

JOB DESCRIPTION

Job Title	Fundraising & Comms Manager
Reporting to:	UK Manager
Location	Kings Buildings, 16 Smith Square London SW1P 3HQ.
Hours	35 hours per week, Full Time.
Salary	circa £35,000 to £45,000 per annum dependant on skills & experience
Benefits	Pension, 25 days annual leave plus statutory bank holidays. Some flexible working available.
Duration	Permanent
Disclosure level	Enhanced DBS check required

About World Villages for Children

What we do

Education is key to ending poverty and children need a safe, secure and loving environment in order to learn. We support the Sisters of Mary education programmes to run live-in schools for the most deprived boys and girls across the world.

Thousands of children a year benefit from our funding by receiving a quality education, nutrition and live-in shelter. With the opportunity of a proper start in life, they can achieve accredited qualifications, reliable jobs and develop lasting careers. They are empowered to become independent, productive members of society, helping to shape their communities and their countries. They go on to provide lifelong support for their families and communities as a result.

All these aims are achieved with the dynamic and selfless work of our in country partners, the Sisters of Mary, an independent, Christian humanitarian institution set up in 1964 by Father Aloysius Schwartz. In those 57 years, over 150,000 children of all faiths and none have benefited from the programmes but generations of their families have been impacted and lifted out of poverty throughout the Philippines, Guatemala, Mexico, Brazil, Honduras and most recently Tanzania.

www.worldvillages.org.uk

[2020 Annual Report](#)

[2020 Impact Report](#)

About the Role

You will join us as the sole fundraiser and comms manager for the Charity and a senior member of our small and dedicated World Villages for Children team. Based in central London, this exciting role is a pivotal one within the charity and represents a great opportunity for a talented, experienced, and resourceful fundraiser to grow the function and progress their position within the charity. This is an exciting time to join WVC, as we complete our rebrand, new messaging and website and it offers an opportunity to help us diversify income and develop our focus on individual giving and philanthropy.

The role will work very closely with both the Manager of the charity, its Board of Trustees and the graduate alumni themselves (our beneficiaries). There is international scope to the role, through close liaison with the teams at the Sisters of Mary programmes in Guatemala, the Philippines, Mexico, Brazil, Honduras, and Tanzania and through collaboration with our partner fundraising organisations in Europe and the US.

The children who come to our attention are the most deprived in the world. Our funds drive the education and care that can be offered to them, the number of youngsters who can benefit from a place at school and the communities who can be helped. The Covid-19 pandemic has had a devastating impact on the already poor and vulnerable. State school closures have deprived children of the most basic education and school feeding and these needs have increased the demand for places at the Sisters of Mary programmes and the urgency of our fundraising work.

The successful post holder will be integral to the design and implementation of our long-term fundraising and comms strategy to address these needs. They will help us increase our income and the range and number of our partnerships across different sectors, develop new long-term funding relationships with trusts and foundations, major donors, institutions and corporations and be able to deliver the strategy with purpose and pace.

The role requires good time management and attention to detail. You will be managing our comms activities and fundraising directly with partners as well as developing the strategy, writing and implementing the business plan. You should enjoy the freedom to build relationships at all levels both inside and outside the organisation and be keen to take advantage of the opportunity for professional growth within the charity.

We are committed to diversifying our staff and trustee teams at WVC and we particularly encourage applications from those with personal interest or links with the communities we support or lived experience of a low income childhood. All experiences are relevant and you don't need to be a person of faith to work with us but empathy and shared values count in our small and friendly team. You will receive support with coaching and development together with funded membership of the relevant professional associations (CloF etc).

If you're a self-starter, with the big picture in mind, hands-on brilliant with people, experienced at communication with all stakeholders, building up a prospect pipeline, managing partnerships and closing the deal, then read on - this could be the role for you.

