

Head of Fundraising and Engagement

Reports to:	Director of Programmes
Contract:	Permanent
Location:	London
Travel:	UK and occasionally overseas
Remuneration:	£30,000 - £35,000 (depending on skills and experience), plus 25 days' annual leave, a matched pension contribution of 5%.

OVERVIEW AND JOB PURPOSE

Pump Aid is a dynamic, award winning and growing organisation, which is promoting radically different approaches to aid and development in the WASH sector; from standalone social impact businesses, delivering low cost household water and irrigation solutions; to innovative service delivery models, increasing rates of community water point functionality and improving hygiene and sanitation facilities for the under-fives in rural nurseries. All designed to increase resilience and self-reliance, and to improve the lives and life chances of farmers, families, women, girls and young children.

We have been hugely successful in piloting this approach and have launched a financially sustainable social impact business in Malawi to operate alongside our charitable organisation to maximise the social and economic impact of both and to further demonstrate our determination to do aid differently.

To support this new approach, we are recruiting a **Head of Fundraising and Engagement** to maximise our use of digital and print media and increase the income we generate from major donors, corporate partners and the general public. To support this role we are also recruiting a **Programme Funding Officer** to help deliver a step change in our fundraising from trusts and foundations, with an active focus in both cases on those donors who both recognise the need for change and who want to support the game-changing approaches we are delivering.

We seek individuals with the skills, motivation and innovation to make a major contribution to this our approach and to help us move to the next phase in our development. The opportunities for the post holders will be significant and they will play a key role in the growth and marketing of a social enterprise approach which will attract new kinds of charitable funding and social investment and be at the forefront of a change that will soon encompass the entire sector.

Job purpose

- You will be responsible for Pump Aid's communications and engagement with the general public and the stewardship of all its major individual donors and corporate partners.
- Working closely with the programmes team in London and Malawi, you will develop and promote compelling content to raise Pump Aid's profile and media coverage, drive traffic to its websites and increase its income from social marketing.
- You will be the principal contact for Pump Aid's major individual donors and corporate partners, providing frequent case studies, tailored digital and hard copy reports and, for corporate partners, content for their websites, social media and staff engagement.
- You will use the successful working relationships you have created with existing donors and corporate partners to recruit new donors and partners and, thereby, increase funding from existing sources and generate new funding from new sources.
- You will supervise the Programme Funding Officer.

RESPONSIBILITIES

Major Donors

- Proactive engagement with existing major donors, through frequent contact, regular face to face meetings and using best practice donor stewardship approaches to increase the number and relevance of interactions and thereby increase the value of gifts, pledges and referrals.
- Develop pitches to attract new major donors, through the design of inspiring cases for support and the use of a range of fundraising mechanisms (grants, donations, investments, loans, etc).
- Work with Country Office / Programmes teams to design relevant investment packages and develop a pipeline of major donor activity that delivers short, medium and long-term support and investment and an increase in the number of major donors and funding from this source.
- Research, manage and update donor platforms including IATI, Just Giving, Virgin Money and Global Giving.

Corporates

- Manage existing corporates, through frequent contact and regular meetings to ensure we maximise their interest and secure and maintain support for Pump Aid at the highest level of corporate management.
- Work closely with the communications teams of corporate donors to create compelling stakeholder messages, highly visual website content and increased social media engagement.
- Work closely with the CSR teams of corporate donors to develop internal and external messaging and consistent and positive staff engagement, increasing interactions and creating staff fundraising opportunities.
- Develop pitches to attract new corporates, through the design of compelling and inspiring cases for support and, working with the programmes team, develop a pipeline of activity that leads to an increase in the number of corporate partners and funding from this source.

Communications and campaigns

- Lead on Pump Aid's digital and print communications, ensuring posted information is current, content is engaging and that it both supports Pump Aid's fundraising objectives and extends its profile, reach and influence.
- Use the collateral developed for major donors and corporates to support digital campaigns that increase the profile and awareness of the work of Pump Aid with its key target audiences and the public at large and creates new online and other easy giving opportunities.
- Lead on the re-development, updating and maintenance of Pump Aid's websites to further increase the income raised through targeted campaigns and general appeals.
- Develop and raise the profile of the Pump Aid and Beyond Water brands within the aid sector, including with current and former potential stakeholders, opinion formers, potential donors, staff and trustees.
- Work with the Programme Funding Officer to create and deliver tailored campaigns linked to wider sector and international fundraising and awareness campaigns and events, like Christmas, Easter, World Water and World Hand-washing days, etc.
- Lead on the preparation of high-quality reviews, impact reports, newsletters and promotion materials and maintain an easily assessable library of photos, compelling case studies, calls for support, templates and presentations for use by other members of staff and to be a resource for other media outlets.

Administration

- Any other reasonable duties