

Job Profile

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| Job Title: | Philanthropy Manager |
| Line Manager: | Head of Communications and Giving |
| Overview Manager: | Managing Director |
| Staff reporting directly to this position: | None |
| Collaborates with: | Communications and Giving (C&G) Unit and all other relevant departments |
| Work base: | London Office, hybrid |
| Travel requirement: | Occasional trips to Afghanistan |
| Contract type and length: | Full time, 12 months with possibility for extension |
| Anticipated starting date | September 2024 |
| Salary | £37,500-40,000 dependent on experience |

The Organisation

Afghanaid is a British humanitarian and development organisation operating in Afghanistan. For more than forty years we have worked with millions of families in some of the poorest and most remote communities in Afghanistan. We build basic services, improve livelihoods, strengthen the rights of women and children, help communities protect against natural disasters and adapt to climate change, and respond to humanitarian emergencies.

Our community-led approach ensures Afghans shape their own development, making them active participants in determining the future of their country. With our years of experience, our 97% Afghan team, and our deep understanding of local, cultural and ethnic issues, we have earned great trust and respect among the communities we work alongside. This has allowed us to gain access to some of the most underserved areas of the country.

Job Purpose and Role:

Reporting to the Head of Communications and Giving (HC&G), you will play a key role in expanding our high value unrestricted fundraising potential by developing, managing and delivering our exciting fundraising strategies. As a self-motivated individual with experience of building lasting relationships and meeting ambitious but realistic targets, you will take the lead on recruiting and retaining a portfolio of Trusts and Foundations, Major Donors, high-value Regular Givers and Corporate Donors, enabling us to work alongside many more resilient Afghan families to build brighter futures.

Key Responsibilities:

Strategy, planning and reporting

- Produce annual fundraising plans and budgets for major donors, trust, corporate and regular givers to engage supporters and develop relationships;
- Work with the Head of Communications & Giving to develop and deliver long-term high value fundraising strategies;
- Manage budgets for fundraising activities and events;
- Report against monthly, quarterly and annual targets, identifying variances and strategies to address where needed;
- Lead on the set up of systems and processes to support effective and efficient fundraising and relationship management;
- Keep up to date with fundraising best practice, policy and relevant legislation and ensure these are reflected in Afghanaid's approaches;
- Produce pipelines, reports and analysis of major donor, trust, corporate and regular giver fundraising.

Trust, Major Donor, Corporate and Regular Giver Fundraising

- Identify and secure new trust and corporate funding relationships through database analysis, desk research, networking, formal presentations, and producing concept notes or proposals;
- Retain and maximise relationships with existing trust and corporate portfolio through designing and delivering bespoke annual engagement strategies, including exclusive and personalised reports, briefings, calls and proposals;
- Promote cross-department collaboration on trust and corporate fundraising to maximise both unrestricted and restricted fundraising, leading meetings, identifying synergies, and integrating pipelines and prospecting mechanisms;
- Identify and secure new major donors and regular givers, conceptualising and running acquisition campaigns alongside the HC&G;
- Identify potential major donors and high value regular givers within Afghanaid's donor portfolio and implement plans to develop these relationships;
- Manage and maximise relationships with existing major donors and high value regular givers through designing and delivering annual engagement strategies, including reports, calls and proposals;
- Collaborate with colleagues to produce content for engaging monthly email newsletters for high value portfolio;
- Design and manage an annual campaign to upgrade existing regular givers;
- Secure match funding from key trust, corporate and major donors to maximise the success of events and appeals;
- Mobilise Board of Trustees and Directors to support with stewardship of high value donor relationships;
- Organise the annual high value donor dinner, compiling the invitee list, managing RSVPs and organising other logistics;
- Coordinate and attend other events and external fora, representing Afghanaid, networking and pursuing opportunities;
- Manage external platforms related to high value giving including Benevity, Global Giving and Myriad US, updating where appropriate in alignment with campaigns and appeals and actively identifying ways to maximise their use and join new platforms where appropriate;
- Work with colleagues to identify and pursue opportunities for gifts-in-kind or alternative high-value partnerships.

