



**recruitment pack**  
**fundraising manager**

## About Us

Unseen is a UK charity with its head office in Bristol. We provide safehouses and support in the community for survivors of trafficking and modern slavery and operate the 24/7 UK wide Modern Slavery & Exploitation Helpline. We also work with individuals, communities, business, governments, other charities and statutory agencies to end slavery for good.

### Our vision

Our vision is simple: a world without slavery. We aim to transform society's response so all can live in a world free from such abuse and exploitation.

### Our mission

We're working to end modern slavery by empowering, equipping and influencing others to bring about positive and transformational change.

By **empowering** and supporting survivors through our specialist services we can enable them to recover safely and develop resilient, independent lives.

We identify key slavery and exploitation issues, and **equip others** with effective solutions through advice and training.

We use our experience, research and survivor stories to **influence** society and push for change in legislation, policy, business practice and consumer choices.

### Our strategy

#### Educate society

Provide tangible solutions for individuals, communities, and organisations to be effective in their personal and professional lives in relation to tackling modern slavery.

#### Business engagement

Positively affect business behaviour by driving up standards to mitigate forced labour/ modern slavery by increasing awareness, engagement, transparency and promoting continuous improvement.

#### Support services

Influence and improve support systems locally, regionally, and nationally, whilst continuing to deliver services that empower and increase resiliency for those who have been exploited.

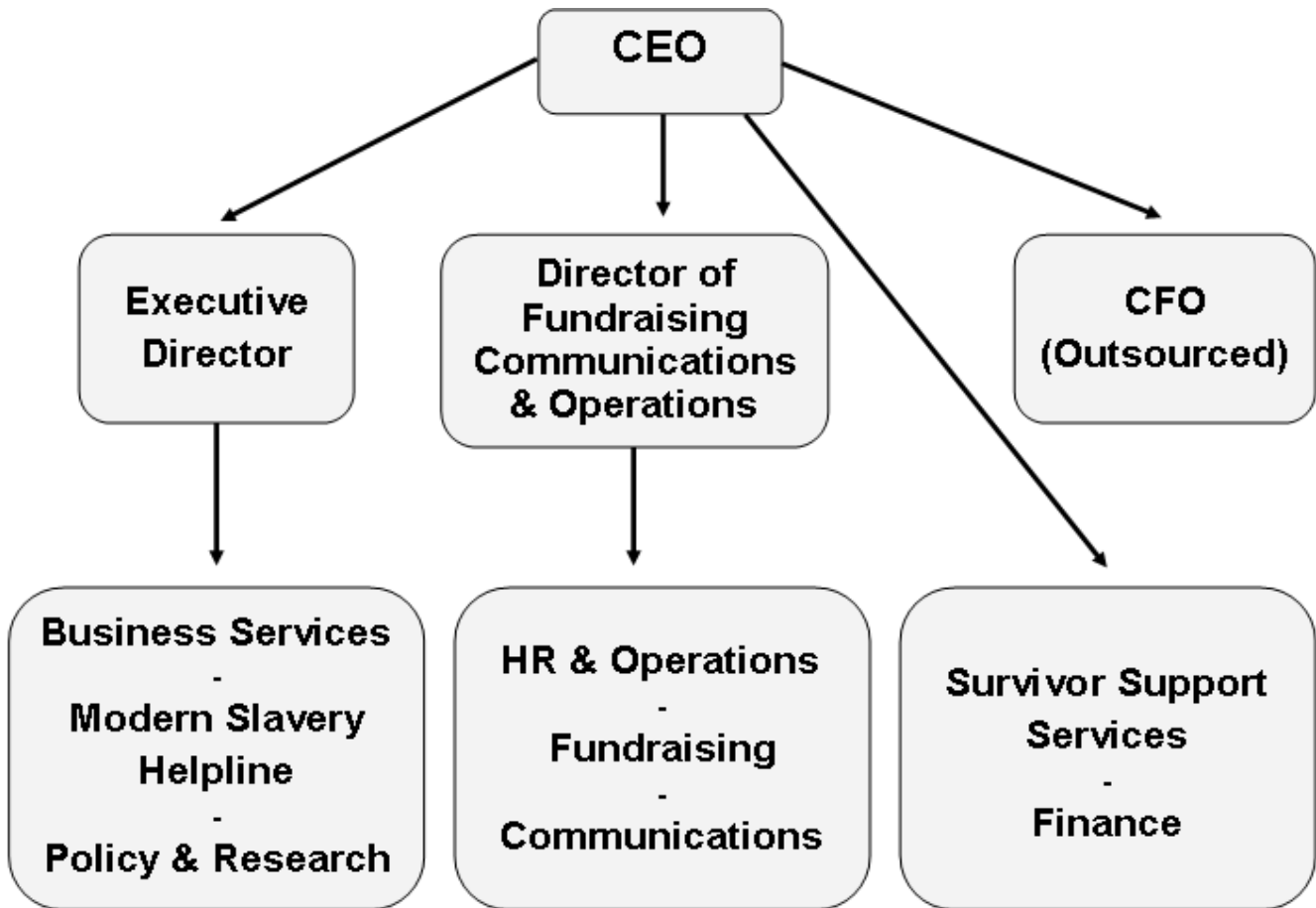
#### Policy, legislation and operational change

