



Job Description: Lead Fundraiser

Salary	£23,000- £26,000pa (pro rata)
Part-Time	2.5 – 3 days a week
Role Accountable to	Executive Director
Location	Home Based
Job Aim	Lead and develop our fundraising, increasing support for improving access to essential healthcare in low resource contexts.

Job Overview

The Lead Fundraiser is a new position responsible for (i) developing our fundraising, with a focus on individual giving, major donors and churches and (ii) contributing to shape the future direction of Medic Assist International

Medic Assist International (MAI)

MAI is a specialist Christian charity with a passion to see marginalised and vulnerable communities have access to essential healthcare. We work with local partners in low resource contexts to enable enhanced and sustainable capacity in health education, medical interventions and healthcare facilities. We are currently working with partners in India, Nepal, South Africa and South Sudan.

Person Specification

The post holder will need to be a motivated and competent fundraiser with a hands-on understanding of different fundraising areas, and able to demonstrate past success in growing charity income. S/he will have a creative, innovative, approach to fundraising and good at building networks. An inspiring communicator, natural story teller and good copywriter. S/he will be a skilled researcher, taking a test and learn approach to ensure strong income growth. A practical, confident and outgoing team player that can thrive working independently. They will feel highly committed to the cause of access to healthcare; saving lives and improving the quality of life of vulnerable and marginalised people.

There is a genuine occupational requirement for the post holder to be a committed Christian.

Main Responsibilities

Generate and grow Individual and church giving

-Grow individual giving income- develop, implement and test a mix of fundraising methods to grow our supporter base and increase one-off gifts, regular giving and future legacy giving.

-Cultivate supporter relations –enable supporters to contribute and engage effectively with MAI applying Customer Relations Management principles. This may include developing and supporting a network of MAI volunteer ambassadors as well as organising supporter project visits.

-Develop support from churches and other groups - both directly and indirectly by the promotion of MAI to church and community group members.

-Write compelling fundraising communications, including case for supports, fundraising appeals, website copy, blogs, social media content, newsletters and reports to supporters.

-Monitor and evaluate- the success of the charities marketing strategy and fundraising activities, taking a test and learn approach.

-Continue to develop ways to fundraise and recruit new supporters by keeping up to date with sector trends and activity.

Leadership and Management

-Work on the charity's strategic direction with the Executive Director and Trustees. Helping to the charity to fulfil its potential. Write the annual fundraising programme and KPI.

-Oversee and support marketing and fundraising consultants appointed by the charity.

-Produce monthly and quarterly management reports against agreed KPI's.

-Stay up to date on fundraising legislation and ensure all campaigns comply with guidelines.

Overseas Partner Engagement

-Plan and assist on MAI partners visits to the UK to encourage supporter engagement

-Develop our partners communications skills, ensuring a pipeline of impact focused story telling.

-Visit overseas partners to gather impact stories and communications material.

Other

-Undertake other duties as commensurate to the nature of this post and with MAI being a small organisation.

Other Information

Due to the nature of the role, evening and weekend work will be required from time to time. Some occasional overseas travel will be required.

Personal Specification

Experience and Knowledge

Essential	Desirable
Proven success in delivering fund raising and supporter engagement activities that have increased income and engagement.	-Educated to degree level or equivalent -Management or fundraising qualification
Experience of supporting and resourcing volunteers or community groups to fundraise.	A large network of social and work contacts
Knowledge of fundraising legislation	Experience in supervising volunteers
Experience of relating to and speaking in churches	Experience of major donor and Trusts and Foundations fundraising.
	Understanding of the theology of Christian giving.

Skills and Aptitudes

Essential	Desirable
Confident and outgoing, able to build rapport with others. An effective networker. Likes to get things done.	
Strong communications skills and an excellent command of spoken and written English. Persuasive and enthusiastic, able to engage the commitment of others.	Strong numerical skills with the ability to understand, use and manipulate data and financial information.
Confidence in speaking on behalf of MAI at church services and promotional events	
Demonstrates awareness of relationships in a Christian context and able to work well with people of different cultures and nationalities	Experience of living in a developing country
Able to subscribe to and share in MAI's vision, mission, ethos and Kingdom values.	
Innovative and creative thinker.	
Attention to detail and accuracy	Prospect research skills
Ability to work under pressure and meet deadlines	
The ability to work proactively with minimal supervision	
Strong use of MS Office (Word, Excel, Outlook PowerPoint) and the internet; experience of using a relational database;	Experience using Publisher and WordPress web templates
Willingness to travel around the UK to meet donors and speak at churches	
Full, clean UK driving license	
Knowledge of fundraising legislation	