



Job Application Pack Fundraising Manager

Deadline for Applications: 09:00 on 4 October 2021

Role type: Full-time position, permanent after a three-month probation period.

Location: Humanists UK offices, London EC1 (initially home working, then hybrid office and home working)

Reports to the Director of Communications and Development.

Salary will be in a range up to £40,000

Other benefits: interest free bicycle or season ticket loan; 6% matched pension contributions; BUPA annual health screening; 25 days annual leave, Birthday leave; Health Assured online wellbeing access. Job sharing for this role will be considered.

Thank you for downloading this pack. At Humanists UK, our dream is of a tolerant world where rational thinking and kindness prevail. Our dedicated staff of 29 and hundreds of volunteers work hard to achieve this aim and we now have a vacancy for a Fundraising Manager.

Is this the right position for you?

If you're someone with experience of working in fundraising for a campaigning organisation, charity, membership body, or political party, you might already have all the skills we're looking for.

You might be looking to benefit from a switch to a charity with a cause you care about. Or if you're coming from a larger organisation, this could be your opportunity for a career advancement. This role could also be an opportunity to take on greater responsibility, seniority, and a chance to develop more wide-ranging experience by working in a smaller, high-performing charity.

We're looking for someone who really 'gets' small donor fundraising. But if we had to pick out the thing we're looking for above all, it's someone with writing ability in spades. If you're someone with hands-on experience of fundraising writing spanning digital and print media, and familiarity with writing in different tones for different audiences, we'd like you to apply.

If this sounds like you, complete the application form, detailing how you match the person specification on pages 5-6. CVs and cover letters will not be accepted.

Completed forms should be returned electronically by email with the subject 'Fundraising Manager' to hr@humanists.uk by **09:00 on Monday 4 October 2021**.

Shortlisting and interviews

Candidates short-listed for interview will be notified by **17:00 on Friday 8 October 2021**. Interviews for shortlisted candidates will be held **during the week commencing 11 October 2021**.

Candidates selected for interview will have the option of interviewing at our offices at 39 Moreland Street, London EC1V 8BB, or via web conferencing.

If you have any questions about the post, please feel free to contact Liam Whitton, our Director of Communications and Development, by email on liam@humanists.uk. He will be very happy to talk more about the role with you.

Best wishes and good luck,



Andrew Copson, Chief Executive

More about Humanists UK

At Humanists UK, we want a tolerant world where rational thinking and kindness prevail. We work to support lasting change for a better society, championing ideas for the one life we have.

We do this because we're humanists: people who shape our own lives in the here and now, because we believe it's the only life we get. Our work helps people be happier and more fulfilled, and by bringing non-religious people together, we help them develop their own views and an understanding of the world around them.

We're committed to putting humanism into practice. Through our ceremonies, pastoral support, education services, and campaigning work, we advance free thinking and freedom of choice so everyone can live in a fair and equal society.

Founded in 1896, we are trusted by over 100,000 members and supporters to promote humanism. Our policies are informed with the support of over 150 of the UK's most prominent philosophers, scientists, and other thinkers and experts and we seek to advance them with the help of over 100 parliamentarians in membership of the All Party Parliamentary Humanist Group. Our trained and accredited celebrants conduct highly bespoke funerals and other non-religious ceremonies which are attended by over a million people each year.

Our Communications and Development work

The Communications and Development Team consists of:

- Director of Communication and Development
- Communications Officer
- Events Manager
- Fundraising Manager (this role)

You will also work closely with the Communications and Development Executive, who reports to the Chief Executive and whose work involves managing major donors.

Role of the Fundraising Manager

The Fundraising Manager is responsible to the Director of Communications and Development for the delivery of Humanists UK's digital and direct marketing fundraising appeals, including appeals for donations, legacies, new contacts, subscriptions, and upgrades.

This is an essential role, responsible for raising the income we need to meet an ambitious but deliverable three-year budget, so we can realise our work towards a fairer, more rational society. As well as sending out timely, well-honed appeals, you'll help diversify our sources for new contacts and new members, uplift regular donations, improve retention rates for membership subscriptions, and further develop our work with major donors. An organised forward-planner, you'll keep our full calendar of appeals and fundraising initiatives running smoothly by always thinking ahead.

Our supporters are a diverse bunch and drawn to us for different reasons, from different backgrounds, and from all parts of the country. In order to harness their support effectively, you'll need to be adept in thinking about and making use of data segmentation to keep our asks timely, relevant, and engaging.

You will work as part of the Communications and Development Team, alongside a Communications Officer and an Events Manager. You will also work closely with the Communications and Development Executive, who looks after major donors.

