



Creating opportunities for people living in poverty to realise their potential



Individual Giving Officer

Candidate Pack

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About BRAC

BRAC is committed to creating opportunities for people living in poverty.

BRAC was founded in Bangladesh in 1972 by Sir Fazle Hasan Abed, and today is a global leader in developing cost-effective, evidence-based poverty innovations in extremely poor, conflict-prone and post-disaster settings. These include programmes in education, healthcare, microfinance, girls' empowerment, agriculture, human and legal rights, social enterprises, a bank, a university, and the world's largest mobile money platform.

BRAC is also unique among the world's major non-profits in that its overall budget is majority self-financed. In Bangladesh, where BRAC was founded and is the location of its global headquarters, BRAC finances 76% of its average annual national budget from its own socially-responsible businesses.

BRAC has been ranked as the number one NGO in the world for three years in a row by the Geneva-based NGO Advisor, an independent media organisation committed to highlighting innovation, impact and governance in the non-profit sector.

"Pragmatic, adaptive, BRAC can now play any game, whether using for-profit or non-profit approaches, to face and challenge systems of inequity," said NGO Advisor in its review of BRAC. "BRAC ticks every box this year, with extra scoring for the clarity of its five-year strategic vision and its willingness to expand its international outreach...Today, BRAC is more than a reference; it is leading the non-profit world toward its next degree of efficiency and leverage" said NGO Advisor Editor-in-Chief Jean-Christophe Nothias.

About BRAC UK

BRAC UK, an affiliate of BRAC, works to raise resources for its programmes in Africa and Asia, raise awareness about BRAC across Europe and develop partnerships with local and global organisations, donor agencies, academic and research institutions and governments.

Between 2015 and 2020 BRAC UK aims to bring BRAC's life-changing services to 10 million people. We are well on our way. We are concentrating our efforts on three priorities; education and empowerment, equitable economic development and access to health and water, sanitation and hygiene services.

A small team of eleven staff, based in London work closely with our central office in Bangladesh and country programme staff to develop projects and funding proposals for a range of donors, including DFID, EuropeAid, trusts, foundations and individuals. The BRAC UK team also manage and support the accountability element of the grants received. BRAC UK is well on its way to meeting its target of raising £50m by 2020 through funding direct to BRAC UK and also supporting other BRAC entities to fundraise.

BRAC UK has a great opportunity for an Individual Giving Officer to build an individual giving portfolio at a unique and successful charity.

Job Description

Job Title:	Individual Giving Officer
Reports to:	Communications and Marketing Manager
Location:	Southwark, London
Salary:	£30,660 per annum

Key relationships: **Internally-** Communications and Marketing Manager, Programmes Team, Finance team
Externally- Supporters, Suppliers, BRACs Global Communications team, Other NGOs, Donors

Main Purpose

The post-holder will work as part of a small team reporting to the Communications and Marketing Manager. The role seeks to build an individual giving portfolio at BRAC UK, encouraging members of the public to donate both regularly and on a one-off basis.

This will involve acquiring new donors and working with the Communications & Marketing Manager to develop an engaging donor journey which encourages long-term support. You will also identify and work with key supporters to maximise existing fundraising opportunities such as community and corporate events and media appeal applications.

The successful candidate will have experience of creating and delivering successful campaigns to grow income, utilising both traditional and digital techniques. They will also have excellent communication skills and the ability to speak and communicate confidently to supporters.

This role comes at an exciting time in BRAC's history as we look to increase our profile and awareness of our work, through recent investment in brand-building, and ensure our communications and fundraising activities match our undoubted achievements in development. You will play a pivotal role in ensuring BRAC achieves this. We look forward to receiving your application.

Key Responsibilities

- Establish an effective individual giving portfolio at BRAC UK, with support from others in BRAC.
- Create and manage fundraising appeals targeted at individuals as well as support activities undertaken to attract donations from High Net Worth individuals.
- Contribute to the development of an organisational fundraising strategy, with a specific focus on individuals.
- Work with the Communications & Marketing Manager to develop a donor journey that ensures long term support from individuals.

