



Director of Fundraising

Location: London, UK (Remote working possible)

Contract: Full time

Reports to: Chief Executive Officer

Salary: £49-60K dependent on experience

Line reports: Supporter Engagement Manager, Supporter Experience Administrator, Corporate Partnerships team

About SolarAid

SolarAid's mission is to light up every home, school and clinic in Africa by 2030, using safe, clean, solar power. There are 548 million people in sub-Saharan Africa living without electricity. When the sun goes down at night, families are reliant on dangerous and expensive forms of lighting such as candles and kerosene lamps.

SolarAid has played an important role helping to create vibrant and sustainable solar markets across Africa through a trade-not-aid model in rural areas. Through our social enterprise, SunnyMoney, we have distributed over 2 million solar lights, directly impacting over 11 million people across Malawi, Zambia, Kenya, Tanzania, Uganda and Senegal.

The latest projections show that 600 million people will still be living without access to electricity in Africa by 2030 - the deadline for the United Nations Sustainable Development Goals. To reach those being left behind, SolarAid has just signed off a new strategy to significantly accelerate access to clean energy in Africa. 2021 is the year everything changes and it starts with a £25 million fundraising campaign to - *End the Darkness*.

SolarAid is looking for an experienced, innovative and strategic fundraiser to lead their team and supporters to 'mission accomplished' by 2030.

Equal opportunity

SolarAid is an equal opportunities employer and has an ongoing commitment to inclusive and diverse teams. SolarAid will ensure no applicant receives less favourable treatment than another on the grounds of; disability, gender, race, religion or belief, age, sexual orientation, marital status, parental status, and that no applicant is placed at a disadvantage unjustifiably by requirements or conditions which have a disproportionately adverse effect on a particular group.

About the role

SolarAid is launching a 5 year fundraising campaign called *End the Darkness*. The total campaign target is £25 million. You will lead the team towards this ambitious, mission focused, target.

SolarAid is in growth mode and has a strong base of diverse income to build upon. Our supporter-focused fundraising has seen a strong, positive culture to income generation which see donors as more than just pound signs.

We are looking for a talented leader to take SolarAid's fundraising to the next level. This is a new position – your role will be to lead the long-term strategic delivery of SolarAid's fundraising strategy. You will have the freedom to be creative and test ideas.

The focal point of this strategy will be SolarAid's *End the Darkness* campaign, which will launch towards the end of 2021. The start of this long term campaign represents a step-change in SolarAid's growth and this role will be at the centre of making that happen.

The areas of fundraising under your direction are :

- Individual Giving - including attracting new supporters
- Community Fundraising
- Legacies
- Corporate Partnerships
- High Net Worth Individuals
- Supporter Events

While strategically focused, as SolarAid is a smaller charity, you will be required to 'get your hands dirty'. Engaging High Net Worth Individuals will be your direct responsibility, for example.

Your focus will be to build on SolarAid's existing support base, develop long term, sustained, growth, attract new audiences, reach new geographies outside of the UK and help us invest in new activities such as digital fundraising.

We are excited about the potential for corporate partnerships to provide not only financial support but help in delivering on other areas to achieve our ambitious mission.

The more restricted areas of SolarAid's programmatic grant income from statutory funders and foundations are managed by the Director of Development, who is tasked with equipping the rest of the fundraising team with programme information and 'products' to fundraise with. A close working relationship with this member of staff as well as the Communications and Marketing department (who lead on social media, press, story sharing, organisational messaging, website, campaign leadership etc), will be key to success.

Line management and supporting colleagues is also an essential part of this role. You will manage SolarAid's Supporter Engagement Manager (individual and community), Supporter

Experience Administrator and Corporate Partnerships function. They are responsible for delivering on SolarAid's strategy for their respective areas of fundraising. Your role will be to drive value and growth with your colleagues as well as supporting their development to reach the next levels in their careers.

Your values

You will be expected to uphold the values and ethos of SolarAid in the way we engage with audiences, and inspire support, at all times.

