

Role description: Fundraising and Development Manager

- Reports to: Chief Executive
- Salary: £33,000-35,000 (includes London weighting)
- Contract type: Permanent (subject to a 3 month probation period)
- Location: Flexible. (Can be home-based, or office based in London)
- Direct reports: Membership Officer, and social media coordinator
- Benefits: 25 paid vacation days (plus statutory bank holidays), access to Employee Assistance Programme, 4% matched pension contributions (rising to 6% after successful probation period), cycle to work scheme, season ticket loan.

Closing date for applications: **9am Monday 17th January 2022. We aim to inform shortlisted candidates on Tuesday 18th January, with interviews taking place via Zoom on Friday 21st January.** The interview panel will consist of the Chief Executive, Director of Advocacy and Casework and Campaigns Manager. Candidates are welcome to contact the chief executive for an informal conversation before the closing date. You can contact Gary at gary@humanists.international.

Humanists International is a small but very busy organisation. Inspired by humanist values, we are optimistic for a world where everyone can have a dignified and fulfilling life. We build, support and represent the global humanist movement and work to champion human rights and secularism. You will be joining a team based mainly in London, but also Brussels, Philippines and Glasgow (read more about the organisation below).

The main responsibilities of this position are focused on individual giving, and other fundraising streams. However the post-holder will also be responsible for managing our member-focused communications, and growth and development programs.

The post holder will also attend management meetings, and take responsibility as a leader of the organization.

Candidate profile:

- You'll be an experienced Individual Giving manager, with strong direct marketing and cross-channel experience within a charity fundraising environment. You'll have previously led and developed a varied Individual Giving programme, and will have excellent people management skills. You'll be creative, quick, collaborative and curious. You'll use your understanding of channels, data,

campaign management and donor motivations to help grow income and engagement from individual supporters.

Role outline:

- Managing and growing Humanists International individual giving programs
 - Achieving set monthly individual supporter recruitment targets (up-to around £25,000 per year)
 - Managing our annual £30,000 crowdfunding campaign
 - Developing new donor pathways, and leading on legacy recruitment and high-value donor recruitment
 - To support the development and lead the implementation and delivery of a plan to recruit, develop and retain regular givers and cash givers to support the growth of our income
- Managing our CRM and leading on data-driven supporter recruitment campaigns
- Managing and monitoring own campaign budgets and results, reforecasting and providing detailed commentary and analysis
- Look to harnesses the power of new media and digital channels, using imaginative and cutting-edge fundraising activities
- Contribute to the development of the charity's communications activities ensuring they are coordinated to support individual giving activity
- Ensure the consistent application of the charity's brand identity to all individual giving materials
- Liaising with colleagues and engage with internal and external stakeholders to identify opportunities
- ensuring excellence in our donor care, including effective use of our supporter database

Notes:

Individual Giving is a relatively new area of focus for Humanists International, the primary focus of the role will be to acquire new supporters, and retain and convert existing donors, maximising their lifetime value to the organisation.

Person specification:

Essential Criteria

- Experience managing individual giving campaigns and achieving a set budget income
- Understanding of and commitment to ethical fundraising practices?
- At least 2 years' experience in a similar role
- Excellent written and oral communication skills in English
- Excellent ICT literacy

- Practical experience of working with databases, websites and social media
- Experience of working with multiple stakeholders with tact and diplomacy
- Excellent organizational skills: attention to detail, flexibility, time-management, prioritisation, etc
- Being sufficiently flexible to sometimes adjust working hours for international time zones (e.g. to conference call with overseas contacts)

Desirable Criteria

- Personal commitment to and understanding of the humanist worldview
- Experience of building sustainable networks of individuals and organizations
- Membership of and activism in a humanist organization
- Experience of navigating cultural differences at an international level
- Experience working in a policy or campaigns environment, or in human rights advocacy
- Fluency in additional world languages such as French, Spanish, or Arabic.

About Humanists International:

Founded in Amsterdam in 1952, our vision is a Humanist world; a world in which human rights are respected and everyone is able to live a life of dignity. We work to build and represent the global Humanist movement that defends human rights and promotes Humanist values world-wide.

Now registered in New York, USA, the main administrative headquarters are in London, United Kingdom, Humanists International is an international non-governmental organisation (NGO) with representation on various United Nations committees and other international bodies. We seek to influence international policy through representation and information, to build the humanist network, and let the world know about the worldview of Humanism.