



## **Job Description Fundraising Manager**

### **Overview**

This is an exciting opportunity to develop your skills and experience as a multi-disciplined fundraiser, supporting a small but growing organisation in its mission to bring Proportional Representation to the UK, and fix our broken political system.

This is an exciting and important time to be joining Make Votes Matter. The General Election in 2024 was the most disproportionate in history; trust in politics is low and people don't feel heard by politicians. We believe that Proportional Representation could repair our broken politics and the majority of the public agrees.

Our ability to deliver our new three-year strategy rests on harnessing the power of grassroots activists to put pressure on the Government and political parties; we need an ambitious fundraiser to help fund our strategy. The majority of our income comes from people who care as deeply about electoral reform as we do, so we are looking for someone with a particular passion for individual giving and philanthropy.

You will be a core part of the team, working closely with the CEO to deliver ambitious fundraising targets.

Make Votes Matter is committed to building a culturally and politically diverse team.

**Job title:** Fundraising Manager

**Reporting to:** Chief Executive

**Purpose of role:** Develop, manage and implement Make Votes Matter's fundraising strategy.

### **Headline terms and conditions**

Salary: £35,000

Hours: 35 hours p/w (flexible and part time working arrangements considered)

Pension: employer contribution

Leave: 25 days, Christmas break, plus bank holidays

Location: 55 Broadway, London / remote

**Closing date:** 9 am 24 March 2025

**Interviews:** Week commencing 30 March 2025

## **Application**

Please send your CV and a max two-page cover letter to [ceo@makevotesmatter.org.uk](mailto:ceo@makevotesmatter.org.uk)

## **You must have the right to work in the UK**

## **Key responsibilities**

### Individual Giving and Philanthropy

Developing and implementing a robust donor management plan including proactive donor stewardship to ensure the best donor experience for MVM supporters, a clear donor journey which is continually improved and donor uplifting to grow donations from the supporter base.

Setting up, running and monitoring campaigns as well as analysing and reporting on results. Work with the communications team to incorporate fundraising into MVM content used across our website, email marketing and social channels.

Supporting the CEO to identify, cultivate and engage mid to high level donors to grow HNWI income.

### Community Fundraising

Work with MVM's national network of supporters to support and unlock community fundraising opportunities.

### Grants

Prospecting and applying for relevant grant opportunities.

### General

Co-developing and owning a multi-year fundraising strategy underpinning MVM's sustainable long-term growth.

Ensuring compliance with relevant fundraising legislation and advising the CEO.

Collaborating with the wider team to develop fundraising requirements and campaigns and to deliver on funded commitments.

Carry out any other duties that may reasonably be required.

## **Skills and experience**

### **Essential**

Experience of individual giving, running crowdfunding campaigns and donor management.

Good understanding of common digital platforms such as Meta Business Suite, Google Analytics.

Strong written and verbal communication skills, copywriting experience and editing skills

Good administrative skills and ability to develop and maintain internal systems to store information compliant with legislation (such as GDPR) and good practice

Ability to collaborate effectively with small team

An optimistic, pragmatic approach to fundraising within the context of a small organisation.

**Desirable**

Experience in philanthropy, working with and securing donations from major donors / HNWI's

Experience in grant writing

Understanding of the rules and regulations underpinning political campaigns

A strong commitment to democracy and electoral reform