

## HOPE *worldwide* UK - Fundraising Manager Job Description

- Location:** UK (Flexible / Hybrid)
- Hours:** Part time, 3 days per week (0.6 FTE), flexible / hybrid, with some flexibility over how working hours are distributed across the week.
- Salary:** £37,000 – £43,000 FTE, pro rata (c. £22,200 - £25,800 for 3 days per week), depending on experience
- Start Date:** September 2026 (negotiable)
- Contract:** Permanent
- Benefits:** 5% Employer Pension Contribution; 25 days annual leave plus bank holidays

### About HOPE *worldwide* UK

HOPE *worldwide* UK (Hww UK) is a Christ-centered charity with the mission to help people overcome homelessness and poverty through our compassionate service.

Our vision is a world where everyone has the opportunity to fulfill their God-given potential.

Following a comprehensive fundraising review, we are entering a "Consolidation and Improvement" phase to professionalise our income generation, grow unrestricted funding, and deepen relationships with our loyal supporter base.

### The Role

As the first dedicated Fundraising Manager at Hww UK, you will lead the implementation of our new fundraising strategy, helping us transition from a reactive to a proactive, relationship-led approach. Your primary focus will be on maximising support from our existing church network by developing tailored supporter journeys, whilst also building sustainable income across individual giving, trusts, and legacies.

You will report to the CEO and work closely with the Senior Management Team and Fundraising Committee. The role will have line management responsibility for the Communications & Fundraising Team.

You will work closely with the international development team to understand our programmes, capture and report on their impact, and translate this insight into compelling fundraising propositions and donor reporting.

### Key Responsibilities

#### 1. Fundraising Strategy & Leadership

- Lead implementation of the 2026–2028 fundraising strategy, Finalise and roll out a compelling core case for support that re-engages existing supporters and extends reach to new and younger donors.
- Work closely with the CEO, and the Fundraising Committee to ensure fundraising remains a strategic priority.
- Monitor performance against KPIs and financial targets, providing regular reports to the Senior Management Team.

## 2. Individual Giving & Supporter Journeys

- Design and deliver segmented supporter journeys for new, recurring, and lapsed donors to increase retention and lifetime value.
- Execute seasonal appeals across digital and offline channels (email, social media, post).
- Develop strategies to attract a younger demographic through cause-led messaging and social proof.

## 3. High-Reward Income Streams

- **Trusts & Foundations:** Oversee the development of a trust-funding pipeline, working with freelance specialists to secure grants for UK and international projects.
- **Legacy Giving:** Implement a new legacy marketing strategy to promote unrestricted, transformational gifts from long-term supporters.
- **Major Donors:** Identify and build relationships with major donors

## 4. Events & Corporate Engagement

- Lead on promotion of proactive challenge events (e.g. Two Million Steps for Two Step sponsored walk) to engage younger supporters and build new donor pipelines.
- Maintain existing corporate partnerships and explore organic opportunities for UK-based corporate support.

## 5. Infrastructure & Management

- Oversee the effective use of our CRM, ensuring high data quality and using insights to drive cultivation plans.
- Manage and mentor the Communications & Fundraising Executive (and future staff/volunteers) to drive productivity and professional growth.
- Ensure all fundraising activity is legal, ethical, and compliant with the Code of Fundraising Practice, data protection requirements, and internal policies.

## Person Specification

### Essential

- **Faith:** A faithful follower of Jesus Christ, committed to the vision and values of Hww UK.
- **Experience:** Demonstrable success in fundraising, with a strong track record in individual giving and recurring gift growth.
- **Strategy:** Experience in building or delivering a successful fundraising strategy and compelling cases for support.
- **Communication:** Strong storytelling skills with the ability to tailor messages for different audiences (faith-based, secular, and younger donors).
- **CRM and Data:** Confident user of a fundraising CRM, able to manage data, segment supporters and use insight to inform decisions.

### Desirable

- Experience in a faith-based or international development charity context.

- Experience in community or challenge event fundraising.
- Knowledge of legacy fundraising or trust bid writing.

## How to Apply

Please submit your **CV and a covering letter** explaining why you are suitable for this role

**Closing Date:** 10<sup>th</sup> August 2026

- **Interviews:** Shortlisted candidates will be interviewed on agreed dates during August 2026.