

Fundraising & Development Manager

Job Description and Person Specification

The Green Party is on a mission to get great Greens elected in 2024 and the Development team play a central role in building a movement of Green members, supporters and voters, to build our reach and impact as a leading political party in England and Wales.

To achieve this mission, the Development Team are looking for a Development & Fundraising Manager to streamline and diversify the party's fundraising activity, while also creating content that helps the party reach and engage audiences beyond their current base.

Working closely with the Head of Development and wider Development Team, this role will be responsible for The Green Party's fundraising portfolio. They will optimise existing and develop new long term fundraising activity. With a focus on developing sustainable income opportunities, this role will manage (high value) donor engagement, produce engaging events and deliver impactful marcomms taking ownership of donor communications to grow our income and audiences. This role will also network, building affiliate relationships outside of the party to engage, recruit and convert.

Salary:	£35,062 - £37,208 per annum (points 25 - 28 on the GPEW Pay Scale)
Hours:	Up to 35 hours per week; work pattern to be agreed in consultation with successful applicant
Job type:	Permanent
Location:	Flexible: the role can be home-based and the post holder should expect regular travel to Green Party Head Office, London and other locations
Line manager:	Head of Development
Line management responsibilities:	Fundraising Officer

Application process:

Applications to be submitted by 23:59 on Sunday 3rd October 2021 via the Party's Applied recruitment system <https://app.beapplied.com/apply/prlodusm6l>

Interviews to be held on Tuesday 12th October 2021.

Please note that the Applied recruitment system is configured to ask a series of questions that will support shortlisting for this role. Each question is based on one or more of the attributes listed in the person specification below and your answers will be scored based on how you demonstrate the attribute(s) that are relevant to the specific question being asked.

Principal Roles and Responsibilities

1. **Annual Fundraising planning:** Plan, set targets for and measure fundraising portfolio activity, campaigns and appeals, focused on growing donations, supporters, major donors and affiliate partnerships; in line with the target budget.
2. **Fundraising portfolio management:** manage and oversee fundraising portfolio including legacy, trusts and database fundraising; identify new income opportunities to expand fundraising portfolio; working closely with the Fundraising officer to lead activity.
3. **Targeted communications journeys:** develop and test integrated, targeted communication journeys to motivate and convert supporters and encourage a range of financial and non-financial supporter actions.
4. **Content development/marketing:** test and develop compelling content, cases for support, value exchanges and messaging hierarchy to recruit and retain a diversity of audiences (low to and high value) aligned to objectives and income targets.
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5. **High value relationship management:** Develop measurable plans to attract and convert new high value relationships with donors, affiliate partners organisations and relevant key connections; steward and grow existing partnerships and relationships
6. **High value portfolio development:** complete prospect research and database analysis to identify, classify and engage viable new major donors and partners to introduce long term sustainable high-value income
7. **Internal relationship management:** cultivate relationships with high profile Green Party figures, elected Greens and liberation groups to secure their participation in engagement plans/activity.
8. **Engagement & stewardship:** plan and deliver content, events and experiences that encourage direct participation from members, donors and supporters; collaborating with internal stakeholders to curate and personalise major donor engagement activity.
9. **Reporting:** produce regular reporting on the performance of fundraising, engagement, communication plans and activity.
10. **Optimisation & evaluation:** use results, data and insight to optimise activity and make informed SMART recommendations to achieve budget/targets

11. **Communication planning and management:** govern and manage the communications plan; collaborate with all comms producing teams to collate in year/month comms activity; govern communication compliance process

12. **Strategic planning:** work closely with the Head of Development contributing to the long term Development planning process, using the outputs to inform and build fundraising plans aligned to the political strategy

Person Specification

Attribute		Essential/ desirable	Where Assessed
Experience	Demonstrated experience of marketing communications and/ or customer journey development within a marketing or NGO setting	Essential	Interview & Application
	Demonstrated experience managing or contributing to fundraising plans	Essential	Interview & application
	Experience building key relationships within and external to an organisation	Essential	Interview
	Line management experience	Desirable	Interview
Skills/abilities	Excellent verbal and written communication skills, with an ability to write for/communicate with different audiences	Essential	Interview & Application
	Excellent organisational and SMART project management skills	Essential	Application & Interview
	Proven ability to prioritise work to meet deadlines/objectives	Essential	Interview & Application
	Proven ability to strategically plan, implement and evaluate communication plans and journeys	Essential	Interview & Application
	Demonstrated ability to apply an insight driven and audience led approach	Essential	Application and interview
	Collaborative approach to team working, encouraging and supporting others' contribution	Essential	Interview
	Proficient in the use of Microsoft Office programmes (including Word, Excel and PowerPoint)	Essential	Interview
Knowledge	Understanding of Green Party organisation at local, regional and national level	Desirable	Interview
	Significant understanding of climate change solutions and political and government implications	Essential	Interview
	Understanding of financial planning and budgeting processes	Essential	Interview
Personal attitudes	In sympathy with the aims and policies of the Green Party, and committed to the development of a more sustainable society	Essential	Interview
	Eligible to work in the UK		



Essential Criteria for all Party roles	Able and willing to work occasional unsocial hours and outside of normal office hours as required
	Not a member of another UK political party
	Committed fully to the principle of Equal Opportunities for all in line with Green Party policies

General points applicable to all Green Party of England and Wales jobs:

1. The Green Party strives to be an Equal Opportunities employer and requires its employees to carry out their work in accordance with its policies on equality of opportunity in relation to employees and volunteers, in promotion of the party's policies and access to the Party's services.
2. Green Party staff are required to abide by any policies in place to ensure, for example, health and safety at work, data protection, etc.
3. Green Party staff may be required to attend Green Party Executive (GPEx) and other meetings and conferences, so long as at least two weeks' notice is given and this does not conflict with leave already agreed. These meetings may take place out of office hours, in which case time off in lieu will be awarded.
4. The Green Party has a democratic structure with annual elections. Employees need to be aware that the organisational priorities which determine their work priorities are decisions of the Executive and may be subject to change as an Executive changes.
5. Green Party staff are assigned goals, work plans, guidelines and priorities by their line managers as part of the annual planning and review system, but are expected to show initiative within this framework in managing their workload to meet the overall goals of the party in line with the organisational plan.
6. Green Party staff are required to request authorisation for any major overtime from their line manager before undertaking any such work and to use an online system to manage their leave and TOIL in conjunction with their line manager.
7. Green Party staff may, from time to time, be required to provide written or oral reports to the Executive.
8. Green Party staff should be open to developmental needs which may arise and work with their line manager to address these needs through training or other routes.
9. Green Party staff are expected to identify and make recommendations to their manager on improving the systems within the office.
10. Green Party staff are expected to participate fully in the Party's teamwork ethos, attend staff meetings, share team duties and responsibilities and develop their work in co-operation with other colleagues.
11. Green Party staff are expected to promote and develop the role of volunteer staff within their area of responsibility in liaison with the HR & Office Manager and in accordance with the current policy on the management of volunteers.
12. Whilst every endeavour has been made to outline all the duties and responsibilities of the post, a document such as this does not permit every item to be specified in detail. Broad headings may therefore have been used, in which case all the usual associated routines and duties are naturally included in the job description. Green Party staff are expected to undertake any other reasonable tasks as requested by the Executive via their Head of Department, CEO or relevant GPEx Co-ordinator.

This job description may be periodically reviewed in consultation with the post holder.