Role Purpose

Leading on SolarAid's fundraising growth strategy to leave no home, no school and no clinic left in the dark by 2030.

Specific tasks

Fundraising strategy

- Ensure fundraising communications have a powerful and emotional 'why', which inspires people to support SolarAid.
- Lead on the design and delivery of SolarAid's fundraising strategy in collaboration with key colleagues to attract mission level, i.e. unrestricted, income.
- A specific focus on our *End the Darkness* campaign - launching in late 2021. It will be the umbrella for all fundraising activities.
- Deliver growth on diverse income streams while identifying key areas of focus.
- Show how investment in fundraising will lead to future income growth.
- Grow the team in accordance with the strategy implementation.
- Collaborate with other departments to ensure the strategy implementation is embedded in organisational aims.
- Support and grow colleagues under your management to encourage long-term success for them and the organisation.
- Tracking progress in important non-financial metrics that help predict future income as well as income generated.
- Help increase understanding of fundraising, and create the right culture, within the rest of the organisation for fundraising to operate at its best.

Supporter growth

- Inspire support with mission focused fundraising.
- Focus on story-telling and equipping supporters, of all kinds, with the tools they need to spread the message to their networks.
- Ensure SolarAid's approach to sharing impact and thanking properly is upheld (so they recommend SolarAid to others and give again and give more).
- Increase levels of supporter retention through the above.
- Explore areas of growth in terms of different audiences and geographies.
- Help develop SolarAid's new overarching proposition (currently £4 = 1 light = a quantifiable impact).
- Develop a long-term growth strategy for direct debit fundraising and digital fundraising.
- Support the Supporter Engagement Manager in the delivery of supporter care and growth of individual and community income streams.

Direct responsibilities

- Developing and implementing a strategy for HNWI/major supporters and 'mid-level' supporters.
- Developing relationships and meeting with key supporters - including HNWI, involving senior staff and trustees where possible.
- Taking the lead on and managing high level activity - this could be a fundraising campaign (including a UK Aid Match), a media appeal or a HNWI event.
- Cultivate a pool of high-profile SolarAid ambassadors.
- Developing new fundraising products.
- Line management of the Supporter Engagement Manager & Corporate Partnerships team (currently outsourced to Remarkable Partnerships).

Team Fundraising

As a small tight knit team, every role is expected to help achieve the team's overall fundraising target in order to further the organisation's mission. This includes 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 cultures and backgrounds.
- Great team player and willing to support colleagues.
- Ability to think strategically and long-term.
- A holistic view of fundraising and how it interconnects.
- An in-depth knowledge of the relevant areas of fundraising.
- Seeing 'supporters' rather than 'donors'.
- Happy to get stuck in.
- Able to work with minimal supervision.
- Able to present to audiences clearly and passionately
- Excellent phone manner.
- Able to write in an engaging, clear and concise way for a variety of audiences.
- Able to analyse data to determine the best approach and maximise learning.
- Attention to detail.
- Willingness to try new approaches and learn from mistakes.
- Interest in the issues SolarAid is tackling and international development more widely.
- Willingness to travel.

Experience – Essential

- Seven years experience in relevant areas of fundraising.
- At least three years have been in a management position.
- Led a team across multiple areas of fundraising.
- Experience of developing and successfully implementing a fundraising strategy
- Experience of growing a team.
- Direct HNWI/major gifts experience.
- Understanding of GDPR and good practice in relation to fundraising.
- Line management.
- Understanding of international development and climate change issues.
- A track record of developing a great supporter experience in addition to generating income.
- Experience of using a fundraising database to provide insights.

Experience – Desirable

- Worked in a small team.
- Worked in an international team.
- Worked overseas.

Application Details

Applicants are invited to email their CV and a covering letter, which explains how you meet the criteria in this job description and why you are a good fit for SolarAid to:

recruitment@solar-aid.org

Please entitle your email as follows: **Director of Fundraising Application [Name Surname]**

Submission deadline: 30th April 2021