



JOB DESCRIPTION FUNDRAISING MANAGER

Employment Type: Permanent
Hours: Full-Time
Remuneration: £38,000 - £50,000 (subject to experience)
Location: London Office, United Kingdom
Responsible to: Director of Fundraising and Marketing

About iERA:

iERA is the leading global dawah organisation in the world. We advance the Prophetic Mission of reconnecting humanity with their Creator by inviting them to accept the Oneness of God, His divine names and attributes.

Our work continues in the footsteps of all the great prophets from the very first of them, the prophet Adam, all the way through to Noah, Abraham, Moses, Jesus, until the very last and final prophet, the prophet Muhammad (peace be upon them all).

We deploy over 1000 Dawah Specialists across 31 countries, and on average take 15,000 shahadas per month.

Purpose of the Post:

We are seeking a proactive and results-driven manager to lead and expand iERA's fundraising. We are currently projecting the rate of people taking their shahada to grow to 1 Million by the year 2030! Our biggest operational stumbling block appears to be funding which is not growing in line with the huge demand for Islam.

You will develop and deliver high-impact fundraising campaigns to increase awareness, engagement, and support for iERA's mission. This hands-on management role involves managing a talented in-house team, while also directly contributing to campaign development and asset creation.

Main Responsibilities

Fundraising

1. To effectively plan and implement the fundraising strategy to ensure income targets are met.
2. To ensure the implementation of fundraising initiatives in line with iERA's financial model. This includes the following initiatives:

2.1 Digital and Social Media

- a. To manage and expand fundraising through digital and social media fundraising.
- b. Ensure that regular fundraising emails are being written, designed and sent out to internal mailing list.
- c. Ensure that regular fundraising posts and adverts are being pushed out to generate funding.
- d. Ensure that regular videos are being produced and pushed out that showcase iERA's work and allows it to generate further funds.

2.2. Large Donors

- e. Maintain a positive relationship with existing large donors through regular updates of iERA's work and achievements.
- f. Build a list of prospective large donors both within the UK and abroad and initiate/resume plans to nurture them into donors.
- g. To design and write project proposals and present to large donors to secure funding.

2.3 Institutional Funding

- h. Research, identify and profile charities in the UK and internationally who could be suitable charity funding partners.
- i. Meet prospective charity funding partners to persuade them to provide support, and draft accurate and compelling proposals.
- j. Compile and provide monitoring and evaluation reports at agreed timescales.
- k. Maintain a positive relationship with existing charity funding partners through regular updates of iERA's work and achievements.

2.4 Events

- l. To oversee the running of the annual iERA gala dinner and Ramadan events with a view to optimising income.
- m. To oversee the running of other iERA corporate events with a view to optimising income.

2.5 Community Fundraising

- n. To oversee the running of regular iERA community events across the UK with a view to optimising income.
- o. To oversee regular mosque collections across the UK with a view to optimising income.
- p. To oversee iERA's "Destination Dawah" deployments by increasing volunteers and funds raised, in addition to supporting the creation of a volunteer dawah culture.

2.6 Recurring Donations

- q. To increase recurring donations to agreed levels through events, telesales, digital marketing, social media, appeals and other effective means.
- r. To coordinate the effective retention of recurring donors through emails, telesales and other effective means.

- s. To reconnect lapsed recurring donors through telesales and other effective means.

2.7 International Offices

- t. To plan and execute international fundraising in select countries across Africa, and any new countries with opportunities.
- u. Provide advice and support to iERA US and iERA Canada to optimise income.

2.8 Donor Management

- v. Maintain the donor information database, ensuring all records including mailing list are up to date.
 - w. To securely log all donations and pledges accurately and ensure that clear records of such donations and pledges are maintained.
 - x. To maintain an effective CRM system for iERA donors and all data of beneficiaries.
 - y. Ensure all donations received are processed in a timely manner and gift aid is claimed where appropriate.
 - z. To maintain a system of checking any donations with unspecified gift aid and asking the donor if their donations are eligible for gift aid.
3. To plan the effective implementation of a Ramadan fundraising campaign from a fundraising and communications perspective in maximizing iERA's income.
 4. To plan the effective implementation of a Dhul Hijjah fundraising campaign from a fundraising and communications perspective in maximizing iERA's income.
 5. To monitor, analyse and evaluate success and weaknesses of all fundraising activities and ensure learning outcomes are shared and documented.
 6. To manage and strengthen iERA's external relationships with all stakeholders including donors, mosques, local communities, corporate organisations, not for profit organisations, and other high profile contacts in order to optimise iERA's income.
 7. To identify new areas of income generation which fulfil iERA's strategic objectives.
 8. To provide monthly reports on fundraising activities and KPIs to the Director of Fundraising and Marketing, and other senior management and trustees.

