

## Fundraising Manager

London Based

### JOB DESCRIPTION

Penny Appeal is an award winning, international humanitarian charity delivering aid in over 30 countries including the UK. We pride ourselves in the work that we do and the aid we are able to deliver, from sustainable programmes internationally and locally as well as emergency aid responses. We also take pride in the people that support us externally and the ones that make things happen internally.

We are the fastest growing charity in our sector with a fast-paced working environment. When a crisis hits internationally we respond immediately. Outside emergencies, we have a packed marketing calendar full of creative campaigns, award-winning events, and unique projects all aimed at helping the most vulnerable. We can see an immediate impact from our hard work and it can be so rewarding to see the positive feedback from the people we have helped.

### **Role Overview**

To work with the London Director, Head of Fundraising, and other departments as well as Regional Fundraisers to initiate, plan, and manage the fundraising and volunteer activity for the charity through targeting the London and Greater London community.

### **Responsibilities**

- To prepare, manage, and deliver a fundraising strategy and budget for London and Greater London.
- Recruit, lead, manage and develop a team of fundraisers and grow a network of volunteers to complement and deliver the charity's objectives.
- To organise and co-ordinate regular local campaigns and fundraising/promotional events including local community events.
- To support seasonal fundraising and marketing campaigns by assisting staff in other departments as required in order to facilitate the work of the charity
- To represent the charity at events in a professional and presentable manner, and do the utmost to promote the charity.
- To attend, promote, and raise funds for the charity at any events organised by other organisations or persons.
- To identify and research the local donor market's strengths, weaknesses, opportunities, and threats and use the findings accordingly to implement new ways of increasing funds.

- To help grow the donor database of the charity.
- To establish, build, and maintain relationships with key contacts including but not limited to donors, volunteers, ISOCS, schools, local community leaders and groups, Masajid, and external organisations, including the general public.
- Create, build, and develop partnerships within the corporate sector, as well as small-to-medium-sized businesses and enterprises.
- Proactively seek new funders and individuals or opportunities for donors to contribute towards the organisation through personal contacts or knowledge of the Muslim community.
- Any other duties commensurate with the accountabilities of the post.

## **Fundraising Manager**

**London Based**

### **PERSON SPECIFICATION**

#### **Essential Criteria**

- A minimum of two years' senior level fundraising experience
- Proven fundraising track record across all types of fundraising
- Experience of creating, managing and developing new teams
- Excellent networking and influencing skills
- Self-confidence to approach donors and funders
- Strong project management skills and initiative
- Excellent knowledge of all Microsoft Office applications.
- Ability to manage multiple tasks and prioritise a complicated workload.
- Demonstrable experience in securing major gifts is an advantage.
- Excellent interpersonal (written and oral) communication skills.
- Commitment to community and social development values.
- Self-motivated with an ability to work independently as well as part of a team.
- Good independent judgement, strategic vision and ability to challenge constructively.
- Tolerant of the views and opinions of others.
- Established networks to facilitate PR and fundraising.
- A creative individual who can galvanise volunteers and staff to overcome challenges and provide solutions laterally.
- Good knowledge of contemporary fundraising techniques.
- Good knowledge of public and private sector funding sources, structures and organisations.
- Good knowledge of the charity and volunteer sector and UK Muslim community.

- Ability to adapt quickly to changing deadlines and priorities.
- Ability to speak confidently in public.
- Ability to negotiate effectively with a diverse range of people internally and externally.
- Ability to gain trust and confidence of stakeholders.
- Ability to use social media for the purposes of engaging stakeholders.
- Willingness and ability to travel and to work unsociable hours, including evenings and weekends when required.

### **Desirable Criteria**

- Experience as a manager in a similar organisation
- Knowledge of Islamic financial matters (Zakat, Waqf, Qurbani, etc.) is an advantage.