Influence policy, legislation, and operational practice in the UK and overseas to ensure tackling modern slavery remains a priority, being evidence-led by using our unique helpline data.

#### Organisational sustainability and optimisation

We will routinely review our internal processes and structure to ensure capacity and capability is optimised. We will consistently strive to achieve value for money. We will continue to prioritise funding ensuring our support services benefit the most from our activities.

## Organisational Structure



## Our values

**Collaborative:** We recognise the advantages in combining our expertise with the contributions of others. We seek to build lasting partnerships to support, challenge and deliver the changes we are aiming for.

**Honourable:** We see the best in people and promote an environment of respect for each other and our partners. We are straightforward, trustworthy and truthful in all our work.

**Ambitious:** We want to go as far as possible. We strive for the highest standards in all we do, pushing for change, looking for solutions. Our conduct, treatment of others and provision all aim to exceed expectations.

**Dynamic:** We are motivated to deliver results that change lives. In order to drive solutions forward, we embrace innovation, boldness and positivity.

**Insightful:** We are knowledgeable, informed and up-to-date. Thoroughly researching issues is a priority for us as the best way we can provide targeted, effective solutions.

# Fundraising Manager (Corporate, Individual, Community and Major Donors)

<b>Location</b>	Based at Unseen's head office in Bristol, with some flexibility for home/remote working.
<b>Salary</b>	£30,900 (Pay Band 5) pro rata for part time.
<b>Contract type</b>	Permanent
<b>Hours</b>	Full-time (Part time may be considered)
<b>Reports to</b>	Head of Fundraising
<b>Key relationships for the role</b>	<ul style="list-style-type: none"> <li>• Fundraising Team</li> <li>• Communications Team</li> <li>• Frontline Team</li> <li>• Helpline Team</li> <li>• Operations Team</li> </ul>
<b>Entitlements</b>	<ul style="list-style-type: none"> <li>• 33 days holiday per year (pro-rated equivalent for part time), inclusive of bank holidays. An additional day of holiday is awarded at the start of each holiday year up to a maximum of 38 days.</li> <li>• Enhanced sick pay entitlement - 30 days full pay / 30 days half pay (pro rata for part time employees) upon successful completion of probationary period.</li> <li>• Long service awards</li> <li>• Pension contributions</li> <li>• Paid Birthday leave</li> <li>• Enhanced Maternity and Adoption leave</li> <li>• Staff Wellbeing Programme and flexible working</li> <li>• Employee Assistance Programme – counselling for individuals (up to 8 sessions) and their families and a range of wellbeing support and resources</li> <li>• Bike to Work Scheme</li> <li>• Speak Up Staff line</li> <li>• Lone Working system in place</li> </ul>

# Fundraising Manager (Corporate, Individual, Community and Major Donors)

## The Role Within Unseen

As Fundraising Manager at Unseen, you will generate income from a variety of supporters including corporates, individuals, and communities. You will manage key fundraising activities, including events, digital campaigns, appeals, supporter care, and employee engagement initiatives. This role offers an exciting opportunity to engage with supporters to promote Unseen's mission of a world without exploitation.

