding of the women’s sector, including gender based violence in the UK and in Africa
* An understanding of the potential that exists within the business / for profit sector
* Experience of staff and volunteer management

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| **Personal Qualities** | * Commitment to tackling issues affecting minority communities, including gender- based violence and human rights of African woman and girls.
* Commitment to equality of opportunity and respect for cultural diversity and sensitivity (including ethnicity, age, religion and gender).
* Excellent interpersonal skills (ability to build and maintain effective working relationships across a variety of levels)
* Collaborative team player who values and works with colleagues in a spirit of positive learning
* Ability to work under pressure (prioritising a complex diverse demanding workload)
* Attention to detail at all times whilst retaining the ability to see the big picture (strategy).
* Strong ICT and administration skills
* Commitment to ongoing professional learning and development
* Commitment to the organisational values, vision and mission.
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