Fundraising Manager

Overview

This is an exciting opportunity to develop your skills and experience as a multi-disciplined fundraiser, supporting a small but growing organisation in its mission to bring Proportional Representation to the UK, and fix our broken political system. This is an exciting and important time to be joining Make Votes Matter.

The General Election in 2024 was the most disproportionate in history; trust in politics is low and people don't feel heard by politicians. We believe that Proportional Representation could repair our broken politics - the majority of the public agrees, as does recently appointed Prime Minister Andy Burnham who has committed the government to a Commission on electoral reform. Our ability to realise the potential of a supportive Prime Minister and to deliver our three-year strategy rests on harnessing the power of grassroots activists to put pressure on the Government and political parties; we need an ambitious fundraiser to help fund our strategy.

The majority of our income comes from people who care as deeply about electoral reform as we do, so we are looking for someone with an interest in our mission and a passion for individual giving and philanthropy. You will also work with the leadership team on major donor income support and grant management.

You will be a core part of the small team, working closely with colleagues across campaigns, volunteer management and communications to deliver ambitious fundraising targets. You will be comfortable using digital tools to support fundraising and reporting.

Make Votes Matter is committed to building a culturally and politically diverse team.

About Make Votes Matter

Make Votes Matter is a single-issue campaign for Proportional Representation in the House of Commons and encourages all parties, candidates and MPs to support PR.

Founded following the 2015 General Election MVM's small core team works with a wide network of partners, volunteers and activists and local groups to secure support to replace First Past the Post voting in general elections with a system more representative of voter choices.

Our vision, mission and values

Fair and Respectful Treatment
We are committed to ensuring all employees are treated with dignity and respect.

A Supportive and Inclusive Workplace
We are committed to a working culture that is welcoming and inclusive for all employees, regardless of background.

Transparent and Ethical Leadership
As an organisation advocating for electoral reform, we hold ourselves to high standards of integrity and accountability.

Clear Communication and Employee Engagement
Effective communication is key to a productive and engaged workforce.

Fundraising at MVM

MVM's income is generated from supporters making regular and ad hoc donations, from high net worth individuals, and from grants income. We have recently updated our CRM software to use Engaging Networks for our database of 100,000 supporters.

We secure grant income from a small number of foundations and major donations from a varied group of individuals.

This role is the sole position with specific fundraising focus in a small team comprising leadership, operations, public affairs, campaigns, volunteer management and communications.

Role detail

Job title: Fundraising Manager

Reporting to: Deputy Chief Executive

Purpose of role: Develop, manage and implement Make Votes Matter's fundraising strategy.

Headline terms and conditions

Salary: £43,000

Hours: 28 hours / week (at the above salary)

Pension: Employer contribution

Leave: 20 days, Christmas break, plus bank holidays

Location: Central London / remote. This is a hybrid role, post holder is expected to attend the London office weekly for an induction period then a minimum of monthly team meetings.

Application process

To apply, please complete **this form**, which requires you to answer five aptitude questions.

Please send your CV (2 pages maximum) to Emily Darko: emily.darko@makevotesmatter.org.uk

Please also complete this Equality, Diversity and Inclusion form.

Submit your application **by Wednesday 25th November.**

NOTE: You must have the right to work in the UK – we are unable to apply for a working visa for this position.

Strong submissions will usually demonstrate experience through examples, rather than making general statements. Rather than 'I have strong experience fundraising', explain a situation where you delivered good fundraising outcomes, how you achieved this, what your role was and the skills you used. We understand AI can be a useful tool in job applications, however we want to hear your voice and personalised examples of your work skills and experiences.

Recruitment process

First stage interviews will take place online during the week of 30th November.

Second stage interviews will take place in person in central London during the week of 7th December.

Make Votes Matter seeks to represent society in our recruitment – please let us know if there are modifications to the recruitment process which we can make to help you shine.

Job Description

Key responsibilities

Individual Giving and Philanthropy

The core of this role is maintaining and growing regular and ad hoc giving including understanding supporters and the context within which MVM's supporter income operators.

Develop and implement a robust donor management plan including proactive donor stewardship to ensure the best donor experience for MVM supporters, a clear donor journey which is continually improved and donor uplifting to grow donations from the supporter base.

Setting up, running and monitoring campaigns as well as analysing and reporting on results.

Work with the communications team to incorporate fundraising into MVM content used across our website, email marketing and social channels.

Community Fundraising Work with MVM's national network of supporters to support and unlock community fundraising opportunities, working closely with Campaigns Manager.

Maintain digital fundraising platforms, including CRM system Engaging Networks.

Report monthly on ad hoc and regular giving trajectories to leadership team, including insights into fundraising performance and forecasts.

Major donor support

Supporting the CEO to identify, cultivate and engage mid to high level donors to grow HNWI income, including producing briefings and other materials as needed.

Grants

Support grant applications and grant management, including bid writing, reporting and funder relationships, alongside CEO and Deputy CEO.

Other

Ensuring compliance with relevant fundraising legislation and advising the CEO.

Collaborating with the wider team to develop fundraising requirements and campaigns and to deliver on funded commitments.

Carry out any other duties that may reasonably be required.

What we're looking for

Someone with experience working in fundraising for campaign groups and/or political campaign organisations.

Someone comfortable with using digital tools for fundraising, including CRM systems and email marketing.

You are a self-starter, comfortable working as part of a small close team to achieve fundraising goals as the organisation's fundraiser.

This is a niche role for a fundraiser excited by MVM's work, with capacity to position core fundraising activity within the political context that MVM operates in.

Skills and experience

Essential

Experience of individual giving, running crowdfunding campaigns and donor management.

Good understanding of common digital platforms such as Meta Business Suite, Google Analytics.

Strong written and verbal communication skills, copywriting experience and editing skills.

Good administrative skills and ability to develop and maintain internal systems to store information compliant with legislation (such as GDPR) and good practice.

Ability to collaborate effectively with small team.

An optimistic, pragmatic approach to fundraising within the context of a small organisation.

Desirable

Experience in philanthropy, working with and securing donations from major donors / HNWIs

Experience in grant writing

Understanding of the rules and regulations underpinning political campaigns

A strong commitment to democracy and electoral reform.