

Job Title: Development Manager (Co-Director after probation and training period)

Job Purpose:

To be responsible for delivering the overall fundraising strategy and maximising income streams of People & Planet. The fundraising work has an emphasis on grants from trusts and foundations (currently 80% of our income) but also includes individual giving and major donors.

Working together collaboratively, all the Co-Directors of People & Planet are jointly responsible for all aspects of organisational management including strategy and budgeting. Each Co-Director provides supportive peer-management to another Co-Director. There are no other direct reports to this role.

Accountable to: The management team. You will be peer-managed by another Co-Director.

Contract: Permanent position. Full time.

Location: East Oxford office.

Salary: £30,427 pro rata.

Responsibilities

1. Fundraising

1. Take ownership of and develop our Fundraising Strategy, shaping the direction of fundraising in collaboration with the management team.
2. Undertake the majority of our trusts and foundations grant fundraising, in consultation with the Fundraising Strategy Group (FSG), including prospecting for funds and writing funding bids and reports on awarded grants.
3. Develop and maintain good relationships with donors: enthusing them about our work and maximising the opportunities for future funding (includes writing reports, attending meetings and maintaining regular contact).
4. Implement our individual giving strategy to maintain and steadily grow People & Planet's regular giving income by recruiting new donors and maximising income from current supporters through appropriate donor care routines.
5. Identify and take advantage of opportunities to increase income from potential new supporters including leading on crowdfunding campaigns as required.

6. Plan and manage annual staff and volunteer led telethon for upgrades, lapsed re-activation and single giving conversion.
7. Supporting staff and student volunteers to do individual fundraising at People & Planet events and workshops.
8. Manage the Fundraising budget.

2. Communications

1. Write and distribute People & Planet's annual report.
2. Develop a 'case for support' and active promotion of the core message(s) for the organisation.
3. Ensure we respect privacy, data protection laws (GDPR) and child protection issues in our fundraising and communications.

3. Movement Building

1. Support communications and fundraising efforts around regional and national events, including our summer training event (*Power Shift*, July), autumn student conference, regional organisers' training and regional events.
2. Lead on coordinating and delivering a portion of People & Planet's Movement Building work such as a national event.

4. Organisational Management (duties common to all Co-Directors)

1. Contribute to and participate in the running of the organisation including through staff meetings, working groups and consultations.
2. Participate in the peer-management structure of People & Planet, including managing at least one colleague.
3. Collaboratively steer the organisation's strategy and set the organisational budget as part of the Management Team.
4. Represent People & Planet's best interests in dealings with the public, supporters, funders, and partners.
5. Contribute to other work of the organisation when required.

Person Specification

Essential criteria

- Experience of successful grant fundraising and maintaining excellent relationships with funders.
- Experience of implementing effective fundraising plans in order to recruit, engage and retain financial supporters.
- The ability to identify and capitalise on the motivations that drive financial support for People & Planet.
- Knowledge of the regulatory environment for fundraising and communications, including data protection, gift aid, fundraising regulations and codes of practice.
- Strong written communication skills, particularly the ability to make written communications persuasive, inspiring and accessible for a range of audiences.
- Strong oral communication and presentation skills with credibility to persuade, build rapport and negotiate effectively with people from a diverse range of backgrounds.
- Strong project management and personal organisational skills; time management, the ability to prioritise effectively, the ability to set up and follow systems and procedures effectively and to manage a demanding workload.
- Experience of delivering against targets and managing budgets.
- Experience of maintaining and developing relationships across a wide variety of contexts.
- Commitment to People & Planet's strategic aims, campaigns and theory of change.
- Ability and willingness to travel and work at events over occasional weekends (including Power Shift).

Desirable Criteria

- Experience in direct face to face and/or telephone fundraising.
- Experience of event management.
- Experience with digital communications: Google, social platforms, digital advertising, email marketing etc.
- Successful experience in crowdfunding.
- Experience of organisational management.
- Experience of supportive line management.