

CHOOSE LOVE

Job Description

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| Job Title: | Community Fundraising Manager |
| Reports to: | Director of Partnerships and Fundraising |
| Location: | London - Hybrid working practices in place - three days in the office |
| Contract: | Permanent - Full Time - 37.5 hours per week |
| Salary: | £38,000 - £45,000 |

About Us

Choose Love supports refugees and forcibly displaced people worldwide, ensuring they have what they need when needed. Our support ranges from lifesaving search-and-rescue boats to hot, nutritious food, clothing, and legal advice. We're a small, agile, and ambitious team powered by our vision of a world that chooses love and justice every day for everyone.

Summary of role

The Community Fundraising Manager will sit within the Partnerships team and be responsible for developing and delivering our community fundraising strategy. This role will drive engagement across our supporter base by creating and expanding a diverse range of fundraising opportunities. By mobilising our community and strengthening long-term relationships, this role will play a critical role in generating the income required for Choose Love to continue supporting displaced people around the world.

Core Responsibilities

- Drive income through community fundraising initiatives led by individual supporters, employees within our corporate partner network, and small businesses supporting Choose Love.
- Develop and deliver a creative, inclusive, and growth-focused community fundraising strategy, drawing on insights and best practices from previous experience.
- Collaborate closely with the Communications and Digital teams to design and optimise the supporter journey, including the creation and ongoing development of fundraising packs, toolkits, and digital assets. Create long-term stewardship pathways

to include follow-up journeys and calls to action.

- Serve as the primary point of contact and relationship lead for community fundraisers, ensuring they feel informed, supported, and equipped to maximise their impact.
- Meet agreed fundraising targets by growing and strengthening Choose Love's community fundraising programme.
- Proactively identify and develop new fundraising opportunities to broaden reach and diversify income streams, with a particular focus on expanding challenge events and exploring growth in emerging sectors such as gaming.
- Generate and develop innovative community fundraising ideas that inspire participation and increase revenue.
- Partner with the Communications team to deliver regular, compelling updates on community fundraising activity, driving donations and motivating new supporters to take action for Choose Love.

Events Support

- Provide operational and on-the-day support for Choose Love events (to include community and mass participation events), as well as managing Choose Love's presence at external events hosted by high-profile supporters, community fundraisers, and key stakeholders. Responsibilities may include managing guest lists, coordinating printed materials, organising payment systems and merchandise, and liaising with corporate volunteers to ensure smooth delivery.
- Support delivery of the Choose Love Shop as required, including logistics, facilities, and technology coordination. Together with the Partnerships Lead, act as an on-site point of contact for talent, corporate volunteers, and partners.
- Oversee community fundraising presence at events (merch stalls, QR codes, donation journeys) and ensure supporter data capture and follow-up pathways are embedded.
- Lead the delivery of ad hoc pop-up merchandise stalls in collaboration with corporate partners.
- Plan and manage Choose Love festival stalls to ensure strong brand presence, supporter engagement, and income generation.

General Partnerships

- Working collaboratively with the team and Choose Love Leadership to creatively and practically build the Partnerships team's fundraising revenue

- Being the first point of contact with supporters, messaging on our social media channels and engaging with the Choose Love online community

About You:

You must be passionate about Choose Love's vision and mission and build strong relationships with our local and community supporters.

Essential criteria include:

- At least 2 years' experience in a community fundraising role
- Exemplary communication abilities with a can-do attitude
- A self-starter who will enjoy the autonomy of delivering a strategy you've helped shape and seeing the results!
- Creative and interested in exploring new opportunities and trends to help keep Choose Love ahead of the curve.
- Excellent organisational abilities with meticulous attention to detail.
- Events experience.
- Able to be flexible, work out of hours when needed and assist with things outside the normal scope of the role when things get busy. We are a small team, so this attitude is very important!
- Ability to work in a fast-paced environment and manage multiple projects simultaneously.
- Committed to embedding an equality, diversity and inclusion lens to all your work

Desirable Criteria but not essential;

- Working knowledge of a CRM system, with experience using data to inform strategy, track partnership activity, and support decision-making.
- Clean UK driving licence.

People are at the heart of what we do, so you will be someone who can work with a variety of colleagues and partners as part of the role.

Benefits:

Choose Love is based in a vibrant, dog-friendly office near Old Street station, with Shoreditch and Liverpool Street on the doorstep. Opportunity to make a difference and work with some of the industry's leading lights. Fantastic for personal growth and learning in a dynamic business that puts love in the heart of everything they do. If that doesn't wet your appetite, coffee, doughnuts and various opportunities to meet amazing people might!

Contact Information:

To explore the opportunity further or for any queries you may have, please contact people@choose.love

How To Apply:

Interested candidates are invited to apply by providing a CV and cover letter that demonstrate their ability to meet the criteria outlined in the role competencies. Ensure your letter includes

details of your latest salary and notice period. Please send all applications to the following email address: people@choose.love by noon on March 26th, 2025.

Pre-employment checks

Employment with Choose Love will be subject to the following checks before your start date:

- a satisfactory Disclosure and Barring Service (DBS) check
- receipt of two satisfactory references

Choose Love is committed to building an inclusive and diverse organisation and welcomes applications from all sections of the community. If you need us to make an adjustment or provide additional support as you apply for a role, please email people@choose.love to discuss this in more detail.

The above is a written statement of the job's essential characteristics and principal accountabilities, including the skills, knowledge, and experience required for satisfactory performance. It is not intended to be a complete, detailed account of all aspects of the duties involved.