Leadership, Management and Development

9. To develop and establish a new fundraising team and effectively lead and manage it to achieve the strategic priorities of iERA.
10. To ensure an effective working relationship between fundraising and other departments in achieving iERA's strategic objectives.

11. To ensure the team keeps abreast of new developments in fundraising and marketing, and is fully compliant with best practice in fundraising and relevant legislation.
12. To contribute to discussions on advertising campaigns, brand identity and profile of iERA.

Promoting iERA

13. To represent the organisation externally and engage with external stakeholders at a senior level.
14. To ensure iERA maintains a proactive communications profile and engage with all stakeholders to create awareness about the work of the organisation.
15. To ensure that marketing materials and other communications accurately and persuasively reflect the vision, mission and values of the organisation.
16. To oversee the regular updating of the website and social media platforms for generating income.
17. To maximise the potential of iERA's website, social media and video production from a revenue perspective.
18. To seek opportunities to expand the organisation's work for financial benefit.

Budgetary Control and Financial Management

19. To produce annual operational plan, monitoring effectiveness through return on investments
20. To prepare the annual budget for the fundraising department
21. To agree operational and project costs with the financial controller and set up appropriate fundraising campaign targets.
22. To set income and expenditure targets for team
23. Work with the financial controller to track income and monitor fundraising progress against targets.
24. To produce regular, accurate financial reports showing fundraised income and costs every month.

Working with other Heads of Departments

25. To provide strong leadership across iERA in close collaboration with other heads of departments.
26. To participate with the other department heads in taking collective responsibility for developing, implementing and monitoring strategic policies in the following areas: strategic planning, HR, finance, compliance, internal and external relations, communications, health and safety, and risk management.

Other

27. The willingness to travel extensively at short notice

28. The work requires to work outside normal office hours, weekends and bank holidays if required.
29. Any other duties commensurate with the responsibilities of the post.

PERSON SPECIFICATION FUNDRAISING MANAGER

E = Essential

D= Desirable

Qualifications

- a) A degree level education or equivalent. (D)

Experience

- b) Substantial experience on managing & delivering on challenging targets. (E)
- c) At least 2 years proven experience at senior management level in a principally fundraising role. (E)
- d) Significant experience of effectively dealing with stakeholders and strengthening strategic partnerships. (E)
- e) Proven experience in grassroots non-Muslim dawah for at least 3 years. (D)
- f) Experience of leading and managing fundraising, marketing and communication campaigns. (E)
- g) Proven experience of project/ campaign management. (E)
- h) Significant experience of leading, managing and developing people. (E)
- i) Experience of managing large budgets. (D)

Skill

- j) Strong written and spoken English, including high level interpersonal and presentational skills, exceptional negotiating and networking skills and high level of tact and diplomacy skills. (E)
- k) Strong people management skills. (E)
- l) Strong IT skills. (E)
- m) Excellent planning and coordinating skills. (E)
- n) Complex organisational problem solving skills. (D)

Knowledge

- o) Good knowledge of traditional and non-traditional Community Fundraising models. (E)
- p) Knowledge of effective fundraising initiatives, e.g. large donors, corporate and individual giving, events, digital, social media, trusts. (E)
- q) An understanding of dawah at both a conceptual and practical level. (E)
- r) Knowledge of financial standards, procedures and regulations in charities. (D)
- s) Knowledge of Muslim dawah organisations both domestic & international (D)

Ability

- t) Ability to work under pressure to agreed deadlines and adapt to change (E)
- u) Ability to work unsociable hours during peak campaigns (D)
- v) Willingness to travel extensively at short notice (E)
- w) Ability to work in a systematic and methodical manner. (E)
- x) Ability to be dynamic and flexible in approach to work. (E)
- y) Ability to manage conflicting and high priority workloads effectively. (E)
- z) Ability to work on own initiative and delegate appropriately. (E)
- aa) Ability to work successfully in a target driven environment. (E)
- bb) Ability to motivate self and others. (E)

Commitment

- cc) Commitment to iERA's mission, vision and values (E)
- dd) Commitment to iERA's ethos (E)
- ee) Commitment to equality of opportunity and diversity (E)