

## Labour Party Job Description

- Job Title:** Director of Fundraising
- Responsible to:** Executive Director Stakeholder Relations / General Secretary
- Location:** Labour Party Head Office – London
- Responsible for:** Leadership and management of the Fundraising Team

### Key purpose

To lead the development and delivery of a strategic, multi-layered fundraising programme, maximising mid and high value income to support the organisation's short, medium, and long-term electoral objectives.

The postholder will align fundraising strategy with the political electoral cycle, ensuring sustainable income growth, effective donor engagement, and the financial resilience required to deliver Political campaign success at all levels.

### Specific responsibilities

1. Develop and own a multi-layered and year on year fundraising strategy aligned to the electoral cycle, including election-period income maximisation.
2. Ensure that the fundraising strategy aligns with the Labour Party's political goals and working with senior leaders to effectively managing any associated risk.
3. Translate organisational political priorities into fundraising objectives, ensuring resources are in place to support all national campaigns.
4. Work with senior leadership to embed fundraising within organisational strategic planning, ensuring income strategy is integrated into campaign design from the outset.
5. Lead the development and implementation of the Labour Party's mid- and high-value fundraising strategy, including major donors, and networks.
6. Design and deliver a structured donor pipeline and segmentation strategy, ensuring the Labour Party has clear progression pathways for prospects.
7. Drive delivery of income targets across annual and electoral cycle milestones, ensuring both immediate and sustainable revenue streams.

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8. Oversee the planning and execution of high-value fundraising campaigns and events, aligned with political priorities.
9. Build and maintain strategic relationships with major donors, stakeholders, and influencers, acting as a senior ambassador for the organisation.
10. Manage a personal portfolio of high-value donors and prospects, leading on high-level asks and negotiations.
11. Support senior stakeholders (including the General Secretary, leadership, and elected representatives) to effectively engage in fundraising activity.
12. Work across nations, regions, and individual campaigns to embed fundraising into all political operations.
13. Collaborate with other departments including communications, policy, and campaign teams to develop compelling fundraising propositions linked to impact.
14. Ensure full compliance with the Political Parties, Elections and Referendums Act (PPERA) and all relevant regulatory frameworks.
15. Oversee due diligence, oversee adherence to Labour Party high ethical fundraising practices and standards, as well as other areas of reputational risk management.
16. Ensure the integrity, development, and effective utilisation of the fundraising database.
17. Oversee the production of regular financial and performance reports, providing insight to senior leadership and informing decision-making.
18. Develop and manage multi-year income and expenditure budgets, aligned to strategic and electoral priorities.

## Labour Party Person Specification

### Values

- Commitment to the Labour Party's goals, values, policies, and codes of conduct and passion to ensure we fulfil the party's long standing commitment to equality.
- Strong personal commitment to equality, diversity and inclusion.
- Highly collaborative behaviour, able to build strong working relationships internally and externally in a complex stakeholder environment.
- Ability to work consistently to high professional standards including to accuracy, honesty, quality, and evidence.
- Commitment to a positive learning culture of feedback and continuous improvement.
- Creative and open to new ways of working

### Knowledge

- A thorough knowledge and understanding of the structure and organisation of the Labour Party
- Knowledge and understanding of how strategic management impacts and influences operational management

### Experience

- Proven experience at a similar level
- Proven and successful experience of fundraising and income generation activity
- Experience working in a fast paced, high pressure environment, managing political risk
- Proven experience of formulating and managing budgets
- Track record in delivering tangible outcomes on time and to budget.
- Proven track record of success in project management, through the complete project life cycle, preferably in complex situations

### Skills

- The ability to produce overarching fundraising strategies and to ensure their effective implementation
- Excellent political judgement
- Excellent personal presence and impact
- First class communication and networking skills
- Creative approach to problem solving

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- Flexible in style, able to accommodate a variety of different attitudes and adjust their approach accordingly
- Highly adaptable, quick thinking, action oriented, resilient and with a 'can do' mentality
- Assertive and confident with the ability to remain calm under pressure
- Ability to work with conflicting responsibilities