Key Tasks and Activities

1. Producing regular direct mail appeals to Humanists UK's members and supporters, with responsibility for writing, personalisation, and aspects of design
2. Delivering against an ongoing schedule of regular email appeals designed to bring in funds and members to Humanists UK
3. Maintaining and developing our ongoing member recruitment and contact acquisition programme through social media, paid search, traditional web, and print advertising, as well as reciprocal promotions with like-minded organisations
4. Writing and implementing automated supporter journeys for all contact types in the organisation, boosting retention rates and donations
5. Managing our legacy marketing, including large biannual appeals and targeted marketing campaigns
6. Embedding data segmentation and survey insights into everything we do, enhancing the donor experience and the effectiveness of your work
7. Supporting colleagues across the organisation to ensure our campaigns, web content, and marketing activities are optimised to sign up new leads and supporters, including through use of search engine optimisation techniques
8. Keeping up to date with the latest trends, technologies, and industry standards in charity fundraising and supporter development, bringing this expertise to bear throughout our supporter development programme

Person Specification

These criteria are divided into essential and desirable. Candidates who can prove they meet all our essential criteria will be preferred for this post but we do not expect experience across all desirable criteria. An ability to meet at least some of the desirable criteria, however, will be an advantage to candidates.

All criteria will be measured by the means noted in the right column.

Essential Criteria

These reflect the basic needs we require of someone in this role

Measured (Application, pre-interview task, interview task and/or interview)

Recent and demonstrable experience working in a fundraising role for a charity, social enterprise, NGO, or political party	Application, interview
Wide-ranging knowledge of digital and direct marketing fundraising methods and best practice	Application, interview
Compelling writing: the ability to inspire, motivate, and capture interest through engaging, highly tailored copy	Application, interview, pre-interview task
Experience working independently to deliver a range of fundraising types, including magazine placements, direct mail, email appeals, and crowdfunding	Application, interview
Strong understanding of audience segmentation and donor relationships	Application, interview, pre-interview task
Good grasp of social media advertising for member and donor recruitment	Application, interview, pre-interview task
Excellent IT skills, inc. familiarity with basic HTML, Windows, MS Office, and Google Workspace (Gmail, Google Calendar, Google Docs, Google Sheets, Google Drive)	Application, interview

Desirable Criteria

These are skills you do not need to have, but which we would find highly attractive

Measured (Application, pre-interview task, interview task and/or interview)

Experience of working for a social cause	Application, interview
Experience working with CiviCRM	Application, interview
Competent graphic design skills, with experience in Adobe Creative Suite programmes	Application, interview
Fluency in HTML and CSS, including Bootstrap and/or other CSS frameworks	Application, interview
Expertise in any of the following: donor upgrade appeals, donor reactivation, renewal rates, SEO for fundraising	Application, interview

Equal opportunities policy

Humanists UK is an organisation with an ethos based on humanism, and therefore qualifies under equalities legislation as an organisation with 'an ethos based on religion or belief'.

We are a small organisation, with limited resources. Therefore, each role at Humanists UK will involve a significant amount of interaction, either with Humanists UK members, or with the general public, and in this capacity, the promotion of humanism will be expected and required of the job holder. Therefore, it is likely that 'a willingness to promote humanist beliefs and values and the aims of Humanists UK' will be an essential requirement of every role advertised.

This policy will be reviewed for each vacancy advertised, and may be subject to change, depending on the occupational requirements of each vacancy. It will remain in place until or unless the organisation has the resources to allocate roles which require no significant interaction with the general public or Humanists UK members.

Humanists UK's equalities policy is that in all aspects of employment, from vacancy advertising, selection, recruitment, training and development, and promotion, to conditions of service and reasons for termination of employment, no individual will be discriminated against on the basis of their sex, transgender status, sexual orientation, race, colour, ethnic origin, nationality, disability, marital status, caring or parental responsibilities, age, religion or belief, or any other grounds that are irrelevant to their ability to meet the requirements of a post.

Recruitment and promotion

i. Vacancy advertising

- Within financial constraints, steps will be taken to ensure that knowledge of vacancies reaches underrepresented groups.
- Where a GOR applies, this will be stated in advertisements.

ii. Selection and recruitment

- Selection criteria (job description and person specification) for any post will be reviewed to ensure that they are justifiable on non-discriminatory grounds as being essential for the effective performance of the job.
- All appointments will be strictly on merit.
- More than one person will be involved in the selection interview and recruitment process, and the most senior person will be responsible for ensuring the process complies with this policy and good practice.
- Where possible, both women and men will be involved in the shortlisting and selection processes.
- Shortlisting and selection processes will be based solely on the job description and person specification, with candidates scored against these criteria.
- Where possible, efforts will be made to identify and remove unnecessary/unjustifiable barriers and provide appropriate facilities and conditions of service to meet any special needs.