**Fundraising & Marketing Manager**

**About Us**
A large percentage of the global population still lives in poverty and hunger, without access to basic health, quality education or clean water and sanitation. At the same time the world is experiencing a threat to its very existence from climate change. It is now more important than ever that we come together to work towards the UN agenda, defined in the Sustainable Development Goals, to ensure we can play our part towards ensuring there is a better future.

FutureSense Foundation is a small grassroots, international development charity that works with rural communities in Cambodia, India, Nepal, Peru, Tanzania, and Thailand, with the aim of supporting disadvantaged communities in these countries to help them build a better future. We do this by delivering long term programmes that provide these communities support in the areas of education, health and livelihoods. Through our programmes and initiatives, we work towards improving the quality of education addressing issues on gender equality, increasing access to clean water and sanitation, promoting good health and wellbeing, raising the awareness on environmental issues and the need for climate action to deliver a sustainable world where no one is left behind and there is an end to poverty and hunger.

University students from both the UK and Australia have played a key role in both fundraising as well as in delivering the foundation’s programmes, enabling us to reach over 8,000 beneficiaries each year in low income communities.

The Foundation is now at a vital and exciting point of its evolution as it embarks upon a new strategy for growth to increase its impact and ensure its long term viability. As part of this strategy, the foundation has recently expanded its board of trustees and is building a new central team with expertise in Operations, Fundraising and Programme development. This is an exciting time to join the foundation and be part of its growth over the coming years.

**Job Purpose**
To grow the income for the charity by identifying, cultivating and managing high level strategic alliances with key partners donors and supporters. Create new funding streams. Provide effective marketing & communications, involves building our brand, organisational narrative and positioning.

**Key Responsibilities**
The responsibilities in this will include:

1. **Fundraising strategy and income generation**
   - Lead on development of creative new funding streams to diversify income.
   - Leverage the opportunity to expand partnerships with RAGs and other student bodies.
   - Support the Challenges Abroad team and work to strategically grow the fundraising through challenge events.
   - Develop and run fundraising events
   - Explore new streams of funding through corporates and trusts
   - Ensure compliance with fundraising regulator and GDPR.
2. **Marketing & communications**
   - Develop effective marketing and communications for the Foundation. This will involve strengthening the FutureSense brand while building the organisational narrative for fundraisers and donors.
   - To be an internal advocate for the needs of fundraising and marketing particularly with country teams.
   - Manage the website and Social Media channels
   - Develop the brand presence in target markets

3. **Donor & fundraiser engagement and management**
   - Develop and manage donor database
   - Develop a programme with communication and events to keep donors engaged
   - Establish a Regular Giving campaign and other online appeals eg. Regular donors with £3 or £5 per month
   - Build an Ambassador programme

4. **Establishing partnerships and Strategic alliances**
   - Identify, cultivate, and manage high level, strategic alliances with key partners, donors and supporters to facilitate the achievement of strategic aims.
   - Key deliverables could include fundraising to grow the charity’s income or get programme resources eg. Laptops or access to specialist resources
   - Initial focus on RAGs and other student fundraising bodies
   - Expand partnerships to trusts and corporate donors

**Reporting Relationships**

The Fundraising and Marketing Manager, will report to the CEO and be a key member of the central leadership team, working with trustees and board members to build and grow the foundation’s presence and income. The Fundraising and Marketing Manager, will need to put together regular reports for the CEO and trustees, be required to attend trustee meetings from time to time and look to build strategic capability for the foundation over time.

**Person Specifications**

The ideal candidate will need to demonstrate:

1. Good understanding of student fundraising and the structure of RAGs
2. Have between 1-3 years experience in having managed fundraising
3. Experience of using Social Media channels and other online promotion tools
4. Strong verbal and written communication skills
5. Experience of setting up and running fundraising events
6. Ability to work independently with a high degree of initiative and drive
7. An aspiration to achieve results

**Timeline and progression**

We see the role starting on a part time basis and moving to a full time position within 3-6 months. Initial focus will be on growing the fundraising with students in the UK with the opportunity to take a wider global view engaging fundraisers and donors from Australia as well as other countries.