

Fundraising Manager

Job Description and Person Specification

Purpose of the role

Working closely with the Green Party of England and Wales's (GPEW) Fundraising Committee the post-holder will be responsible for leading the development, implementation and review of the Party's fundraising strategies and plans. The main objective of the role is to help the Party diversify its sources of funding and reduce its reliance on membership dues which is higher than any other main political party in the UK. The post-holder will develop and manage relationships with existing and new major donors, plan fundraising strategies and events, and support the efforts of other teams to generate new forms of income, for example from affinity partnerships and legacies.

Salary: £33,433 to £41,570 (points 25-36 on GPEW pay scale)

Hours: 35 hours per week.

Job type: Permanent

Location: Green Party Head Office, London

Line Manager: Head of Finance

Line Management Responsibilities: Fundraising Officer

Key relationships: Fundraising Committee; Membership team; key coordinators on the Green Party Executive (GPEX); campaigns team

Application process: Applications to be submitted by 12:00pm on Monday 23 April 2018 and interviews to be held the week commencing 30 April. Please email your completed application form (found on www.greenparty.org.uk/jobs) to recruitment@greenparty.org.uk

Principal Roles and Responsibilities

Fundraising planning and strategy

1. Developing a Fundraising Strategy for the Party.
2. Preparing, implementing and reviewing plans to implement the Party's Fundraising Strategy
3. Preparing budgets for specific fundraising campaigns and for the fundraising function as a whole in order to support the Party in achieving its annual and longer-term financial objectives.
4. Researching, and maintaining fundraising intelligence on, current and potential sources of funding, especially major donors, and trusts or foundations.
5. Overseeing the conception, delivery and evaluation of fundraising appeals and fundraising events.

6. Overseeing the production of an annual fundraising calendar that can be shared with regional and large local parties in order to ensure that clashes in fundraising campaigning are avoided wherever possible.
7. Leading in the preparation of funding applications.

Major donors

8. Developing and managing schemes and events for maintaining strong relationships with major donors to the Party.
9. Overseeing the Fundraising Officer in researching potential new major donors and maintaining records on their areas of potential interest.
10. Supporting the CEO and the Fundraising Committee in making new relationships with potential major donors.
11. Representing the Party in approaches to and discussions with current and potential major donors.

Affinity partnerships

12. Maintaining close and strong working relationships with existing affinity partners to ensure that the partnerships are meeting the needs of all parties.
13. Overseeing the Fundraising Officer in researching potential new affinity partners and in developing propositions of interest to new partners.
14. Preparing draft partnership agreements for consideration by the relevant committees of the Party.
15. Working with the membership team to ensure that current and new members are kept informed of the benefits offered to them by affinity partners.

Other responsibilities

16. Working with the membership team to encourage more members to make extra donations (made at the point of joining) and recurring donations (made in response to specific appeals).
17. Overseeing the development of an improved set of products in the Green Gift Shop
18. Ensuring that all the Party's fundraising collateral is persuasive, creative and of the highest design quality.
19. Supporting the Party's Donations Scrutiny Committee in reaching fully informed decisions about potential major donations in line with the Party's ethical criteria for accepting large donations.
20. Contributing from time-to-time to the conception and delivery of fundraising advice and training for colleagues and for regional and local parties.

Assisting the Fundraising Officer in developing the Party's campaigns and material in support of legacies.

Person specification

	Attribute	Essential/desirable
Experience	Experience of working in a large membership organisation	Essential
	Experience and demonstrable track record in raising resources from a full and wide range of resources	Essential
	Experience in line management	Essential
	Experience working with volunteers and committees	Essential
	Experience of developing relationships with new and current major donors – individual and corporate	Essential
	Experience of developing and implementing fundraising strategy, plans, appeals and events	Essential
	Experience of financial planning and budgeting	Essential
	Experience of making funding applications	Essential
Skills/abilities	Excellent interpersonal and relationship building skills	Essential
	Creative thinker	Essential
	Excellent communication skills	Essential
	Confident and approachable	Essential
Knowledge	Understanding of Green Party organisation at local, regional and national level	Essential
	Familiarity with relevant campaigns issues and organisations	Desirable
Personal attitudes	Sympathy with the aims and policies of the Green Party, and with development of a more sustainable society	Essential
	Creative and open minded with a willingness to innovate in pursuit of the objectives of the role	Essential
Personal circumstances	Eligible to work in the UK	Essential

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

General points applicable to all Green Party 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. 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.
4. Green Party staff may be required to attend Green Party Executive 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.
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.