



## Individual Giving Fundraiser Job Description

**Full Time 40 hrs a week**

**Hybrid Home/Office based at least 3 days a week (Brixton) with travel as necessary.**

**Annual salary: £28,000- £38,000 (dependent on experience)**

**Closing date for Applications: 9<sup>th</sup> June**

**Interviews: Rolling Basis**

**Starting: ASAP**

### Overview

WONDER Foundation empowers women and girls through quality education and access to good work so that they can exit poverty for good. Established in 2012, we work with women-led local NGOs in 23 countries across Latin America, Africa, Asia and Europe towards a future where women and girls can make informed life choices and lead the way in their own personal development, and that of their families and communities.

WONDER's approach is based on six pillars that guide our work with our partners and stem from our belief in the intrinsic human dignity of each person: 1. quality education 2. accompaniment and mentoring 3. investing in local women-led partners 4. empowering spaces 5. sustainable employment and 6. family engagement.

The money that we raise each year allows us to both contribute to the financial needs of the partners we work with around the world, and also to invest in the capacity of women leaders and their organisations to become more effective, sustainable and resilient. We are looking for a proactive and organised person to join our fundraising team and lead our growing individual giving programme.

At WONDER you would be joining a team who are committed to working together to reach ambitious goals. We are looking for someone who isn't afraid of a challenge but is also open to collaborating and refining ideas with teammates who are committed to your success.

This is a role for someone with a genuine interest in inspiring people to be generous and to improve the futures of women and girls.

This is a role for anyone who loves to plan and see those plans through to completion, who has excellent customer care skills and who is digitally savvy. You will enjoy working as part of a busy fundraising team and collaborating to achieve collective success.

### Key Roles and Duties

It is your role to increase our individual giving to raise funds to support our projects and partners. You will work closely with the Philanthropy Manager, Communications Manager, and Partnership Manager and the Development Director.

You will be responsible for raising unrestricted income from individuals by planning and executing the day-to-day campaigns to recruit, engage and retain supporters through a range of channels. You will also be managing the content and design of supporter materials, working with a range of stakeholders and working with colleagues to identify individual stories that can be crafted into impactful content for use in contribution marketing campaigns.

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More specifically this will include:

- **Strategic Planning and Implementation**

Plan, lead, implement, and evaluate strategies to:

- Increase individual gifts through enhancing the donor journey.
- Boost the monthly giving 'thrive fund' programme.
- Develop new individual giving campaigns with a focus on direct marketing across various channels.

- **Donor Data Analysis and Segmentation**

Analyse and segment the supporter base to develop targeted supporter journeys and ask strategies, using donor data from our CRM (Salesforce) to:

- Maximise the lifetime value of donors.
- Ensure effective use of supporter data for campaign purposes.

- **Stewardship and Donor Engagement**

Manage donor stewardship to provide personalised and engaging communications, including:

- Producing supporter materials.
- Building a thanking programme that offers a personal and engaging donor experience.
- Collaborating with colleagues to identify individual stories for impactful campaign content.
- Ensure all activities and contacts are managed through the charity's CRM system.
- Maximise gift aid opportunities.

- **Campaign and Material Management**

Work closely with the Communications Manager to:

- Create campaigns.
- Generate publicity opportunities e.g. radio, newspaper, online etc.
- Engage ambassadors and campaign specific ambassadors.
- Collect and draft beautiful stories, testimonies and case studies that engage supporters.
- Manage the production of supporter materials.
- Assist in developing Mailchimp email marketing and analyse and evaluate user journeys to maximise impact.

- **Innovation and Market Trends**

Lead the charge in:

- Coming up with new ideas and initiatives to bolster individual giving.

- Managing a continuous cycle of testing for new channels and techniques for acquisition and retention, based on audience insight and sector trends.

- **General:**

- Collaborate and communicate well with team members and particularly line manager.
- We are a small dynamic team; the post holder will work over many areas offering lots of opportunity to work with staff in different departments and learn about the different aspects of charity.
- To recruit and manage interns and volunteers to support your work.

## Requirements

We are looking for the right person to join the team - this could be someone with experience or someone who is willing to learn and has a strong transferrable skill set.

### You will have:

- Effective campaign copy writing and ability to translate ideas into design briefs.
- A minimum level of skill in graphic design (e.g., InDesign, Photoshop, Canva).
- Excellent communication and interpersonal skills with the ability to communicate with diverse audiences in friendly and welcoming way in keeping with WONDER's approach to empowerment.
- A commitment to WONDER Foundation's vision, mission and approach.

### Desirable skills and experience:

- Experience of income generation from direct marketing campaigns (acquisition and/or retention) across a variety of digital channels for acquisition and retention.
- Experience of project management to deliver acquisition or retention campaigns within agreed timescales and budgets.
- Experience of using databases for targeting, segmentation, testing and response analysis and how to apply these learnings to future campaigns.
- Knowledge of Charity Law, Data Protection, Fundraising Code of Practice, and other relevant marketing or fundraising standards across the UK.
- Language skills in Spanish or French (key languages of our overseas partners).
- Demonstrable interest in women's education.