

## Regional Fundraising Manager (London)

<b>Department</b>	Fundraising	<b>Reporting to</b>	Chief Fundraising Officer
<b>Salary Range</b>	£30,000 to £36,000 per annum	<b>Version</b>	FRM-JD-V2-01-23
<b>Location</b>	London 45% indoors/office based/WFH 55% outdoors/ travel / events / work tips	<b>Working hours</b>	Full time: 37.5 Hours per week

### Main Job Purpose

**Action For Humanity (AFH)** is a charity that aims to provide aid and assistance to people affected by natural and man-made disasters. Our vision is a world of crises-resilient communities. Our mission is to mobilise and respond to emergencies and critical needs through humanitarian, development and peace-building action, helping affected communities survive, recover and build a better future.

AFH has recently developed a new 5-year strategy, where one of the key strategic goals is to *diversify resources for growth, securing sustainable income and strengthening strategic partnerships*. In order to help achieve this goal, AFH is recruiting **Regional Fundraising Managers across the UK**, where the successful candidates will report directly to the **Chief Fundraising Officer**, manage and strengthen the range of funding streams AFH currently has, and develop and build new partnerships, to ultimately increase income.

Developing, implementing and monitoring the income generation plan will be critical. The role holder will provide a creative and dynamic external focus to identify and develop a range of income generation initiatives beyond the scope of existing fundraising activity, including but not limited to, building corporate partnerships, benefitting from CSR schemes, utilising networks, developing long term relationships with high net worth individuals and major donors and forging new business opportunities.

### Accountabilities

#### 1. Diversifying income streams and building new partnerships in your region:

- Drive for full maximisation of income generation opportunities across direct response, corporate partnerships, events, grant making, major gift and legacy promotion activities.
- Personally build and manage a “top prospect” list of high net worth individuals, organisations, stakeholders, businesses, networks, corporate partners and grant making sources to lead from the front and have a measurable personal impact on fundraising goals.
- Devise and implement a plan to help the charity maximise on a range of funding streams, exploring new and innovative opportunities.
- Identify and support local UK causes.
- Work towards achieving income targets and KPI.

#### 2. Supporting and maintaining current fundraising activities in your region & supporting the wider team:

- Develop a volunteer network to deliver the regional fundraising strategy and activities.
- Manage all reporting of fundraising activity, including for trustee reports, reports for donors, income reports, and working closely with programmes on developing feedback / programmes update / reports for donors and / or fundraisers.
- Work with finance on fundraising income reconciliation.
- Support the Chief Fundraising Officer and fundraising team with planning as required.
- Support the fundraising team with fundraising activity evaluation as required.
- Monitor income against targets and KPIs.

**3. Building the charity's external fundraising profile, and positioning the charity effectively as an impactful, trustworthy and efficient charity of choice for donors:**

- Work closely with the **Chief Fundraising Officer** to refine the charity's fundraising strategy, and effectively communicate the charity's vision to internal and external audiences, for fundraising purposes.
- Work closely with Marketing to capitalise and build on our new AFH brand and new website with specific focus on income generation.
- Work closely with Marketing to look at how income generation can be considered in marketing plans and input into campaigns to ensure they align to the agreed income generation focus.
- Build a strong external fundraising profile for the charity, and work with fellow team members to make use of the contacts of Board members and AFH to the full.
- Focus on relationship building with AFH, the Board and other stakeholders to create an active network for identifying and building income streams.

**4. Compliance**

- Ensure fundraising policies and procedures are developed and followed.
- Ensure compliance with the Fundraising Regulator's Code of Conduct.
- Act as the risk manager for fundraising for your region.

## Our Values

***Believe in the cause***

We believe in changing a situation from negative to lasting positive; helping those in need; saving and transforming lives for the better is what drives us.

***Work together***

Teamwork is the backbone of our work's success.

***Give with grit***

Being a "gritty" person means perseverance and passion for long-term goals; hence, freely giving with courage, conscientiousness, and resilience; acting with optimism, confidence, and creativity as you strive for excellence.

***Make life better***

Ultimately, our work is to make life, in its holistic sense, better for everyone, and everything, including the environment.

## Work Environment

- 45% indoors / office based/ WFH
- 55% outdoors / travel / events / work trips etc.

## Job Requirements

<p><b>Education</b></p>	<ul style="list-style-type: none"> <li>• Qualification in fundraising, sales or business development beneficial but not essential.</li> <li>• An in-depth current knowledge of all aspects of fundraising and income generation.</li> </ul>
<p><b>Experience</b></p>	<ul style="list-style-type: none"> <li>• A proven creative commercial approach to income generation activities backed up with a strong understanding of the market.</li> <li>• Evidence of a range of innovative ideas and thinking related to income generation that complements but extends beyond traditional fundraising.</li> <li>• Proven leadership success with securing new business with a strategic approach to engaging the charity in the process of identifying and pursuing opportunities.</li> <li>• Highly attuned and adaptable interpersonal skills with the ability to develop, foster, maintain and utilise a network of relationships.</li> <li>• Able to build and implement a programme to identify and foster medium and long term contacts for future income generation opportunities.</li> <li>• Strong negotiation and influencing skills with the ability to act in a diplomatic, credible and effective manner.</li> <li>• Able to earn the respect and confidence of a range of senior and influential contacts.</li> <li>• Ability to think strategically and plan ahead, whilst also being flexible and reacting swiftly to changing needs and demanding situations.</li> <li>• An excellent planning and project management approach with the ability to ensure varied activity is coordinated and coherent, to support others in this approach.</li> </ul>
<p><b>Skills</b></p>	<ul style="list-style-type: none"> <li>• Resilience and the ability to deal with high pressure and difficult situations whilst supporting and maintaining the confidence of others.</li> <li>• Ability to identify problems and to work quickly to find long term, practical and diplomatic solutions.</li> <li>• Ability to provide inspiring leadership with appropriate line management ability, ensuring clear delegation of day to day operations to the team.</li> <li>• Able to work at a strategic and visionary level but also manage detail and complexities if required without relinquishing and maintaining focus on the bigger picture.</li> <li>• Ability to be a flexible and adaptable team player who can engage fully with their position on the senior team, and able to work transparently with peers, the Board and elated groups/committees.</li> <li>• Strong financial skills and numerical analysis with the ability to produce credible effective data or reports and discuss details with confidence.</li> <li>• Highly developed and effective verbal, presentation and written skills.</li> </ul>

**Languages**

- Strong written and spoken English essential
- Other languages such as Arabic, French, Urdu or Bengali beneficial but not essential