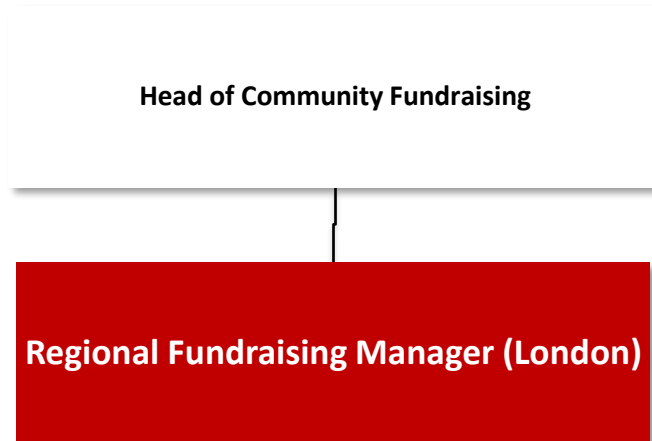


Regional Fundraising Manager (London)

Reporting Lines



Department	Fundraising	Reporting to	Head of Community Fundraising
Salary Range	£36,000 to £38,000 per annum	Version	RFRML-JD-V1-05-23
Location	London 45% indoors/office based/WFH 55% outdoors/ travel / events / work tips	Working hours	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 **Head of Community Fundraising** and take charge of fundraising activity and income generation in their region.

The role holder will take a creative and dynamic approach to income generation, hosting events and challenges in the community, utilising and building their networks, building corporate partnerships, benefitting from CSR schemes, 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 in your region
- 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 in your region
- Devise and implement a plan to help the charity maximise on a range of funding streams, exploring new and innovative opportunities in your region
- Identify and support local causes in your region
- Work towards achieving income targets and KPIs

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

- Develop a volunteer network to deliver the regional fundraising activities
- Provide reports for your region’s 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 team with planning and 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 **Head of Community Fundraising** 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 from you region
- 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
- Contribute towards building 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 in your region

4. Compliance

- Ensure fundraising policies and procedures are developed and followed
- Ensure compliance with the Fundraising Regulator’s Code of Conduct in your region
- 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>Education</p>	<ul style="list-style-type: none"> • Qualification in Fundraising, sales or business development beneficial but not essential • An in-depth current knowledge of all aspects of fundraising and income generation
<p>Experience</p>	<ul style="list-style-type: none"> • A proven creative commercial approach to income generation activities, backed up with a strong understanding of the market in your region • Evidence of a range of innovative ideas and thinking related to income generation • Proven success with identifying, pursuing and securing new business • Strong interpersonal skills with the ability to develop, maintain and utilise a network of relationships, including with high-profile, high net-worth and/or influential people • Strong negotiation and influencing skills • Ability to plan ahead while also remaining flexible and adaptable to rapid changes • An excellent planning and project management approach with the ability to ensure varied activity is coordinated and coherent, and to support others in this approach
<p>Skills</p>	<ul style="list-style-type: none"> • Resilience and the ability to deal with high pressure and difficult situations • Ability to solve problems quickly and tactfully • Ability to be a flexible and adaptable team player and leader where necessary • Strong numeracy skills, with the ability to produce accurate data or reports • Highly developed and effective verbal, presentation, and written skills
<p>Languages</p>	<ul style="list-style-type: none"> • Strong written and spoken English essential • Other languages such as Arabic, French, Urdu or Bengali beneficial but not essential