You will be responsible for the line management of a Fundraising Officer, who works across the corporate, individual, and community income streams, enabling their growth and ensuring that all tasks are completed effectively.

You will work closely with the Head of Fundraising to deliver and evaluate fundraising activities, ensuring they align with Unseen's strategy and values, and drive sustainable growth. While this role focuses on specific fundraising streams, such as corporate, individual, and community fundraising, Unseen also generates income through trusts, grants, and foundations, which is not a responsibility for this role of Fundraising Manager. However, this role will be expected to identify and develop new sources of income where appropriate and cost-effective opportunities arise.

This role represents a strategic investment in the fundraising team, built on the strong foundations and successful fundraising in 2024. With clear plans in place for 2025, the Fundraising Manager will have the opportunity to shape the future of Unseen's fundraising efforts, driving increased income to meet targets and support the organisation's long-term ambitions.

## Purpose of the role

The Fundraising Manager plays a pivotal role in driving Unseen's fundraising efforts. You will lead initiatives aimed at securing vital funding across three key areas:

- Corporate donations and employee engagement
- Individual donor fundraising, including nurturing major donors
- Community group partnerships.

You do not need to have direct experience across all areas, however we are looking for someone to replicate fundraising experience across these income streams. Your focus will be on delivering high-quality fundraising experiences, deepening relationships with supporters to maximise value, and creating opportunities for new income streams.

## **Responsibilities Will Primarily Consist of**

1. Strategy and leadership
2. Planning and delivery of fundraising campaigns
3. Cultivation and stewardship
4. People
5. General (all staff)

Unseen UK actively promotes equity, diversity and inclusion. We match our needs with skills and experience of candidates, irrespective of age, disability (including hidden disabilities), sex, gender identity or gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, or sexual orientation.

# Key responsibilities and tasks

## 1. Strategy and leadership

- 1.1. Lead annual fundraising strategy development for the income streams in your portfolio, and evaluate ROI and performance
- 1.2. Utilize Unseen's CRM system (Donorfy) to track donations and derive insights into audience behaviour
- 1.3. Regularly review fundraising performance, using insights to adapt and improve future campaigns
- 1.4. Encourage collaboration and best practices within the team, promoting data-driven decision-making and a test-and-learn culture
- 1.5. Keep up-to-date with charity sector developments, fundraising trends and competitor activity
- 1.6. Contribute to the strategic direction of Unseen's long-term fundraising and digital fundraising opportunities
- 1.7. Line-manage the Fundraising Officer ensuring their wellbeing is supported, they have the tools they need to meet key objectives and they are working collaboratively with you and the wider team.

## 2. Planning and delivery of fundraising campaigns

- 2.1. Oversee multiple complex fundraising activities, including appeals, events and campaigns, with clear objectives, responsibilities and timelines. Plan funding activities 12 months ahead
- 2.2. Lead fundraising campaigns using digital marketing skills, in newsletters (using Mailchimp), online appeals, and lead-generation efforts
- 2.3. Create, and inspire others to create, compelling content that motivates and engages supporters, through effective copywriting and storytelling
- 2.4. Understand Unseen's audience to target communications to specific audiences
- 2.5. Lead event organisation, both in-person and virtual, to generate income from supporters
- 2.6. Manage team resources by monitoring the progress and success of fundraising efforts through KPIs, providing reports and updates

## 3. Cultivation and stewardship

- 3.1. Apply a marketing mindset to develop ways to target and cultivate new supporters, through lead generation and outreach activities
- 3.2. Build, nurture and negotiate relationships with corporate partners, universities, community groups, and other stakeholders aligned with Unseen's mission

