

Development Leader

Location: Bethnal Green, London

Salary: £34,000 - £38,700

Full time contract (37.5 hours a week)

Reports to: Director of Development

Line reports: No line reports



Deadline for applications is 7th November. Short phone interviews to be conducted w/c 12th November. Face to face interviews to be conducted 19th - 30th November

Background - No one should be left behind in the dark

In September 2017, an 18 year old mother in Lusaka, Zambia, left her home for a few moments. The home was lit with a candle. The mosquito net her baby was sleeping under caught fire.

Tragically, the baby died - her name was Eneless and she was two weeks old.

No mother should have to rely on a naked flame to escape the darkness. Yet, the truth is, millions do. 600 million people in sub-Saharan Africa do not have access to electricity. They instead rely on dangerous and dirty alternatives such as candles and kerosene lamps.

With solar powered light, everything changes. Families have safe light they can use.

Along with our social enterprise based in Africa, SunnyMoney, SolarAid aims to reach the poorest people in the most remote communities with clean and affordable light. Our approach is creating a sustainable solar market in Africa which is more effective than handouts of aid.

However, the latest projections show there will be 600 million people still living in the dark in Africa by 2030. This is the deadline of the United Nations' Sustainable Development Goals - number 7 being 'universal access to clean and affordable energy'.

Much more needs to be done for no one to be left in the dark by 2030. No home, no school and no clinic in Africa should be left in the dark when the sun goes down.

We are preparing for a new growth phase, and we are looking for an ambitious and agile fundraiser to join the team to us help achieve our mission.

About the role

SolarAid adopts a hybrid philosophy to its fundraising which would utilise your skills over a number of income streams. Key to this is the collaborative culture we work within.

This role is suited to a motivated, creative fundraiser comfortable at meeting potential supporters (both individuals and organisations) and building relationships.

You understand how fundraising is increasingly interconnected and how supporters can act as advocates for our mission.

The main income stream you will focus on will be corporate partnerships, taking the lead on our new corporate partnership strategy, but also developing ways we can harness support from companies and community groups such as schools and churches.

While having clear and defined objectives, the variety of the role is suited to someone who likes trying out new ideas and supporting their colleagues.

For appeals and campaigns, for example Christmas or Summer appeals to SolarAid supporters, the team works together - with everyone taking on tasks.

Current team members you will work closely with are the Director of Development, Development Officer, Supporter Experience Administrator and the Communications and Marketing Manager.

As this is a hybrid role, you will get support in areas of fundraising you have less experience in through mentoring or training. We will also help you understand SolarAid's approach to fundraising - based on inspiring people who believe in what we believe to spread our story. SolarAid were recently shortlisted for the 'Best Donor Experience Award' at the 2018 National Fundraising Awards.

Our strong culture of positive fundraising, emphasising storytelling and valuing our supporters, makes for a very fulfilling working environment.

Purpose

Our new mission focus is no one left behind in the dark by 2030.

Our new strategy demands strong and fruitful partnerships with like minded organisations, funders, groups and individuals.

This post is of a level of competence that is expected to lead and manage an area of fundraising.

You will lead on driving forward our corporate fundraising while supporting your colleagues in others areas.

You will also be encouraging and inspiring supporters of any kind to engage their own network of contacts about SolarAid, so this results in further offers of support.

You will uphold the values and ethos of SolarAid in the way we engage with audiences and inspire support.

Specific tasks

Corporate Partnerships

- Leading on the management and development of existing corporate partnerships, exploring ways we can maximise their potential.
- Leading on SolarAid's new work in identifying, pitching to and developing partnerships with large corporate companies who share our beliefs. We are seeking

partnerships where we align with businesses aims with social purpose. We have started this process, and this position will be key to growth in this area..

- Working with SolarAid colleagues to create bespoke pitches to businesses.
- Evaluating and responding to incoming corporate inquiries in a timely manner.
- Engaging new and existing contacts by networking, giving talks and pitching to get SolarAid 'out there', represent SolarAid at all times and be a brand ambassador for our mission.
- Identify corporate prospects for the Development Officer to lead on and partnerships for them to manage.
- Work with colleagues to identify corporate foundations to apply to.
- Take responsibility for corporate events SolarAid attends and organises.
- Working with the wider fundraising team on exploring corporate opportunities emerging from other income streams.

Individual and Community Advocates

- Engage individual supporters who are willing to act as advocates in their company.
- Develop products that will attract support from companies as well as community groups, including schools and churches with support from the Supporter Experience Administrator.
- Engage high value supporters (who donate or fundraise £5k or more) to maintain their support and encourage them to engage their own networks.
- Support and respond to very engaged individuals and help them act as advocates for SolarAid.
- Help individual fundraisers where the potential to raise funds is significant (£5k+), particularly as a result of employee fundraising.

Team Fundraising

- Help achieve the team's overall fundraising target in order to further the organisation's mission.
- Play a key part in planning and delivering fundraising campaigns (such as applying for, and implementation of, a UK Aid match campaign).
- Contributing to the annual planning process and prepare forecast income budget and expenditure plans for areas you are responsible for.
- Supporting the team at appeal time where we share responsibilities between the team.

- Encouraging all to become ambassadors for SolarAid through story-sharing and providing an exemplary supporter experience no matter the level of giving.
- Playing an important role in the development of our messaging to all audiences.
- Mucking in to help the running of the office and creating a positive working environment.

Personal Specification

Skills and Competencies

- A sunny disposition, of course!
- Able to collaborate with colleagues from a range of backgrounds.
- Great team player and willing to support colleagues.
- Able to work with minimal supervision.
- Able to present/pitch and tell a compelling story to inspire supporters.
- Able to write in an engaging, clear and concise way for a particular audience.
- Able to build complex and detailed bespoke proposals for a number of audiences.
- Attention to detail.
- Interest in the issues SolarAid is tackling and international development more widely.
- Occasionally willing to work evenings and weekends.
- Willingness to travel.
- Excellent phone manner.

Experience - Essential

- Experience in charitable fundraising for a minimum of 3 years - preferably in corporate or community fundraising.
- Experience in pitching to potential donors.

Experience – Desirable

- Worked across a number of income streams.
- Worked in a small team.
- Interest in international development.
- Educated to degree level.
- Understanding of GDPR and good practice in relation to fundraising.
- Familiar with the funding landscape of international development and climate change.