



# MOVEMBER POSITION DESCRIPTION

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**NAME**

**POSITION**

FUNDRAISING MANAGER

**REPORTS TO**

SENIOR COMMUNITY FUNDRAISING MANAGER

**LOCATION**

LONDON

**EMPLOYMENT STATUS**

FULL TIME

DATE PREPARED: NOVEMBER 2024  
DATE REVIEWED:

MOVEMBER VISION

MOVEMBER VALUES

# OUR VALUES

## **CHANGE AGENT**

We challenge, learn and adapt to lead extraordinary change.

## **BETTER TOGETHER**

We believe in the value of one and the power of many.

## **ACCOUNTABLE**

We're aligned, transparent and take ownership.

## **FUN**

We have fun doin' good

## **COURAGEOUSLY KIND**

We're respectful and inclusive, always.

## **REMARKABLE**

We strive to be better, different and to exceed expectations

## 01 Purpose of position

The Fundraising Manager is responsible for growing revenue in the UK, with a strong focus on the Movember campaign. They will focus on both acquisition and retention of Student Ambassadors and University Mo's.

The role will be expected to deliver on annual revenue targets and will work collaboratively with other teams at Movember to do this.

They will also work on cross-team projects to create remarkable experiences for our supporters which keep them coming back to the charity.

## 02 Major responsibilities of position

### Strategy, Planning & Reporting

- Develops the fundraising strategy for the University audience and delivers this to agreed timescales and revenue targets
- Provides reporting on opportunities and work in progress as required
- Is an expert on their audience – acting as a source of information for colleagues

### Business Development

- Identifies and develops new opportunities within their assigned community portfolio
- Develops and manages their own pipeline of high value fundraising prospects
- Ensures supporter data, interactions and required follow up activities are recorded on Salesforce

### Stewardship & Retention

- Actively builds and maintains a portfolio of high value relationships
- Develops and executes a personalised, multi-channel supporter journey to your assigned contacts both in and outside of campaign
- Works with the global teams to ensure that the fundraising proposition is translated in to meaningful and effective 'tools' (online and offline) which drive great engagement and fundraising
- Manages the Student Ambassador Programme ensuring Ambassadors are empowered to fulfil their roles and have a remarkable experience
- Attends Fundraising events where we are required to provide a remarkable experience

### Brand Awareness

- Is a Movember Brand ambassador, particularly within the fundraising sector
- Actively participates in fundraiser and donor events
- Increases public awareness of men's health issues and the work that Movember does to support these

### Internal Partnerships

- Supports the Senior Community Fundraising Manager and team members to deliver growth and revenue targets for Fundraising
- Works collaboratively across Movember functions to develop and deliver optimal Fundraising Solutions, Marketing, Communications and Programs

### Culture

- Lives and role models the Movember Values and Culture at all times
- Actively participates in activities to bring the Movember Values into everyday working life

### Governance

- Ensures compliance with regulatory and ethical responsibilities within their assigned accounts

### **03 Key results areas and performance indicators**

#### **Strategy, Planning & Reporting**

- Deliver on the annual strategy for their managed audience (universities)
- Accurate recording on Salesforce

#### **Business Development**

- Number of sign ups
- Lead generation and progression through the fundraising pipeline
- Grow Student Ambassador Programme

#### **Stewardship/Retention**

- Active rate (% of sign-ups who fundraise)
- Increase in average gift
- Retention rate of supporters (with a particular focus on high value segments – Award level universities)
- Increase in Team Value
- Cost effectiveness / ROI

#### **Internal Partnerships**

- Collaboration on Men's Health initiatives - e.g., joint initiatives between Programs and Fundraising and Marketing
- Work with Movember Experience Team to improve fundraising support and communications

#### **Culture**

- Role models the Movember values at all times
- Ensure supporters have a remarkable experience

