



Individual Giving Fundraising Manager

(Donor Acquisition & Innovation Manager)

Opportunity International UK
Fundraising Team

December 2024

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About Opportunity International UK

Opportunity International UK is committed to empowering individuals in developing countries by providing access to financial solutions, training, and resources. We focus on enabling people to work their way out of poverty, transforming lives, and building sustainable futures. By joining our team, you will contribute to a global movement dedicated to creating opportunities and making a lasting impact.

We are a member of a global network but our focus is Africa.

***Our Vision** is a world in which all people have the opportunity to achieve a life free from poverty, with dignity and purpose.*

***Our Mission** is that, by providing financial solutions and training, we empower people living in poverty to transform their lives, their children's futures and their communities.*

***Our Approach** is to provide innovative financial solutions, in partnership with local microfinance organisations and banks, that develop businesses and create jobs.*

Opportunity International UK is a Christian-based organisation, and employees are expected to appreciate the principles that underpin its vision, mission, motivation and values. This is important where employees represent the organisation and have to engage wholeheartedly with external audiences. It is not, however, a requirement that an applicant is a practising Christian.

Opportunity serves all people regardless of race, faith, ethnicity and gender.

Our products, services and training enable clients to develop businesses, to save and to protect them against an uncertain future. We strengthen and influence value chains to benefit our clients, connect them to viable markets, create wealth and drive economic progress. Our focus is financial access for smallholder agriculture, micro-enterprise and low-cost schools.

Most of our clients are in Africa but we also work with the wider Opportunity International Network across Asia, Latin America and the Caribbean.

Her Royal Highness, The Princess Royal has been our Patron for 25 years.

Job Description

Reports to:

Director of Fundraising & Communications

Location:

Hybrid - Home and Oxford office attendance for a minimum of two days per week (Tuesday and Wednesday)

Duration & Hours:

Full-time, permanent, 35hrs per week with some flexibility around working pattern.

Salary:

Manager band: £30,000 - £35,000 (depending on experience)

Benefits:

- 9-day fortnight compressed hours working pattern
- 25 days annual leave plus additional Christmas leave
- 9% pension contribution and life assurance (4x gross salary)
- Personal development budget
- Flexible working

Job Purpose:

The Individual Giving Fundraising Manager is a new role at Opportunity International UK, you will play a vital role in developing and executing fundraising strategies to support our mission of empowering people to work their way out of poverty. Working within the fundraising team, this role focuses on acquiring new donors, reactivating lapsed supporters, embracing digital approaches, and innovating to create donor experiences that wow and delight. Fostering engagement and long-term relationships you will help maximize income and support our transformative programmes.

Dimensions:

Annual income target of £300k, with a focus on growing and developing this income further to support our international programmes and organisational income needs.

Key Accountabilities, Responsibilities & Tasks:

1. Donor Acquisition and Lead Generation:

- Develop and implement innovative and effective strategies for acquiring new donors and reactivating lapsed supporters to support our mission.
- Research potential fundraising prospects such as individual major and mid-level donors (in accordance with the privacy policy) and work to identify leads at all levels.

- Deploy innovative solutions, acquisition channels, and lead generation activities to build effective donor recruitment pipelines at all levels.
- Utilise data-driven approaches to identify potential donor segments and create personalised outreach plans.
- Develop strategies to convert email leads to financial supporters, supporting our mission to empower communities globally.

2. Individual Giving Programme Management:

- Plan and lead an integrated Individual Giving programme to drive growth in net income, supporter retention, and lifetime value.
- Design and execute creative fundraising campaigns across multiple channels, ensuring timely delivery within budget.
- Manage the production of annual fundraising appeals, including strategic campaigns to support key projects and initiatives in developing countries.
- Coordinate project teams for campaigns, ensuring compelling propositions and effective data segmentation.
- Drive income from regular donors through existing and new initiatives and explore new opportunities to enhance regular giving.

3. Event Activities

- Support and coordinate fundraising events, including HRH The Princess Royal (Patron) events, donor engagement dinners and events, and donor Insight trips to see OIUK's programmes.

4. Internal Collaboration:

- Collaborate with the communications team to develop engaging marketing materials for online and offline campaigns.
- Work closely with colleagues across the organisation to integrate supporter engagement efforts and maximize opportunities for impact.
- Act as an ambassador for Opportunity International UK, building networks to enhance voluntary income growth.

5. Supporter Reactivation & Stewardship:

- Enhance the supporter experience by developing donor and supporter journeys and leading annual supporter thank you events to deepen engagement.
- Work with the Finance & Database Administrator to ensure donor information is recorded accurately, actions are kept up-to-date, and promote and support the team's use of our CRM.

- Thank donors and supporters in a timely and effective way, aiming to build donor delight and confidence in our organisation.
- Monitor the OIUK general inbox and the fundraising telephone line, managing queries in a professional and timely manner.
- Coordinate and support the Moves Management process in collaboration with the Head of Philanthropy
- Other ad-hoc tasks related to fundraising activity.

6. Planning and Budgets:

- Develop annual budgets and operational plans for Individual and Regular Giving activities.
- Monitor activities, adjust forecasts, and take necessary actions to achieve financial targets.

7. External Relationships:

- Maintain excellent working relationships with external suppliers and agencies to ensure high standards and value for money.

8. Compliance and Safety:

- Ensure compliance with fundraising regulations, GDPR, safeguarding, and health & safety standards.
- Report any incidents and complete all mandatory training.

Qualifications, Skills, Experience, and Knowledge:

- Expertise in lead generation, donor acquisition, reactivation, and building long-term relationships with supporters, ideally gained in a charity or not-for-profit.
- Understanding of donor motivation, data analysis, and effective communication strategies.
- Proven track record in managing budgets, meeting income targets, and forecasting.
- Excellent communication skills across various media.
- Empathy and commitment to Opportunity International UK's values, mission and Christian ethos, to empower communities.

Key Personal Attributes:

- Compassionate and confident, with strong emotional resilience.
- Innovative problem solver with the ability to work under pressure.
- Excellent organisational skills, with the ability to manage multiple priorities.

- Ability to work effectively in a small team and a small organisation.
- Willingness to be involved in areas outside the immediate role to aid others.
- Strong interpersonal skills, with the ability to inspire and motivate others.
- Ability to work independently, using initiative within structured timescales.
- Assess reputational risk and seek appropriate advice when needed.
- Ability to consolidate learning quickly and apply it effectively.

Safeguarding:

Act in a manner at all times to protect the interests of others and maintain public trust in the organisation.

We are committed to building a diverse and inclusive team where everyone feels valued. While we welcome applications from candidates of all backgrounds and genders, we are particularly keen to hear from people from Black, Asian, and other minority ethnic communities, as well as men, who are currently underrepresented in our organisation. If you're excited about this role but don't meet every requirement, we encourage you to apply—we value potential and a willingness to grow just as much as experience.

We are an equal opportunity employer and will provide adjustments during the recruitment process to ensure fairness and accessibility.

Recruitment

To apply, please send a current copy of your CV along with a covering letter (max 2 pages) that completes the following:

"I'm your perfect Individual Giving Fundraising Manager because..."

Please try to be concise, show demonstrable skills, and be clear what excites you about the role and the organisation.

Send applications to: dknights@opportunity.org

For queries or an informal discussion about the role, please email dknights@opportunity.org

Closing Date: 9am, 20 January 2025

We encourage early applications as we may close the vacancy before the advertised deadline if we find the right candidate.