

# Job Description

## Senior Fundraising Officer

<b>Location:</b>	Remote, with some days to be worked from our Brighton office
<b>Salary:</b>	£28,840 to £31,000 per annum, depending on experience
<b>Other benefits:</b>	Generous leave (30 days plus bank holidays) and 6% pension contribution
<b>Start:</b>	ASAP
<b>Contract:</b>	Full-time, permanent (37.5 hours per week)
<b>Responsible to:</b>	Fundraising Manager

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## Purpose

1.2 billion people are still living in poverty, inequality is rising, and the world is failing to decarbonise quickly enough to avoid climate disaster. The world's poorest people contributed little to climate change, yet they are most impacted, and least able to adapt. This is not fair. And it is not sustainable.

At Renewable World we envision a sustainable and fairer world where clean energy is accessible to all - because with clean energy, both people and planet can thrive. By 2030, we aim to enable over 500,000 people living in poverty to transform their lives by improving their access to clean energy, empowering them to develop sustainable and resilient livelihoods, and mitigating the impact of climate change.

As **Senior Fundraising Officer**, you will deliver initiatives which catalyse growth in Renewable World's fundraising from individuals, corporate partners, and events, helping us to secure the funding and partnerships to meet this ambitious target. Working closely with the Fundraising Manager, the Fundraising & Communications team, and colleagues around Renewable World, you will lead on our day-to-day individual giving recruitment and retention work; work closely with the Fundraising Manager to scale-up our corporate fundraising through driving prospecting, supporting proposals, and managing smaller corporate accounts; and manage the delivery and growth of our events and appeals portfolio.

## Responsibilities

### Corporate Partnerships (30%)

You will work closely with the Fundraising Manager to scale-up our corporate fundraising through driving prospecting, supporting proposals, and managing smaller corporate accounts.

- **Account Management:** Manage smaller corporate partnerships and provide excellent stewardship, including donor reporting. Ensure all parties are kept engaged and support them in their fundraising endeavours.
- **Business development:** Work closely with the Fundraising Manager and other colleagues to deliver corporate partnership recruitment campaigns, identify and initiate new opportunities, and to ensure we are on track with live opportunities.

### Individual Giving (40%)

You will lead on our day-to-day individual giving recruitment and retention work, this will include:

- **Appeals, stewardship mailings and other fundraising campaigns:** Work closely with the Fundraising Manager to produce bi-annual match funding appeals. Lead on the annual committed giving appeal, the annual stewardship mailing, and other fundraising campaigns such as individual e-cards.
- **Supporter acquisition campaigns:** Work closely with the Fundraising Manager to develop a supporter acquisition strategy and campaign plan. Lead on the delivery of supporter acquisition campaigns.
- **Unsolicited one-off and committed giving:** Record all donations and send a timely thank you, update and acknowledge failed or cancelled recurring donations and perform quarterly income reconciliations.
- **Online & offline donation journeys:** Maintain online and offline donation journeys, ensuring an easy and seamless user experience. Conduct an annual update of all platforms/forms and set 'shopping list' donation values.
- **Individual fundraisers:** Support, steward and thank individuals conducting a fundraiser for Renewable World.
- **Gift Aid and email list management:** Work with the Senior Finance Officer to ensure that we claim Gift Aid on all eligible donations and that appropriate Gift Aid records are kept. Ensure our email opt-in and corporate subscriber lists are kept up to date.

## Event Management (20%)

You will manage the delivery and growth of our events portfolio, this will include:

- **Renewable World Events:** Manage the delivery and growth of our events portfolio, including our annual cycling event, supporter reception and other fundraising events.
- **External Events:** Provide support as required for any external events run in aid of Renewable World, including the Scottish Green Energy Awards raffle and community fundraising events.

## Communications (10%)

To enable successful delivery of the above responsibilities, you will also plan and deliver social media and website content to recruit, engage, and inform donors about Renewable World's work and fundraising activities. This will include:

- **Updating the website:** In collaboration with the Communications and other colleagues, you will help ensure our website is engaging and up to date.
- **Social media:** You will ensure that our social media is engaging and can be used as a tool for the recruitment of donors and supporters. You will create the content for social media in line with our brand guidelines.

# Person Specification

## Knowledge, experience, skills, and competencies

### Essential

- 12 months+ experience working in a relevant fundraising role
- Experience of planning and delivering appeals
- Experience of creating donor reports and proposals
- Experience of updating websites, including experience of using WordPress or similar
- Experience of maximising social media for fundraising
- Creativity and ideation
- Experience of donor stewardship and relationship building
- Experience of supporting a team to meet its fundraising targets
- Experience of working with databases and CRMs
- Excellent IT skills across Microsoft Office
- Excellent written skills with the ability to draft engaging content

- Ability to effectively manage a variety of tasks simultaneously and achieve agreed deadlines

#### Desirable

- Experience of coordinating successful fundraising events
- Knowledge of data protection and GDPR
- Confidence in manipulating data in Excel
- Experience of using InDesign, Photoshop and Canva
- Experience of running digital ad campaigns, especially for individual giving supporter acquisition
- Demonstrable interest in international development

### **Attitude and approach**

#### Essential

- Positive, 'can-do' attitude
- Strong collaborator
- Willing to work outside normal working hours (e.g. some evenings and weekends)
- Passionate about the work that Renewable World does to transform lives through clean energy