



Role Description

Fundraising & Partnerships Manager

Play it Forward (UK) is seeking a passionate and dynamic Fundraising & Partnerships Manager to grow our income and expand our impact in Zambia. This is a unique opportunity to shape the fundraising strategy of a fast-growing charity that uses education, health, and football to transform young lives.

As our first dedicated fundraising hire in the UK, you will work closely with the CEO and the team in Zambia, bringing creativity and strategic thinking to diversify income and ensure programme sustainability.

This role includes the exciting opportunity to visit Zambia, where you will see our projects firsthand, meet our incredibly inspiring and accomplished girl's team, and witness football's power to change lives. If you are a motivated fundraiser who thrives on building partnerships, loves travel and wants to make a real difference, we would love to hear from you!

Background

[Play it Forward](#) is both a charitable organisation and a non-profit football club dedicated to social change. Each year, we support over 2,500 young people through community programmes ranging from health education and HIV testing to literacy, coding, and career development. A true success story is our girls' team, whose wins on the pitch have shattered gender stereotypes and inspired young girls across Zambia. We are also particularly proud to be the only football club in Zambia to adopt equal pay for our men's and women's teams.

- Location:** Hybrid working options (our office is in Brixton, London)
- Hours:** This is a part-time role for 15-20 hours per week with flexible working days.
- Rate:** £28,000-£35,000 pro rata per year (depending on experience)
- Reports to:** Chief Executive Officer



To be successful in this role you will have previous experience of using your excellent communication skills to build a wide range of successful partnerships. You will be comfortable working within community and events fundraising and will need to demonstrate your ability to use your own initiative to research and identify opportunities and deliver projects or events.

