



## **JOB DESCRIPTION – Fundraising Manager**

**Job Title:** Fundraising Manager – Trusts, Foundations and Institutions  
**Job Location:** UK remote, with the ability to travel to the southeast at least once per month.  
**Salary:** £38,000 - £42,000  
**Reports to:** Director of Fundraising and Communications  
**Department:** Fundraising & Communications

### **Summary**

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Vision Action is a UK-based International NGO, whose vision is “No one lives in poverty because of poor eyesight; no one lives with poor eyesight because of poverty”. The Fundraising and Development Manager will be responsible for developing a robust pipeline of funding through Trusts, Foundations and Institutions based in the UK and internationally. They will be an integral member of the management team implementing the Fundraising Strategy, supporting the Director of Fundraising and Communications in achieving the organisation’s fundraising targets. This includes the continuing development of existing and fledgling key relationships and contacts within Vision Action UK-based and international networks.

### **Key areas of responsibility**

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#### ***Fundraising and Development***

- Support the development and implementation of the Vision Action Fundraising strategy. Working with the Senior Management Team to set targets, implement strategies and monitor income and expenditure across the financial year.
- Manage, develop and grow a pipeline of Trusts and Foundations, including bid writing, stewardship and retention of known donors.
- Identify opportunities for institutional funding and work with the programmes team to develop compelling funding applications.
- Support fundraising and income generation for key projects including specific fundraising appeals and develop effective and appropriate fundraising products for these groups.
- Work with Country Directors to develop income generation plans and partnership funding from in country networks.
- Develop and manage relationships with new and existing funders, write proposals and funding applications to trusts, foundations, and businesses, ensuring compliance to funding eligibility requirements.
- Manage the restricted funding reporting schedule, working with the programmes and finance teams to ensure reports are compiled and submitted on time.
- Act as an advocate and spokesperson for Vision Action at presentations, events and meetings in line with this stewardship of partners. Make presentations about the organisation and its activities at conferences, seminars etc.

## Person Specification

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This person specification sets out the essential experience and abilities needed by the successful candidate for this post. Please respond to these when completing your application as they will be considered at both the shortlisting and interviewing stages.

### Knowledge, Skills and Experience

#### Essential

- Strategic fundraising experience at a managerial level (3+ years) gained in an International Development Non-Governmental Organisation (NGO)
- Ability to think ahead, set clear direction and formulate realistic objectives.
- Experience of donor prospecting and pipeline management.
- A strong background in Trust and Foundation bid writing, application processes, reporting and stewarding with successful 5 and 6 figure outcomes.
- Demonstrable experience of personally securing 5 and 6 figure sum gifts.
- Experience of influencing a wide range of internal and external stakeholders
- Excellent inter-personal skills; face to face and online (video calls and email)
- Excellent IT skills, with experience of using MS Office and social media platforms on a range of devices (Mailchimp, Hootsuite, Adobe)
- Self-motivation, tenacity and ability to manage a variety of tasks and deadlines.
- Ability to work well with others in a small team.
- Good time management skills and ability to work to deadlines and manage multiple priorities.
- Confidence in presenting information and ideas to others, internally and to an external audience
- Experience using a CRM system/sales database (ideally Donorfy)
- Knowledge of fundraising methods and mechanisms and experience of executing fundraising campaigns and activity
- Understanding of, and interest in the UK charity sector and/or international development
- Experience of using online marketing tools.
- Proven ability to build relationships with agents and sub-contractors.
- Understanding of the UK charity sector and international development.
- Experience managing donor journeys or key client management.

#### Desirable

- Degree educated (or equivalent relevant experience)
- Understanding of visual impairment and blindness issues.
- Experience of working as part of a global team.
- Experience and knowledge of online platforms and website management systems

#### Personal Attributes and Qualities

- Able to work autonomously to take forward and shape areas of work of key strategic significance.
- Excellent organisational, interpersonal and communication skills; both written and verbal. Uses systems for managing workload and priorities and completes tasks in a timely manner.
- Demonstrates gravitas and credibility in order to represent the organisation and build confidence internally and externally.

- An empathy with and an understanding of international development issues (ideally within public health and/or education), with an ability to deal sensitively and authentically with clients, staff and volunteers.
- Brings energy, enthusiasm and drive which inspires others to achieve Vision Action vision, mission and strategic objectives.
- Fast-learner and quickly takes in new information.
- Flexible - Happy to undertake a variety of tasks and can move with demanding and changing deadlines.
- Team player - Happy working in a small team and engaging with all departments of the charity.
- Interest in the charity sector/fundraising and understands the wider charity sector and fundraising landscape.
- Willingness to travel and work unsociable hours occasionally.
- Motivated by the Vision, Mission and Values of Vision Action.
- Good diplomatic skills & cross-cultural sensitivity
- Good oral and written communication skills in English, including report writing.

## To apply

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Candidates can apply by submitting a (maximum) two-page cover letter stating why they are interested in this position, what they would bring to the role and how they fit the person's specification.

This should be submitted with a CV to [recruitment@visionaction.org.uk](mailto:recruitment@visionaction.org.uk) by midnight (GMT) **Monday 29th January 2024**, with 'Fundraising Manager' in the subject line. Applicants must be available for interviews over the following two weeks.

We encourage applicants from diverse backgrounds. Applicants must have the legal right to work in the UK. We regret we are unable to offer sponsorship at the current time.

Due to the high volume of applicants, only those selected for interview will be contacted.

**Closing date for applications is midnight 29<sup>th</sup> January 2024**

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