**Head of Fundraising**

Job Description and Person Specification

**Salary**: £37,000 - £40,000 p.a. pro rata for 3 days a week.

**Hours:** 22.5 per week. There is a possibility that the post will develop to full-time

**Location**: Women’s Equality Party Central Office, Brixton, London

**Duration**: This is a part-time, permanent post with a six-month probation period.

**Line Manager:** Chief Operating Officer

**Line Management Responsibilities:** fundraising volunteers

**Key Relationships:** The Leader and President of the Party, Chief of Staff, Events Manager, Head of Members and Supporters, Head of Campaigns.

**Purpose of the Role**

The Women’s Equality Party is seeking an experienced fundraiser to build and strengthen special relationships with potential donors who have the ability to make transformational gifts to WEP and to grow a mixed portfolio of High/Mid Net Worth individuals. You will also oversee and manage our crowdfunding campaigns as well as help to steward and expand our vital network of supporters so that WE can continue to grow the Party and deliver our ambitious campaign and election strategies.

This is a great opportunity for someone to step up and shape our fundraising approach while developing your skills across all fundraising areas. You will be part of the senior management team, with significant autonomy and able to influence our activities across the organization. While you will need to have some fundraising experience, more important is your commitment to equality, your passion to support the Party, your ability to work effectively in a small integrated organisation and your willingness to work top to bottom to drive our fundraising to greater success.

The Party’s central office is a small, dynamic team and you will be working closely with our members and supporters, communications and campaigns staff and with our Events Manager who is responsible for raising funds through running events.

**To apply for this role, please submit to us:**

* an up-to-date CV, with examples of fundraising targets you have achieved
* a statement of interest addressing the requirements of the person specification,
* an equal opportunities monitoring form (optional)

**Please email applications to** [**apply@womensequality.org.uk**](mailto:apply@womensequality.org.uk) **by no later than midnight on 30th June.** Interviews will be held the week commencing 8th July 2019

The Women’s Equality Party values equality and diversity, and welcomes applications from candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity. In relation to this post we particularly welcome applications from BAME candidates as these communities are under-represented within WEP at this level.

**Job Description**

Roles and Responsibilities

1. Research and maintain fundraising intelligence on current and potential sources of funding, especially major and significant donors, and identify prospects using our extended networks as well as proactively identifying those with a likely interest in our cause but not yet connected with us.
2. Research prospects and maintain records on their areas of potential interest.
3. Represent the Party in approaches to and discussions with current and potential donors and ensure donor stewardship is of the highest quality, ensuring supporter journeys are bespoke and meaningful.
4. Support the Leader, President and candidates in building new relationships with prospects and maintain and build relationships with current donors.
5. Develop and manage schemes and events for maintaining strong relationships with donors to the Party.
6. Work with the Finance and Compliance Manager to ensure that all donations are quickly and correctly processed and acknowledged, working within the framework of PPERA and complying with its regulations.
7. Oversee and manage crowdfunding campaigns, including marketing and audience segmentation, to acquire rewards-based donations from the general public and ensure our goals are reached or surpassed
8. Work with other teams and staff members to identify, develop, deliver and evaluate fundraising appeals.
9. Work with the Events Manager to secure corporate sponsors and donors for the biennial party conference
10. Ensure that all the Party’s fundraising collateral is persuasive, creative and of the highest design quality and that Party values guide and inform all aspects of donor cultivation and management
11. Contribute to the design, content and delivery of fundraising guidance and training for candidates and officers.

**Person Specification**

**Essential**

1. Experience and demonstrable track record in raising resources from a range of sources
2. Experience of developing and managing relationships with new and current donors – individual and corporate
3. A track record in leading supporter fundraising and direct marketing to achieve year on growth.
4. Experience of developing and implementing appeals and events
5. Excellent interpersonal and relationship building skills
6. Effective communication skills, both verbal and written
7. Knowledge of, and commitment to, the aims and values of the Women’s Equality Party
8. Knowledge of the principles of major donor fundraising
9. Understanding of the rules and restrictions for political fundraising
10. Able and willing to work occasional unsocial hours and outside of normal office hours as required
11. Ability to write compelling pitches for support and donor reports
12. The ability to work proactively with a variety of stakeholders, including donors and supporters at all levels
13. Ability to work within a target driven environment, to work effectively as part of a team and on your own initiative

**Desirable**

1. Experience in mid-level and / or major donor fundraising
2. Experience of developing and stewarding donor journeys
3. Experience of developing and implementing a fundraising strategy

**Key Terms**

**Gross Salary**

£37-40,000 p.a. pro-rata paid in arrears on 25th of each month or on the first working day thereafter. You will be enrolled on the pension scheme after 3 months, and WE contribute 5% of the 8% total contributions.

**Starting Date**

As soon as possible.

**Type of employment**

The position offered is a full-time continuous post. The normal working hours of this post will be 22.5 per week, at times to be agreed with the Chief of Staff, but key to this role is flexibility to meet unpredictable political and campaigning opportunities.

This post may be suitable for consultants wishing to work free-lance and we are happy to accept proposals on that basis.

**Practicalities**

The post is based in our London offices though post holders may be expected to travel within the UK and must be in a position to stay overnight away from home if necessary. Flexible home-working time can be arranged in agreement with the Chief of Staff and may be necessary on some occasions.

The nature of this post means that there will be a need at times for the post holder to be available at particular locations including but not limited to the offices of the party.

All candidates must be eligible to work in the UK.

Please note that unfortunately our current offices are not wheelchair accessible.