- Develop and maintain key partnerships with individuals or organisations who can help achieve BRAC UK’s fundraising objectives.
- Ensuring BRAC UK’s individual donor contacts are kept up to date on our Customer Relationship Management system (Salesforce), and that all fundraising activity is compliant with fundraising regulations.
- To undertake such other duties and responsibilities as the Communications and Marketing Manager or Chief Executive may from time to time request. BRAC UK is a small team and all staff are occasionally called upon to support the work of others.

Person Specification

	Essential	Desirable
Qualifications /Experience	Relevant university degree	<ul style="list-style-type: none"> • Previous organisational or individual membership of CharityComms or the Institute of Fundraising
	<p>At least two years’ experience working within a fundraising or communications team</p> <p>Experience working within the charity sector</p> <p>Experience running appeals attracting donations from individuals in digital and traditional formats</p>	
Skills	Ability to plan, implement and measure impact of donor acquisition and donor engagement strategies	<ul style="list-style-type: none"> • Conversational in Bengali, French, German, Spanish or Italian • Advanced user of email platforms, especially Mailchimp • Understanding of Google reporting and SEO products including AdWords and Analytics
	Understanding of donor journeys and how to convert first time donors to long-term supporters	
	Approachable with good people/networking skills	
	Able to deliver high quality presentations to a variety of target audiences	
	Understanding of event planning and management	
	Excellent attention to detail and accuracy	
	Good organisational skills used in planning own work and ability to work to targets and deadlines	
	Advanced understanding of social media platforms, particularly Facebook, Twitter and Instagram	

	Essential	Desirable
	Advanced user of Salesforce CRM systems	
	Self-motivated and enthusiastic	
	Able to work in a busy office environment that often demands high levels of concentration	
	Able to respond effectively to changing priorities	
	Able to work effectively with minimal management guidance/supervision and use initiative	
	Ability to work effectively in a multi-cultural environment with colleagues across the world	

Equal Opportunity Policy

BRAC UK has an equal opportunity policy and implements a programme of positive action to make this policy fully effective by ensuring that no job applicant or employee receives less favourable treatment on the grounds of age, colour, culture, disability, ethnicity, gender, HIV status, marital status, nationality, religion or sexual orientation. The principle applies to recruitment, pay, terms and conditions of employment, promotion, training, career opportunities and service delivery.

Terms

This is a permanent full-time post subject to funding based on a 35 hour week (plus one hour for lunch). The employee handbook guide details other terms and conditions of employment.

Salary and pension

The salary for this post is £30,660 pa. Salary increases are considered annually although the organisation is under no obligation to increase salaries year on year. New employees are eligible to join the NEST pension scheme to which the company makes a matched contribution of up to 4 per cent of salary per annum, on completion of their probationary period.

Holidays

Leave entitlement is at the rate of 25 days per annum in addition to the statutory holidays.

Location

This post will be located at BRAC UK office in Southwark. Our office is a short walk from Waterloo Station.

Safeguarding

BRAC UK takes its safeguarding responsibilities seriously, and has a range of policies to support effective training and reporting to protect people, particularly children, at risk adults and beneficiaries of assistance, from any harm that may be caused due to their coming into contact with BRAC UK.

Next steps

Candidates must have existing eligibility to work in the UK and this will be verified prior to interview. Please do not apply unless you can demonstrate this eligibility.

Send your CV and a covering letter outlining how you meet the requirements of the role in no more than 2 pages to recruitment@bracuk.net (mark Individual Giving Officer in the subject line).

Please note only shortlisted candidates will be contacted. If you have not heard from us within 3 weeks of submitting your application then you have not been selected. Closing date is **Monday September 9th 2019**, however suitable applicants may be contacted and interviewed during the application period.