

Pump Aid Beyond Water



Fundraising and Communications Officer



[Find out more about Pump Aid's work by watching our award winning video here!](#)



Job Description

- £25,000 - £28,000 basic salary
- Pension auto enrolment
- 25 days holiday plus 8 day bank holidays
- Open to flexible working options



Job Purpose

Pump Aid is a dynamic, award winning and growing organisation, which is promoting a radically different approach to aid and development in the WASH sector by establishing Malawi's first social impact business (Beyond Water) focused on delivering reliable access to clean water for rural communities. We challenge conventional development programmes by taking a business-based approach that ensures long term sustainability and impact for the communities we work with. Clean water results in better health, increases educational attainment and reduces inequality for women and girls across Malawi.

To support our mission we are recruiting a **Fundraising and Communications Officer** to help deliver on our ambitious growth plans to reach 2 million people by 2030. The successful candidate will be a highly motivated person with strong communication and interpersonal skills, who can plan and create compelling communications to increase awareness of our work and engage new and existing supporters. Furthermore, you will lead on key areas of our fundraising strategy including annual fundraising campaigns, individual giving and small trusts and foundations.

Roles and Responsibilities



Fundraising - Trusts and Foundations

- Identify and prioritise funding opportunities from an active portfolio of warm and lapsed trust and foundation donors, securing or renewing their support through a planned approach to cultivation and engagement.
- Maximise the value and duration of trust and foundation donors' support through excellent stewardship and relationship management.
- Lead the scoping and proposal process for small to medium sized trusts, both broad scale approaches and specific one off (research, write and submit / pitch proposals).
- Support the scoping and proposal process for trusts and foundations, with a specific focus on those funders most likely to be attracted by a small business approach.
- Keep abreast of fundraising best practice and trends in the sector, gathering external information and intelligence and feeding this information back to colleagues (including new fundraising approaches eg. social impact bonds, crowd funding, payment by results, etc)
- Provide the highest level of donor care and stewardship, creatively engaging opportunities for new and existing trust and foundation supporters.
- Ensure high quality reporting is submitted on time and in accordance with funder wishes.

Fundraising - Corporates

- Manage existing corporates, through frequent contact and regular meetings to ensure we maximise their interest and secure and maintain support for Pump Aid at the highest level of corporate management.
- Work closely with the communications teams of corporate donors to create compelling stakeholder messages, highly visual website content and increased social media engagement.
- Work closely with the CSR teams of corporate donors to develop internal and external messaging and consistent and positive staff engagement, increasing interactions and creating staff fundraising opportunities.
- Develop pitches to attract new corporates, through the design of compelling and inspiring cases for support and, working with the programmes team, develop a pipeline of activity that leads to an increase in the number of corporate partners and funding from this source.

Fundraising - Individual Giving and Campaigns

- Proactive engagement with existing donors, through frequent contact using best practice donor stewardship approaches to increase the number and relevance of interactions and thereby increase the value of gifts, pledges and referrals.
- Manage annual fundraising campaigns including two matched funding campaigns with annual revenue of over £70,000.
- Develop pitches to attract new major donors, through the design of inspiring cases for support and the use of a range of fundraising mechanisms (grants, donations, investments, loans, etc).
- Fundraising administration including donor giving platforms and CRM (Salesforce).



Communications

- Plan and develop Pump Aid's and Beyond Water's communications, growing engagement from a variety of funders and potential partners through bespoke messaging.
- Use the collateral developed for major donors and corporates to support digital campaigns that increase the profile and awareness of the work of Pump Aid with its key target audiences and the public at large and creates new online and other easy giving opportunities.
- Maintain and update Pump Aid and Beyond Water websites and social media channels regularly.
- Develop and raise the profile of the Pump Aid and Beyond Water brands within the aid sector, including with current and former potential stakeholders, opinion formers, potential donors, staff and trustees.
- Work with the Head of Development to create and deliver tailored campaigns linked to wider sector and international fundraising and awareness campaigns and events, like Christmas,
- Preparation of high-quality reviews, impact reports, newsletters and promotion materials and maintain an easily assessable library of photos, compelling case studies, calls for support, templates and presentations for use by other members of staff and to be a resource for other media outlets.

pumpaid.org

beyondwater.co.uk

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Charity No: 1077889

Pump
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