Job Framework:

Fundraising Manager (UK)

General role information	
Job Title:	Fundraising Manager (UK)
Reporting to:	Senior Director, Global Philanthropy (US)
Salary Band:	
Notice period:	
Career Band:	BG9
Budget Responsibility?	
Direct Reports?	Yes
Client facing role?	

Introduction:

If you're a skilled fundraiser, with experience stewarding individual donors and supporters in the UK at all giving levels, we'd love to hear from you.

MSI Reproductive Choices is one of the world's leading providers of sexual and reproductive healthcare. We believe that everyone should have the right to choose. From contraception to safe abortion and life-saving post-abortion care, we are committed to delivering compassionate, affordable, high-quality services for all.

Today, our organisation has around 10,000 team members working in 36 countries across the world. Our success lies in the fact that MSI teams are locally led, entrepreneurial and results-driven, and are passionate about delivering high quality, client-centred care in their own communities. As a social business, we focus on sustainable delivery, efficiency, and funding models that are built to last, so that the women and girls we serve today will have a choice in the future too.

We know that access to reproductive choice is life changing. For some, it can mean the ability to complete an education or start a career. For others, it means being able to look after the family they already have. For everyone, it means the freedom to decide their own future, creating a fairer, more equal world.

The role

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As the Fundraising Manager in the UK, you will support both the organisation's vision and the Philanthropy Department's strategy to grow private donor income from individuals residing in the UK, Canada and Europe. Reporting to Senior Director of Global Philanthropy and line managing the UK Philanthropy Officer, you will nurture relationships with all donors digitally and customise outreach and engagement individual donors giving £1K-£25K per annum. You will take the lead in designing and launching innovative fundraising programmes online and in person. You will join the team responsible for doubling MSI's individual giving revenue by 2030 and ensuring MSI's nascent legacy society gains solid footing and membership over the next 5-10 years. You will also act as the Fundraising liaison with the Global Communications team, and you will oversee cultivation and stewardship events across the UK.

About You

You thrive in building community among supporters and donors to charities—both through online strategies and in-person engagements--and you have built those types of communities in your current role or previous roles.

For us, it's vital that every MSI team member believes in and is committed to our organisational mission, vision and values.

Key Responsibilities

- **Identifying new donors and working with existing supporters, to secure 5 figure gifts through targeted outreach, prospect development, and external research of UK-based and European individuals and families**
- **Driving the strategy for engaging with monthly donors, frequent donors and annual donors with the capacity to give at least £1K+ through segmented email campaigns**
- **Proposing creative approaches to achieve personal and team income targets whilst providing excellent, engaging stewardship to donors.**
- **Overseeing the planning and execution of donor stewardship and engagement, including in person events, digital touchpoints and other conversations with an existing portfolio of 80+ mid level and leadership gifts donors**

All MSI Reproductive Choices job framework is subject to a language neutrality test prior to approval and we're always looking for new ways to make our recruitment process as fair and unbiased as we can. If you'd like to provide feedback on MSI Reproductive Choices recruitment process, please do so via email to recruitmentinbox@msichoices.org

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- **Catalyzing marketing program to generate notifications of legacies and bequests planned to support MSI and lead on stewardship of known bequest intenders and estates administration**
- **Manage Philanthropy Officer, UK, conducting regular 1:1's and supporting their development.**
- **Liaise closely with Global Communications team on external messaging and coordination**

Key performance metrics:

- Oversee outreach and engagement to all UK individual donors and achieve annual revenue targets as detailed in fundraising dashboard to lead to doubling revenue for individual giving in the UK by 2030.

Key Skills

To perform this role, it is <u>essential</u> that you have the following skills:

- Experience in working to targets and developing donor solicitation and stewardship plans, with a focus on retention.
- Experience in securing four-to-five-figure gifts from individuals through segmented and targeted email campaigns and one-to-one engagement.
- Superior oral and written communication skills with a focus on excellent storytelling.
- Ability to develop long-term, productive relationships with internal and external stakeholders.
- Accountability to metrics and an ability to work effectively with donor data and analytics.
- Experience in securing four-to-five-figure gifts from individuals through segmented and targeted email campaigns.
- Experience in working to targets and developing donor solicitation and stewardship plans, with a focus on retention.
- Ability to understand the value of prospect research and network mapping, with a commitment to support colleagues in moving prospects up the pipeline when appropriate.
- Resilient, has great attention to detail, and can build effective relationships with colleagues, donors, and potential supporters.
- Organised and driven, with experience of being a focal point for multiple enquires. You can prioritise tasks and lead the team in a fast-moving environment.

Key Experience

To perform this role, it is <u>essential</u> that you have the following experience:

- 6 - 8 years of professional experience in a supporter care or customer service environment, within a fundraising department of a UK charity.
- 2 years in a management role

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- Experience of working with fundraising CRM databases such as Microsoft Dynamics.
- Experience using Customer Insights is a big plus.
- Experience of using digital channels such as email marketing and other digital acquisition channels to drive and cultivate a pipeline of new donors.

Formal Education/qualification

- No formal educational requirement, qualification through experience is sufficient for the role

Personal Attributes

We recruit talented, dynamic people with diverse backgrounds and experiences, all united by a belief in our mission and a focus on delivering measurable results. We're proud to be an equal opportunities employer and are committed to creating a fully inclusive workplace, where everyone feels able to participate and contribute meaningfully. You must be open-minded, curious, resilient, and solutions-oriented, and be committed to promoting equality, and safeguarding the welfare of team members and clients alike.

For this role, we're looking for an individual who is:

- Pro-choice
- Team player
- Professional
- Resilient
- Organised
- Culturally sensitive
- Positive Attitude
- Able to work under pressure
- Proactive
- Willing to support reasonable out of hour requests, for example, if facing an urgent fundraising or communications request

Our Values

Mission Driven: With unwavering commitment, we exist to empower women and men to have children by choice not chance.

Client Centred: We are dedicated to our clients and work tirelessly to deliver high-quality, high-impact services that meet their individual needs.

Accountable: We are accountable for our actions and focus on results, ensuring long term sustainability and increasing the impact of the Partnership.

Courageous: We recruit and nurture talented, passionate, and brave people who have the courage to push boundaries, make tough decisions and challenge others in line with our mission.

Resilient: In challenging situations, we work together and support each other, adapting and learning to find solutions, whatever we're up against.

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Inclusive: We believe that diversity is a strength. We all play our part in creating a culture where every team member can thrive, feel valued and contribute meaningfully to our mission, and where all our clients feel welcome and supported.
By signing below, you indicate that you have read and agree to this job framework.

Full Name:	
Signature:	
Date:	

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