#### **Governance**

- No incidence of non-compliance with regulatory and ethical responsibilities

## 04 Core competencies

<b>Communicates effectively</b>	<ul style="list-style-type: none"> <li>▪ Communicates effectively and persuasively with all staff and individuals (both written and verbal).</li> <li>▪ Negotiates to deliver key results for the business</li> <li>▪ Lives by the Values</li> <li>▪ Effectively manages any conflicts</li> </ul>
<b>Contributes to a culture of inclusion at Movember</b>	<ul style="list-style-type: none"> <li>▪ Values the differences that individuals bring to the team.</li> <li>▪ Openly seeks diverse opinions and ensures everyone is heard.</li> <li>▪ Makes it safe to propose new ideas.</li> <li>▪ Shares credit for success.</li> </ul>
<b>Respects our Movember community and those that support them</b>	<ul style="list-style-type: none"> <li>▪ Respects the efforts our community goes to, to support Movember</li> <li>▪ Identifies and exceed participant expectations by continually researching and questioning participant expectations.</li> <li>▪ Establishes service standards and monitors performance.</li> <li>▪ Seeks and responds to feedback/complaints to provide a suitable outcome.</li> <li>▪ Continually seeks ways to improve operations and services to provide great outcomes.</li> </ul>
<b>Applies business acumen</b>	<ul style="list-style-type: none"> <li>▪ Understands Movember, the brand, what we do and don't do</li> <li>▪ Uses advanced problem-solving capabilities.</li> <li>▪ Considers commercial implications of decisions.</li> </ul>
<b>Delivers results</b>	<ul style="list-style-type: none"> <li>▪ Monitors performance and workflow progress, anticipates problems or obstacles and implements effective contingency plans.</li> <li>▪ Balances future requirements with current needs.</li> <li>▪ Meets required deadlines with quality output.</li> </ul>
<b>Team management and/or leadership</b>	<ul style="list-style-type: none"> <li>▪ Manages workflow and ensures all stakeholders understand issues, deadlines, etc.</li> <li>▪ Motivates and builds morale.</li> <li>▪ Mentors and coaches others.</li> <li>▪ Empowers team members to make decisions.</li> <li>▪ Provide back-up assistance for colleagues in their absence.</li> <li>▪ Interacts and pro-actively participates in team activities.</li> </ul>
<b>Builds external relations</b>	<ul style="list-style-type: none"> <li>▪ Promotes Movember's image.</li> <li>▪ Establishes and strengthens relationships with both internal and external parties and fosters links in areas of mutual interest.</li> </ul>
<b>Complies with legislation and Movember's Policies and Procedures</b>	<ul style="list-style-type: none"> <li>▪ Complies with all relevant legislation, including and not limited to, Occupational Health and Safety, Equal Opportunity, Harassment, Bullying, Trade Practices, Privacy.</li> <li>▪ Abides by Policies and Procedures as listed on the Movember Policy handbook and updates</li> </ul>
<b>Personal characteristics</b>	<ul style="list-style-type: none"> <li>▪ Works by Movember's values</li> <li>▪ Can do attitude/self-motivated</li> <li>▪ Team leader/player</li> <li>▪ Attention to detail</li> <li>▪ Innovative</li> <li>▪ Methodical and organised</li> <li>▪ Able to work unsupervised</li> <li>▪ Problem solver</li> <li>▪ Strategic thinker</li> <li>▪ Able to work under pressure</li> </ul>

## 05 Specific job competencies

<b>Essential</b>	<ul style="list-style-type: none"> <li>▪ 3+ years' experience in fundraising roles</li> <li>▪ Proven track record in managing successful fundraising activities and meeting targets</li> <li>▪ Experience of managing projects from start to finish</li> <li>▪ Excellent relationship management skills</li> <li>▪ Ability to effectively communicate with all levels of stakeholders</li> </ul>
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- Strong organisation skills, the ability to prioritise and meet deadlines
  - Adept at team working, collaborating effectively with colleagues across the organisation
  - Sound knowledge of fundraising law and best practice
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**Desirable**

- Experience in fundraising with universities
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## **06 Key relationships to the position**

### **Internal**

- Senior Community Fundraising Manager
- Public Fundraising and wider fundraising teams
- Movember Experience Team
- Programmes Team
- Database and Tech Teams
- Peers in other regions

### **External**

- Existing and prospective supporters at universities
- Student Union staff and officers
- Student Volunteers (Ambassadors)