

Hand in Hand are looking for a Fundraising and Communications Manager

Hand in Hand is a Christian development charity working with overseas partners in East Africa. We are passionate about giving children born in poverty a hope for the future.

Salary Range: £25,000 - £28,000 depending on experience

Hours: Full-time (negotiable, minimum 4 days)

We are a medium sized charity working in partnership with projects in East Africa who are responding to some of the needs of orphaned and vulnerable children within their communities. Our UK office is staffed by 3 people and supported by 1 volunteer. In recent years we've also established an office in Kenya (Hand in Hand Foundation), staffed by a Development Officer and bookkeeper.

Founded in 1998, we've grown from an informal fundraising charity led by volunteers, to a more focussed organisation with a conviction to now be more strategic in our work. Our first 10 years focussed on partnership with projects, responding to and fundraising for their needs without questioning the strategic value of what we were doing.

Having reviewed our progress to date we identified a key gap in much of the development work that we and other NGOs have been carrying out; how to successfully transition a child from education (often sponsored or subsidised) to a position of self-sustaining employment. We're in the process of refining this sharper vision for the organisation, focussing on standing in the gap for children to help them become self-sufficient through training, education and mentoring, to be delivered through the existing relationships and partnerships we have established since we started,

Our approach to fundraising has become more refined in recent years with the help of external consultancy and we're now looking for a smart, ambitious fundraising professional to help us take this and the charity to the next level.

PRINCIPAL TASKS:

Fundraising

- Work with the CEO and board to define clear annual fundraising targets
- Develop and implement a fundraising strategy to meet these targets
- Create processes to monitor the effectiveness of different fundraising approaches and prepare quarterly reports for the board of trustees
- Provide input into new strategic initiatives at an early stage, particularly to ensure sustainable funding for new or growth projects.
- Help to diversify income and raise funds for new, ambitious vision
- Maintain high levels of donor stewardship, for existing donors and new donors alike.

Communications:

- Manage our supporter communications across all platforms (direct mail, online and social media)
- Oversee the production of our regular newsletter, liaising with external designers and printers where necessary.
- Define supporter journeys and create communication and engagement plans, as required.
- Ability to give presentations to a variety of audiences (including churches, other Christian groups, schools and businesses)

Overseas

- Be prepared to visit overseas projects as appropriate in order to gain an understanding of our project partners

OUR FUNDRAISING STYLE

Our £400k income comes mainly from a split of regular giving (16%), fundraising events and sponsorship (34%), Gift Aid (7%) and trusts (13%). The remainder is restricted/unrestricted one-off gifts made largely by existing supporters and churches as well as trip income.

Currently we operate as close to a 100% model of fundraising as we can, with 100% of a gift from an individual or church going directly to project work. Our administration costs are funded through specific gifts, as part of project costs on trust applications, as well as from any unrestricted Gift Aid claimed.

A few other pointers about our fundraising:

- We are relational – we value the loyalty of existing donors and are blessed with a very committed core group of supporters. We want people to partner with us for the long term, so tend to avoid overly aggressive marketing to achieve quick wins.
- We are principled – maintaining our Christian integrity is important to us. As such, we avoid large scale raffles or gambling as a fundraising strategy and have ruled out the National Lottery as a funding avenue for our activities.
- We are honest – integrity and honesty are very important in our fundraising. We don't believe in hiding who we are and our Christian motivation in order to attract funds. We would engage with the likes of Comic Relief or DFID but would not wish to compromise or conceal our beliefs to secure funding.
- We are resourceful – we value the entrepreneurial spirit and are open to new ways to generate income for the charity. Similarly, we aim to keep our overheads as low as possible.

Person specification

- Passion and belief in overseas aid and development especially with children. Please read our executive summary.
- Christian, able to demonstrate an active faith.
- Enthusiasm, Commitment and innovation
- Good communication skills both verbal and written
- Ability to research opportunities
- Database (CRM) and IT skills
- Organisational and management skills
- Able to work independently and as part of a small team
- Ability to manage budgets
- Able to develop relationships with all stakeholders
- Presentation skills

Preferred Requirements

- Experience with a small/medium Christian organisation
- Experience raising funds for overseas aid and development
- Proven track record of raising funds and meeting targets
- Experience with managing communications
- Knowledge and use of CRM system to improve fundraising approach with donors

You will have an assistant to work closely with you, who you will line-manage for fundraising and communications. The assistant may have other duties.

You will be responsible to the CEO with whom you will discuss targets and methods.

Occupational Requirement

As a result of our Christian ethos, this post is covered by an Occupational Requirement (OR) under the Equality Act 2010. The successful applicant will be expected to be a practising Christian and to clearly demonstrate a personal commitment to the mission, principles, values and practices contained in our Ethos Statement.