

JOB PROFILE

Job Title	Fundraising Manager
Reporting to	Director of Development
Responsible for	Volunteers
Contract	Permanent (Part time – three days per week)
Salary	£36,720 - £44,880 (pro rata)
Location	One Canada Square, London E14 5AA – with flexible working policy

Overview

Doctors of the World UK is part of the global Médecins du Monde network, which delivers over 400 projects in 80 countries through 3,000 volunteers.

Our vision is of a world where barriers to health have been overcome, where health is acknowledged as a fundamental right. Through innovative medical programmes and evidence-based advocacy we empower excluded people and communities to claim their right to health while fighting for universal access to healthcare

We won't rest until nobody suffers or dies because they cannot access the healthcare they need.

Our Values are: Activism; Empowerment; Social Justice; Independence; and Balance.

We work with and for:

- » people in crisis, providing life-saving humanitarian healthcare in times of war and after natural disasters
- » vulnerable migrants, including by advocating for the right to health across Europe
- » people at risk of harm, like homeless, drug users and sex workers
- » women and girls' right to sexual and reproductive health

Last year our international budget was €113million.

Job Purpose

Doctors of the World UK has been growing its impact and income over the last five years and has ambitious plans which put fundraising at the heart of its campaigning, communications, and advocacy work. We have an engaged supporter email list, good social media followers and run direct mail campaigns once or twice a year. Members of the public also participate in sporting or arts events to boost our unrestricted income, which is a cornerstone of all the work we do.

In this role you will apply expertise and strategic thinking to a range of direct marketing techniques, along with project management skills and your experience of data segmentation and analysis to grow and develop the Doctors of the World individual giving fundraising campaigns, supporter base, and engagement through email and social media channels as well as events and direct mail. You will be excited by using data insights, and sector-wide best practices to ensure the very best levels of fundraising performance. You will work closely with services and policy colleagues to identify opportunities for raising funds for their work, and communicating about their work through case studies, testimonials, and sourcing good imagery. You will also work with agencies and volunteers to boost the capacity of the team outputs, and be adept at scoping opportunities, briefing agencies and individuals, and performance managing activities run by third parties.

The Fundraising Manager will be a crucial part of the team, specifically focusing on driving individual giving and community fundraising through social media platforms and the management,

development and nurturing of our existing supporter base. You will work closely with the communication team in updating and managing the Doctors of the World website.

We have a small, high-performing team with a significant portfolio of opportunities, which support our UK and international programmes and campaigns. The Fundraising Manager should have an appetite to help us reach new and diverse audiences, which grow our supporter base and unrestricted income.

Relationship management will be a key strength of yours as you will be expected to work collaboratively with colleagues inside and outside of the organisation and deliver excellence in supporter service.

Those with lived experience of migration, the asylum system, homelessness, or exclusion from health services are encouraged to apply.

Key Duties	Key Activities
Fundraising	<ul style="list-style-type: none"> • Deliver fundraising content and generate unrestricted income on web, email and social media channels – including pay per click, display advertising, SMS broadcasts, Facebook ads, Google AdWord, search marketing and e-newsletters, and other third-party websites; • Supervise some of the projects of the data coordinator for performance and trend analysis of all your projects. Use the data to provide insights, investment opportunities, test results and key data information that will inform strategy, to the SMT and to the Directors at quarterly board meetings. • Prepare an annual income and expenditure budget for the unrestricted income generation using the organisation’s planning tools and supporting information for decision makers • Apply techniques of direct marketing to drive growth in supporter acquisition; advising and supporting the fundraising and communications teams on planning, creation, execution and monitoring of digital marketing approaches which will deliver acquisition and income in line with the growth strategy; • Deliver digital fundraising communications including advertisements and promotions, working across departments to raise funds, build awareness and engage donors; responsible for growing our income and supporter base • Manage a cycle of strategic email marketing plans, online user journeys and project action plans to increase traffic, donations and campaigning actions, and to significantly increase our online support; • Plan and collaborate with services, and policy and advocacy colleagues in the UK and across the network to source and review content ensuring it represents the authenticity of our work and is aligned with our objectives and values. • Represent DOTW in MdM network fundraising fora and connect with UK networks of fundraisers to ensure best practice in the sector informs our best practice and testing strategies. • Manage strategic innovation tests on new unrestricted opportunities as they become available, to diversify our income stream.
Supporter engagement	<ul style="list-style-type: none"> • Manage and grow the Doctors of the World supporter base and lead on testing, and segmentation strategies. Undertaking