Data and administration

- Ensure all phone calls, meetings, emails and other engagement with trusts, corporates, major donors and high value regular givers are logged on Salesforce, ensuring records are clean;
- Work with the Database and Insights Analyst to conceptualise and implement key CRM processes that promote efficiency, accuracy and maximise the use of automations;
- Work with the Database and Insights Analyst and other C&G colleagues to ensure all donations from these donation streams are recorded and reconciled accurately on the database;
- Ensure Gift Aid declarations are sought from all eligible donors and appropriately filed;
- Liaise with colleagues to ensure funding contract requirements are adhered to;
- Monitor the SupporterCare@afghanaid.org.uk email address to ensure all donors are receiving the best possible experience;
- Undertake any other duties as and when required by the line manager and/or overview manager.

PERSON SPECIFICATION

Education/ Training

A bachelor's degree in a relevant subject, or equivalent experience.

Work Experience

5 years of experience in fundraising, with at least 1-2 years experience in managing Trust, Major Donor, or Corporate income streams.

Professional Skills, Competencies, Values and Attitudes

Afghanaid is seeking an enthusiastic self-starter who is passionate about building successful high value funder relationships to support Afghanaid's work. The ideal candidate will be an experienced fundraising professional who is passionate about working for a dynamic and growing international development charity. This position presents an excellent opportunity for someone who has the ambition and determination to take real ownership of the strategic growth of high value income streams. Specifically, the holder of this position should also demonstrate the following:

Essential

- Fluent in spoken and written English;
- High standard of computer literacy (Excel, Word, Powerpoint; Canva);
- Strong organisational skills and ability to manage competing priorities;
- A strong initiative, able to work with significant levels of autonomy as well as collaboratively as part of a tight-knit, high paced team;
- Knowledge of the UK fundraising landscape and high-value donor motivations;
- Track record of sustainably increasing engagement metrics and/or fundraising totals - specifically, demonstrable success in securing four and five-figure gifts, ideally for an international development and/or humanitarian organisation;
- Excellent interpersonal and relationship management skills;
- Strong written communication skills and attention to detail;
- Proficiency in analysing data from multiple sources and enthusiasm for making data-driven decisions to improve engagement, communications materials and reports;
- Familiarity with Salesforce or another comparable CRM;
- Experience contributing to annual or multi-year fundraising plans and strategies;
- Passion for keeping abreast of sectoral trends and encouraging organisational learnings, using insights to inform and improve fundraising strategy;
- Willingness and ability to occasionally work outside normal office hours to attend events, work productively with colleagues in Head Office, and occasionally deal with unfolding crises (which will be eligible for time off in lieu);
- Experience fundraising for an international development, humanitarian or rights organisation;
- Sensitivity to Islamic culture, respect of Afghan customs and traditions, and a passion for working in a multicultural environment;
- The right to work in the UK.

Desirable

- Fluent in Dari and/or Pashto;
- Thorough understanding of the current and historical context in Afghanistan and the wider region;
- Experience of line management, particularly of interns or volunteers;
- Experience working closely with and reporting to Board members and/or Directors on fundraising activities.

Other Information

Afghanaid's core values are creativity, fairness and honesty. Our staff are passionate about and proud to work at Afghanaid. Teamwork is fundamental to our standards and demonstrated by taking initiative, assisting others and taking on additional responsibilities and tasks if necessary. We are results driven, committed and motivated to achieve targets and take accountability for our own actions.

Afghanaid is an equal opportunities employer and encourages applications from under-represented and intersectional groups.

To Apply

Please email a cover letter (no more than two A4 pages) and CV (no more than two A4 pages) to info@afghanaid.org.uk or via CharityJob by 12:00pm on 1st August 2024, including your name and the job title in the subject line. The precision and style with which you present yourself in your cover letter and CV will be given significant weight in shortlisting candidates. Applications submitted after the deadline will not be considered. Due to the high volume of applications we receive, we are unable to respond to every application. If you have not heard from us within 2 weeks of the deadline, then you have not been successful for shortlisting.

Note: This job description is not exhaustive; it does not form part of the employment contract; it is subject to change in accordance with changing needs of the organisation. The percentages of full-time equivalency (FTE) given to each work area above are rough estimates only and subject to change based on the priorities of the office