Responsibilities

Business Development

- ❖ Initiate discussions and secure long-term mutually beneficial partnerships to agreed income targets, with trusts, foundations - both institutional and family, philanthropic individuals, governments, corporates and other funders
- ❖ Identify and develop new opportunities and prepare tactical approach plans
- ❖ Develop compelling materials such as proposals and presentations for prospective new partners that align with their core objectives, securing and leading meetings with a range of funding contacts
- ❖ Research and attend appropriate networking events and conferences to generate new leads
- ❖ Develop and lead engagement plans to reach senior decision makers at a range of prospects, utilising WVC senior volunteers where appropriate

- ❖ Effectively negotiate national and international partnerships for WVC UK, including managing the contracting process
- ❖ Understand the wider international development landscape in different geographies, both to represent the need accurately to potential funders, and to identify new opportunities for investments
- ❖ Liaise with fundraising departments in other WVC offices globally as necessary to co-ordinate approaches to national and international funders
- ❖ Set appropriate measures of success and monitor progress

Strategy

- ❖ Working alongside the UK Manager and colleagues to research, compile, communicate and regularly review relevant WVC UK strategy, taking responsibility for driving the strategy forward
- ❖ Identify and develop strategic initiatives for comms and funding, working closely with WVC UK team and other programme team / field offices

Relationships

- ❖ Manage any existing relationships liaising in particular with US Marketing Director managing UK direct mail programme, as well as a portfolio of new relationships with funders building upon them, through devising a cultivation and stewardship programme
- ❖ Effectively engage and influence senior level (CEO/Chair/Board) roles in order to secure long term, higher value partnerships
- ❖ Network and build strong, effective working relationships across the WVC family worldwide including liaison with direct marketing manager in US and all fundraising managers in Europe.

Communication

- ❖ Oversee the delivery of all the charity's communications
- ❖ Develop and deliver creative communications particularly digital
- ❖ Manage media relations and maximise PR and Press opportunities

Budgeting

- ❖ Prepare budgets and forecasts and be able to work within limited budgets to achieve objectives.

Other

- ❖ Support the UK Manager and Trustee Board with pitches and proposals / meetings as required
- ❖ Prepare regular reporting on fundraising progress, including compiling monthly pipeline reports via the CRM,
- ❖ Represent WVC to external audiences, including speaking at events from time to time and maintaining contacts with other charities in the sector.
- ❖ Be open to exploring how to make use of digital media tools further where it can help WVC UK achieve better results for children
- ❖ Support additional activities including supporter services to ensure necessary and vital administration and stewardship work is completed to ensure donor care and our compliance with good fundraising practice and requirements of fundraising and all charity regulators.

PERSON SPECIFICATION

This section details the skills, behaviours and experience required for the role.

Effective Behaviours	Ability to...
Communication	Use a range of approaches and convey complex ideas to inform and engage a variety of audiences and win understanding and support.
Negotiating and influencing	Maintain a win-win approach by balancing achievement of both WVC's and our external funders' objectives. Ability to operate and negotiate with confidence with new and existing contacts at a senior level.
Resilience	Remain positive and proactive, keeping problems in perspective and taking a solution focused approach.
Results focused	Prioritise and sustain focus that has the greatest impact and anticipate internal/external challenges that could impact WVC's work and adapt accordingly. Review results and extract learning to optimise future performance.
Efficiency and effectiveness	Self-motivated and able to organise workload and manage conflicting priorities to ensure that objectives are achieved and deadlines met. Anticipate risks and put plans in place to minimise their impact and respond flexibly to unforeseen events.
Methodical	Attention to detail and ability to plan well and apply care to all fundraising projects to deliver efficient donor journey from cultivation of gift to ongoing donor stewardship.
Flexibility	Comfortable managing a variety of responsibilities and multiple deadlines at pace, to delivery.

Relevant Experience
All relevant life and work experience will be valuable including experience of fundraising with a proven track record of winning, negotiating and delivering partnerships with, and funds from for example, charitable trusts and foundations, companies, philanthropic individuals.
Experience of strategic planning, developing and monitoring budgets.
Experience of producing and managing charity comms including press, PR activity, digital activity
Experience of working within a team

Essential Skills

Excellent verbal, written and numeracy skills

Problem solving, with a high degree of organisation, drive, focus and purpose, and the ability to turn plans and strategic goals into action

Ability to present at a senior level and be versatile in your ability to engage

Understanding of FR codes of fundraising practice, GDPR and Charity commission guidance around Fundraising and trustee and charity obligations in this regard.

Awareness of safeguarding and its importance in all areas of fundraising and charity management

Proven experience and proficiency in MS Office applications especially Excel and working in a CRM environment for management and maintenance of donor data

Fluent in English as a prerequisite and knowledge of other European languages would be useful

Accreditation with the Institute of Fundraising is desirable but enthusiasm for maintaining fundraising learning is essential

An enthusiasm for team work and willingness to contribute to the diverse requirements for the running of a small charity outside of your own role.