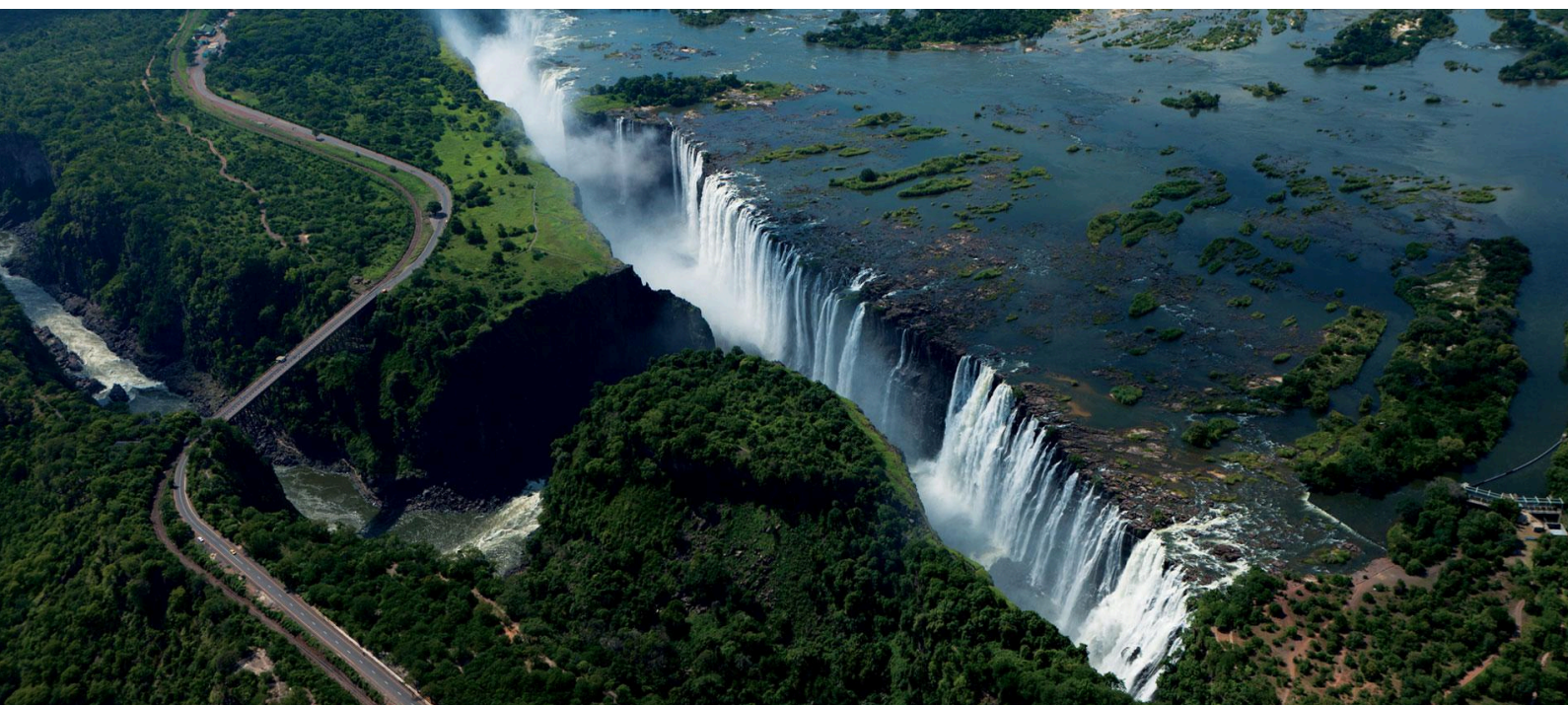
Essential skills and experience

- Minimum of three years' experience in a fundraising role.
- Proven ability to develop long-term supporter commitment through regular giving and donor partnerships.
- Strong experience in managing fundraising campaigns across social media platforms and using digital marketing strategies.
- Proficiency in CRM software (Beacon preferred) and email marketing tools (Mailchimp) for donor management and campaigns.
- Experience in project management, including planning, execution, and budget management.
- Excellent organisational skills with experience in fundraising event planning and logistics.
- Strong networking and relationship-building skills with the ability to engage and develop partnerships with funders and donors.
- Experience in financial management, including working with budgets and financial reporting.



Main duties and responsibilities

- Drive impactful fundraising by crafting compelling, tailored grant applications and proposals while proactively managing a pipeline of prospective funders to maximize income.
- Build strategic partnerships with donors, funders, football clubs, ambassadors, and football associations to grow long-term support and engagement.
- Deliver high-impact fundraising events and appeals by designing and executing an annual calendar of activities that inspire participation and align with our strategy.
- Lead and collaborate globally, working closely with the Zambia team while managing volunteers to strengthen fundraising efforts.
- Shape Play it Forward's financial future by forecasting fundraising income, assessing opportunities, and contributing to organisational budgeting.
- Engage and retain supporters by developing personalised donor journeys that increase regular giving, one-off donations, and long-term commitment.
- Expand Play it Forward's reach through innovative fundraising campaigns that enhance brand awareness and attract new supporters.
- Analyse and optimise fundraising performance using data-driven insights to refine strategies, improve donor engagement, and enhance event success.
- Identify and secure new funding opportunities by continuously researching and assessing diverse income streams, with a focus on unrestricted and core funding.
- Be an enthusiastic ambassador of Play it Forward!



Benefits

We offer a benefits package that includes a pension, flexible working, cycle to work scheme, generous training budget, and travel to Zambia.

How to apply

We welcome applications from people of all ages (over 18) and backgrounds who have the skills and experience to help strengthen our team.

Interviews: Remote, conducted on Google Meets

Deadline: Sunday 16th March

Applicants are invited to submit:

- A CV no longer than 2 pages.
- Contact details for two professional references who can speak to your skills and experience related to this role. We will only contact your references after making an offer.
- Answers to each of the three following questions (with a maximum of 200 words for each question):
 - 1 Describe a successful fundraising campaign or grant application you have led. What was your approach, and what were the key factors in its success?
 - 2 This role requires working remotely with a team in Zambia with occasional travel. How do you ensure effective collaboration and communication when managing projects across different locations?
 - 3 If you had a 60-second elevator ride with one of our trustees, how would you explain why you want to work for Play it Forward and what excites you the most about this role?

Apply by submitting the [Fundraising & Partnerships Manager application form linked here](#).

Applications will be reviewed on a rolling basis. Selected applicants will be invited to attend an interview with the CEO and trustees of Play it Forward. Due to the high number of applications received, only short-listed applicants will be contacted.

Play it Forward is fully committed to ensuring the safety and well-being of all children, young people and adults at risk (vulnerable groups) that are in our care or attending our premises. Applicants must be willing to undergo background checks appropriate to the post, including checks with past employers. The Employee must ensure a positive commitment towards equality and diversity by treating others fairly and not committing any form of direct or indirect discrimination, victimisation or harassment of any description and to promote positive working relations amongst Employees and participants. Please let us know if there are any adjustments we can make to the application process to support your application.



THANKS FOR YOUR INTEREST

Play it Forward

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Registered England and Wales Charity Number: 1177278

