

## **JOB DESCRIPTION**

Job title: Senior Fundraising Officer

Reports to: Head of New Business

Location: London, with occasional travel. We operate a hybrid working model with two days a week in the office

### **Role summary**

The Senior Fundraising Officer will play an important role in securing new income for Global Witness' work from Trusts, Foundations, and other Statutory and Institutional funders. This role will work within the New Business team to identify, establish, and nurture new funder relationships. They will develop persuasive proposals and manage a pipeline of funders to contribute to growing a diverse funder base for the organisation and delivering on our ambitious fundraising targets.

### **Key responsibilities and accountabilities**

#### **Prospect Research and Pipeline Development**

- Proactively find new funder prospects by carrying out high quality research using publicly available sources, databases, and other sources as appropriate, working closely with the Prospect Research Officer and colleagues in the New Business team.
- Analyse new funding trends and opportunities and work in partnership with relevant colleagues to evaluate priorities/ opportunities for the organisation to grow its funding.
- Expand on existing networks and build new ones to develop a robust picture of the opportunities for new and diversified funding.
- Develop and manage systems and records for donor cultivation and stewardship, working closely with the Fundraising Coordinator and other colleagues.
- Effectively use the customer relationship management platform, Salesforce, to manage pipeline and cultivation activity.
- Undertake due diligence assessments in coordination with the Prospect Research Officer and in line with the organisation's due diligence policy.

#### **Prospect Cultivation**

- Work closely with the Head of New Business and other colleagues to meet annual individual and team fundraising targets.

- Develop and manage a portfolio of funding prospects, and cultivate these prospects in a timely manner, including direct solicitation.
- Work with the Head of New Business to develop and implement bespoke cultivation plans and activities to actively progress engagement with prospective funders.
- Produce inspiring donor communications, including funding proposals, cases for support and informal updates, in collaboration with colleagues in Campaigns, Communications, and External Engagement teams.
- Represent Global Witness at funder meetings and events to develop new leads and make pitches, and help prepare senior colleagues, including our CEO, to represent Global Witness at fundraising events and donor meetings, both virtual and in-person.
- Work collaboratively across the wider External Engagement team, including with the Grants team and the Individual Giving team.
- Support the setup, delivery, and transfer of new funders to the appropriate Grant Manager.

### **Global Witness Profile Raising**

- Help raise Global Witness' profile externally through participation in events, conferences, working groups, etc.
- Develop effective relationships with fundraisers in partner organisations and fundraising networks, to share leads and develop joint approaches where appropriate.

### **Ways of working and collaborating**

- Work proactively to support Global Witness in meeting its purpose, strategy, and priorities.
- Work in line with the Global Witness values of courage, inclusion and belonging, kindness and collaboration in all interactions internally and externally.
- Work collaboratively and positively across the team and whole organisation contributing to cross organisation projects, key events, and initiatives.
- Respond to challenge, explore new ideas and take initiative in all aspects of teamwork.
- Build and maintain positive relationships with a range of external allies and colleagues.
- Demonstrate an active commitment to creating a diverse and inclusive workplace.
- Work within Global Witness policies and procedures at all times, including confidentiality, source protection and security, legal and contractual requirements, and general office procedures.

## **Other**

- Where appropriate, oversee the work of other team members, interns, or consultants.
- Keep up to date with professional trends, developments and networking in the sector and ensure ad-hoc and regular updates are circulated to the team.
- Carry out any other duties equal to the skills and responsibilities required for this role as directed by the Head of New Business.

## **PERSON SPECIFICATION**

To be successful in this role you'll have:

- Experience in fundraising, including building funder relationships with and generating income from Trusts, Foundations, and/or Institutional funders.
- Excellent communication and interpersonal skills, both verbally and in written form, including the ability to write and edit compelling communications, funding proposals and news updates for a variety of audiences.
- Proven ability to research, identify and cultivate excellent donor or client relationships.
- Good project management, organisational, attention to detail and administrative skills.
- Ability to prioritise effectively, meet deadlines and work well under pressure.
- Experience using a CRM system to manage funder/ donor relationship information and the ability to deal with confidential information sensitively and appropriately.
- Ability to work as part of a team including coordinating work with colleagues remotely to achieve shared goals and objectives.
- Professional working proficiency in English.
- Display self-awareness, understanding your strengths, limitations, and impact on others.
- Display an affinity to the Global Witness values and actively participate in Global Witness' diversity and inclusion journey.

## **Desirable**

- Experience working in a campaigning organisation and/or with a focus on climate.
- Experience supporting donor and funder events.
- Financial literacy, as it pertains to tracking and managing funding opportunities, as well as presenting project budgets to funders.
- Experience working with geographically dispersed colleagues.
- Experience in using Salesforce CRM.