**JOB DESCRIPTION**

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| **Job Title:** | Fundraising Campaigns Manager |
| **Company:** | Self Help Africa UK |
| **Department:** | Fundraising |
| **Location:** | Shrewsbury |
| **Reports to:** | Head of Fundraising UK |
| **Contract type:** | Permanent |
| **Salary:** | £39,000 - £43,000 per annum |
| **Hours:** | Full time 37.5 hours per week, Monday - Friday |
| **Organisation overview:** | **About Self Help Africa** Self Help Africa is an international development organisation that works through agriculture and Agri-enterprise development to end hunger and extreme poverty. In 2021, Self Help Africa merged with United Purpose, doubling our size. The organisation works in 15 programme countries in Africa, Asia and Latin America and its 2023 budget is in excess of €50m.In early 2023 we launched a new five-year organisation strategy, which defines shared mission as the alleviation of hunger, poverty, social inequality and the impact of climate change through community-led, market-based and enterprise-focused approaches, so that people can have access to nutritious food, clean water, decent employment and incomes, while sustaining natural resources.Our wider organisation also includes social enterprise subsidiaries Partner Africa, which provides ethical auditing and consultancy services, TruTrade, an innovative trading platform in East Africa, and CUMO, Malawi’s largest micro-finance provider.Our three core values are:▪ Impact: We are accountable, ambitious and committed to systemic change.▪ Innovation: We are agile, creative and enterprising in an ever-changing world.▪ Community: We are inclusive, honest and have integrity in our relationships. |
| **Job Purpose:** | To increase and maximise unrestricted support for Self Help Africa through high-quality supporter care, direct marketing and event delivery. |
| **Key Responsibilities:**  | **Direct Marketing:*** Oversee the UK Direct Marketing programme - working alongside the Direct Marketing Manager to support the creative development of direct mail and e-mail appeals, tailored to a UK audience.
* Take the lead in conjunction with the UK Direct Marketing Manager with UK Digital acquisition campaigns and fundraising opportunities
* Support the Head of Fundraising UK, co-ordinate public fundraising for UK-led Campaigns and Appeals e.g. The Big Give, through multi-channel marketing and donor cultivation.

**Events:*** Manage the UK food and hospitality portfolio of events; develop and maintain relationships with chefs, restauranteurs and event organisers and cultivate new opportunities and partnerships.
* Manage International Challenge events for UK supporters, from conception to delivery.
* Research and identify potential new income streams and fundraising opportunities and produce strategies to access these funds.

**Community Fundraising:*** Building networks and partnerships with UK Schools and higher education establishments with the goal of increasing support and revenue for SHA.
* Oversee the Fundraising of Churches including Harvest Appeal with support of the Fundraising Campaigns Officer

**Administration:*** Develop and maintain effective supporter journeys to build relationships and retention - including timely and appropriate acknowledgements.
* Support the UK Head of Fundraising with cultivating relationships with major donors, to secure long-term fundraising income.
* Contribute to the annual Fundraising operational plan and associated budgets.
* Regularly monitor, analyse, and report on progress against UK fundraising budgets and other performance indicators - making recommendations where necessary.
* Create and maintain accurate records of supporters, contacts and income using the Salesforce database.
* Act as deputy for the UK Head of Fundraising-on-fundraising matters, as required.
* Undertake any other task which is commensurate with the post as requested by the Head of Fundraising.
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| **Key Relationships:** | **Internal*** Head of Fundraising UK (line-manager)
* Fundraising Campaigns Officer
* Community Fundraising Administrator (Manage) – Position not filled
* Direct Marketing Manager
* Fundraising Team in Ireland
* Communications Team UK and Ireland

**External*** Supporters
* Donors
* Suppliers
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| **Core Competencies:** | **Leadership –** Acts to inspire others articulating and demonstrations the values and principles that underpin work. Holds a sense of pride for Self Help Africa and has loyalty to the organisation. Supports others to achieve excellent results.**Communicating and working with others -** Uses the most appropriate channel to share information with others both inside and outside Self Help Africa; adapts the message to meet the communication needs of the audience.**Influence, advocacy and networking –** Engages with others inside and outside the organisation to promote the interests of Self Help Africa and those we work with; gathers and shares a wider knowledge of issues relevant to Self Help Africa’s work.**Planning and decision-making –** Systematically develops plans towards achieving the organisation’s objectives and delivers on commitments; makes clear, informed and timely decisions appropriate to the role, in the interests of the organisation and those we work with. |

*All candidates offered a job with Self Help Africa will be expected to sign our Safeguarding Policies and Code of Conduct as an appendix to their contract of employment and agree to conduct themselves in accordance with the provisions of these documents. Specific roles may require Police/DBS/ [relevant police authority] vetting.*

**Self Help Africa strives to be an equal opportunities employer.**