	<p>analysis of results and using these to optimise supporter engagement;</p> <ul style="list-style-type: none"> • Maintaining knowledge of best practice and digital marketing in the sector. Make recommendations for innovative and new activities which that will achieve campaign success and KPIs; • Coordinate with the communications and other relevant teams in the creation and development of newsletter and email campaigns; • Report on key email metrics and statistics to help develop future email campaigns; • Manage projects which ensure websites, third party tools and databases (Raisers Edge, Engaging Networks etc) work effectively together; • Develop and deliver celebrity engagement plan in conjunction with the Communications Lead.
Other Duties	<ul style="list-style-type: none"> • Manage a rota of volunteers to increase the resources available to our fundraising efforts. • As resources allow, work with the Director of Development and SMT to build a fundraising team of full and part time staff. • Manage external relationships and project delivery with external specialist suppliers within agreed budgets • Directly manage fundraising volunteers • Contribute to the development and delivery of DOTW UK's three-year plan • Some out of office hours work and travel may be required • Other ad hoc duties as required
General	<ul style="list-style-type: none"> • To be open to change and demonstrate a flexible and adaptable approach • To work collaboratively with others and be a supportive and effective team member • To ensure that all activities undertaken on behalf of Doctors of the World UK, externally or internally, are executed in accordance with the overall aims of the organisation and in line with our policies and procedures. • To participate in training and other activities as requested by the organisation.

Stakeholder and Customer Service	<ul style="list-style-type: none"> • To provide quality customer service to all our respective audiences and stakeholders and comply with our quality management protocols
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Key Deliverables	Please Indicate A R or N/A
Significantly increase Doctors of the World's profile as a charity who needs to raise money to continue our work	R
Significantly increase the funds raised via digital platforms	R
Increase the reach and effectiveness of our fundraising campaigns	R

Decision Making Criteria: A = Accountable, R = Responsible

Level of Budgetary Responsibility	None
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Key Working Contacts

Services team, Policy and Advocacy team, Communications Lead, Fundraising Database and Donor Services Manager.

This is not intended to be an exhaustive list. Your job description may be subject to change.

Date Created

August 2021

Person Specification

Job Title

Fundraising Manager

PERSONAL COMPETENCIES**Competency Title****The successful candidate will be able to....****Communicating with others**

Demonstrate effective communication – sharing information, ideas and experiences, presentation skills

All employees are courteous, polite, listen to one another, are loyal and honest to all employees and do not use inappropriate language

Team working and interpersonal skills

Commit to working co-operatively with others and understand how to influence others to achieve objectives in an effective way

All employees cooperate in their team and across the organisation, respects and listens to different views and opinions, welcome new staff and volunteers, treat all people with respect and avoid any behaviour which is, or might be seen as less than honourable

Managing Resources

Assume accountability for resources in terms of managing people, budget, information and responsibility

All employees ensure proper use of resources and information, do not disclose or use information outside the normal requirements of their job and do not misuse systems (such as information technology)

Drives Continuous Improvement

Push the boundaries of performance and raise quality. A core element is a focus on striving for continuous improvement and the ability to take initiative

	All employees continually strive to improve their skills, knowledge and the way they work showing flexibility and a willing approach towards change
Customer Services	Listen to and address the needs of others as customers, including patients. It includes seeking and welcoming feedback from others and acting on that feedback All employees deal with customers in a courteous and polite manner and that they respond to queries efficiently and effectively
Managing Yourself	Take a proactive and flexible approach to maintaining and developing own knowledge and skill base All employees manage their own work to deliver on time and prioritise work to deliver objectives
Delivery and Meeting Business Plan	Understand what needs to be done; stretches to deliver it effectively All employees demonstrate a positive 'can do' attitude, stretch their performance standards and balance long-term requirements against short term objectives

RELEVANT EXPERIENCE

The successful candidate will have experience of

At least 3 years experience of designing and delivering individual giving fundraising online or offline acquisition campaigns that have grown income cost effectively

Social media giving campaigns – such as facebook fundraisers, just giving campaigns etc

Working with multiple suppliers, agencies and partners to deliver income generating projects

Raising income from community giving initiatives

SPECIFIC SKILLS AND KNOWLEDGE

The successful candidate will have the ability to....

The successful candidate will have knowledge of....

Raise money from individuals, stretching income targets

Direct marketing

Raise funds from the community and groups

Donor acquisition and retention strategies and techniques

Work collaboratively with others, including overseas

Project management and IT skills, including database management

Manage donor relationships exceptionally well

The UK fundraising market, trends and opportunities

Spot and act on new acquisition ideas and be proactive in developing new approaches and refreshing tried and tested methods

Ideally, the role of a fundraising team in a not for profit working internationally

Manage external agencies and suppliers to maximise value and return on investment	Media planning and buying
Build strong relationships and manage donor relationships exceptionally well	Charity fundraising law and best practice including data protection and confidentiality requirements
Communicate persuasively and effectively	Event management
Manage a busy workload with multiple priorities and tight deadlines	Finance processes and developing, managing and monitoring budgets
Work in a team and use own initiative	
Date Created	August 2021