

Job title:	Fundraising Officer
Department:	Fundraising & Engagement
Location:	Remote (Home based in the UK with occasional paid travel to London office)
Contract:	Fixed Term Contract until 30 June 2028 (with potential for extension)
Working hours:	Part time: 28 hours per week (to be worked over 4 or 5 days)
Reports to:	Individual Giving & Legacies Manager
Direct reports:	None
Salary:	£24,000 per annum (0.8 FTE, based on a full-time equivalent salary of £30,000)
Right to Work (RTW):	This role is UK-based and applicants must have RTW in the UK. We do not offer RTW Sponsorship.
Benefits:	25 days' annual leave (pro rata for part-time employees); additional three days' closure over Christmas; Employee Assistance Programme; minimum 6% employer salary pension contribution.

Population Matters

We are a UK charity with a global remit. Our vision is of a world in which our human population lives fairly and sustainably with nature and each other. Our mission is to address the negative consequences of ever more people using ever more of the planet's resources; to inspire and engage with others to find, share and promote ways to make our vision reality as quickly as possible. We have recently launched our [5-year strategy](#) and entered an exciting new phase of growth and influence.

Job purpose

As the Fundraising Officer, you will be responsible for the delivery of online and offline activities within a diverse fundraising portfolio, including legacies, In Memory, membership, regular giving, lotto, payroll giving and other areas of fundraising as required. This role supports income growth and the development of strong, long-term relationships with our supporters, ensuring they feel valued, informed and connected to the difference their fundraising makes.

Person specification

We are looking for an enthusiastic, efficient and experienced fundraiser who can adapt, react to and maximise income opportunities in a challenging fundraising landscape; someone who is genuinely excited about our vision and mission, can work independently as well as within a team structure and can translate our work into credible, effective and powerful fundraising messaging.

You will be an outstanding project manager, with the skills to deliver high quality, engaging fundraising activities on time, on brand and on budget. You will have experience of delivering multi-channel programmes across the full donor life-cycle, managing stakeholders and suppliers, and providing excellent donor stewardship. You will be able to assess and address workload in response to the changing landscape of fundraising priorities.

Key responsibilities

1. Regular Giving programme

a) Acquisition

- Support the Individual Giving & Legacies Manager with the launch of a brand-new regular giving product
- Assist with sector research regarding suitable digital acquisition channels; provide insights to fuel the decision-making process
- Assist with the procurement of a digital advertising agency; manage the ongoing relationship to ensure Population Matters receives a high-quality service; ensure all acquisition activity is delivered on time, on brand and on budget.
- Deliver a first-class supporter experience that maximises retention and ensures donors feel a vital part of our vision and mission
- Manage design and delivery of all acquisition and onboarding materials
- Support the Individual Giving & Legacies Manager with post-campaign analysis

b) Retention

- Champion the voice of regular givers across the organisation to maximise opportunities to steward, engage and ultimately retain our regular giving cohort
- Ensure all scheduled communications to regular givers are targeted, relevant and timely

c) Reactivation

- Work with the Fundraising Database & Insights Lead to identify lapsed and cancelled supporters, and implement a reactivation programme to maximise income

2. Membership programme

- Champion the voice of members across the organisation to maximise opportunities to steward, engage and ultimately retain our membership cohort
- Deliver a first-class supporter experience that maximises retention and ensures members feel a vital part of our vision and mission
- Ensure all scheduled communications to members are targeted, relevant and timely
- Work with the Fundraising Database & Insights Lead to identify lapsed and cancelled members, and implement a reactivation programme to maximise income

3. Legacies programme

- Support the delivery of the multi-channel legacies programme to increase the legacy pipeline. Including, but not limited to, copywriting, data selections and coordination of design, print, post and digital work.
- Deliver a first-class supporter experience to maximise legacy enquirer conversion and ensure our legacy pledgers feel a vital part of our mission from the beginning to the end of their donor journey.
- Support the Individual Giving & Legacies Manager with the management and promotion of our free will service.
- Manage external supplier relationships, including securing quotes and coordinating the production and delivery of design, print and digital materials and projects.
- Work with the Fundraising Database & Insights Lead to identify target audiences for legacy activities, using segmentation and data insights.
- Work with the Senior Philanthropy Manager to organise annual events for major donors and legacy pledgers.
- Champion the legacy programme across the organisation to ensure maximum exposure on fundraising, advocacy and influencing communications.
- Be responsible for actively promoting our free will services and stewarding new and existing enquiries.

4. In Memory programme

- Deliver excellent stewardship to those who support Population Matters through In Memory giving, ensuring stewardship is regularly reviewed and improved where necessary.
- Be responsible for and actively promote the Much Loved giving product

5. General Fundraising

- Work collaboratively with the Individual Giving & Legacies Manager to grow Population Matters' fundraising portfolio and meet agreed income targets and KPIs.
- Maintain up-to-date knowledge of GDPR and data protection, fundraising regulations, networks, and developments across the sector.
- Contribute to planning, budgeting and reporting
- Ensure the income and expenditure budgets are kept up to date.
- Ensure all supporter records and communications are kept up to date on our database.

6. Other

- Adhere to all Population Matters policies, procedures, legal, and regulatory requirements. Ensure all records are maintained and stored appropriately.
- Collaborate with all relevant internal teams to ensure fundraising activities are carried out in an integrated manner and all stakeholders support the overall strategy.
- Champion our values and principles when performing your work.
- Any other tasks that may arise from time to time pertaining to this role.
- Commit to continued professional development to ensure Population Matters keeps up to date with industry best practice and be able to adapt to the evolving fundraising landscape.

Skills and experience required		
	Essential	Desirable
Knowledge, skills and experience	• At least one year's income-generating experience within a fundraising environment • Outstanding project management skills • Experience supporting regular giving or donor engagement programmes • Experience of delivering online and offline fundraising activities • Understanding of donor stewardship, supporter journeys, and retention principles • Experience developing written content for fundraising campaigns or donor communications • Experience managing acquisition agencies, or other third-party suppliers • Experience working with CRM systems to support income tracking and reporting • Experience managing competing priorities and delivering work to agreed deadlines and budgets	• Understanding of performance metrics in fundraising contexts • Understanding of post-campaign analysis • Institute of Fundraising Certificate or fundraising qualification
Personal qualities	• Efficient and pro-active; able to see tasks through to completion and take responsibility for identifying solutions • Strong attention to detail • Ability to manage multiple, sometimes conflicting, priorities • Able to work autonomously as well as within a collaborative team environment • Committed to high standards and continuous improvement • Open to exploring new technologies to streamline fundraising • Enthusiastic about fundraising and supporter engagement • Committed to equality, diversity and inclusion	• Creative thinker with strong story-telling instincts