- 3.3. Design and implement donor journeys that enrich supporter experiences, boost conversion rates, and drive ongoing engagement and retention
- 3.4. Provide exceptional donor care, ensuring a positive experience that fosters long-term, high-value relationships with supporters

#### **4. People**

- 4.1. Provide effective and supportive line management of the Fundraising Officer, helping to guide their professional development
- 4.2. Ensure cross-functional collaboration through strong relationships across teams, particularly with Communications, who manage social media and the website, to ensure aligned messaging and campaigns
- 4.3. Provide strategic communication with donors, sponsors, and the Board of Trustees

#### **5. General (all staff)**

- 5.1. Promote the vision, aims and objectives of the organisation and ensure that all contacts with external people and organisations fully reflect the professional approach of the organisation.
- 5.2. Understand and comply with all relevant legislation and adhere to organisational and operational policies and procedures.



# Person Specification

## Essential Knowledge, Skills and Experience

1. Experience evaluating fundraising performance, using insights to support fundraising strategy development
2. Thorough knowledge of fundraising methods with an understanding of the opportunities and challenges of corporate, individual or community fundraising.
3. Excellent project management and organisation skills with the ability to oversee multiple complex fundraising activities and prioritise workload.
4. Experience in digital marketing channels and activities to support fundraising such as newsletters, lead generation activities, events, and online appeals.
5. Exceptional written skills, with the ability to inspire others to donate to Unseen’s cause.
6. Experience implementing successful donor journeys through excellent stewardship, resulting in high-value relationships with supporters.
7. Strong verbal communication skills and the ability and confidence to represent Unseen at a range of events both in-person and online, delivering compelling presentations to diverse audiences including corporates and community groups.
8. Strong interpersonal skills, able to collaborate with both internal teams and external partners effectively.
9. A proactive, creative, and ambitious approach to fundraising and problem-solving.
10. Line management experience (including volunteer management) with the ability to coach and motivate colleagues.

## Desirable Knowledge, Skills and Experience

11. Ability to manage budgets, forecast income, report on financial performance, and use data and insights to influence decision-making.
12. Experience with a fundraising CRM (such as Donorfy) to manage donor relationships.
13. Willingness to work flexibly and resilient to fundraising challenges, including occasionally outside core office hours (evenings and weekends) and to travel as required.

## Values

14. Commitment to social justice issues and the restoration of vulnerable people.

15. Proven understanding of and empathy with the needs of those impacted by having been exploited, trafficked and enslaved.

## How to apply

This recruitment pack contains a job description, person specification and other information relevant to this role and its position within Unseen.

### To apply:

1. Please complete [Unseen's application form](#) for the role. which includes a personal statement of 500 words outlining your suitability for the role, some personal details and equal opportunities questions, and;
2. Please also send a copy of your CV to [jobs@unseenuk.org](mailto:jobs@unseenuk.org).

If you are unable to complete the form online, please email [jobs@unseenuk.org](mailto:jobs@unseenuk.org) or call us on 0303 040 2888 and we will send a printable version for you to complete.

**Please note:** The only information from your application that will be shared with the hiring manager is your personal statement and CV.

**The deadline for applications is Sunday 23rd February 2025 at midnight.**

**Interviews will likely be held during the week of 3<sup>rd</sup> March 2025.**

**Due to high demand, we may close applications before the deadline. As such, we encourage interested candidates to apply early.**

As an organisation focused on equity, diversity and Inclusion, we welcome applications from all sections of the community we serve including those with lived experience of modern slavery, those with diverse backgrounds, cultures, and religion, people of colour, those with disabilities and those from the LGBTQ+ community.

References from previous employers will only be contacted after a job offer. If there are valid reasons for this not to be possible, please mention this on your application.

Any questions, please contact [jobs@unseenuk.org](mailto:jobs@unseenuk.org) or call us on 0303 040 2888.



**Thank you for your interest in working  
with Unseen to achieve our vision of a  
world without slavery.**