



<b>JOB TITLE</b>	Fundraising Innovation Manager
<b>TEAM</b>	Strategic Projects (Fundraising)
<b>DEPARTMENT</b>	Fundraising
<b>REPORTS TO</b>	Head of Strategic Projects (Fundraising)
<b>DIRECT REPORTS</b>	None
<b>SCALE</b>	5
<b>HOURS PER WEEK</b>	35

## OVERALL PURPOSE OF THE JOB

### The Strategic Projects (Fundraising) team:

The Strategic Projects (Fundraising) team is responsible for the identification, design and management of projects that are key to the delivery of Amnesty International UK (AIUK)'s strategic plan.

1. The SPF team focuses on the delivery of projects essential to achieving AIUK's 2016 – 2020 fundraising strategy. These projects typically sit within the 'fundraising fundamentals' key priorities, which are areas of strategic importance that underpin our fundraising strategy and are key to achieving our growth ambitions.
2. A secondary of focus for the SPF team is the delivery of cross-organisational projects essential to achieving AIUK's 2016 – 2020 strategic plan. These projects are typically identified as priority projects by AIUK's Senior Management Team (SMT).
3. Finally, the SPF team runs a fundraising innovation function (new function, to be established) within the fundraising department, focused on audience insight and with a primary goal of diversifying and growing AIUK's fundraising portfolio, employing innovation and project management methodologies to result in ideas, prototypes / tests and investment decisions.

### The role:

To develop and lead a structured process for fundraising innovation within Amnesty International UK (AIUK)'s Fundraising Department, as directed by the Head of Strategic Projects (Fundraising). The role is responsible for the development of our approach to innovation in fundraising, which we currently envisage as a pipeline of income-generating ideas to test, pilot and launch. After developing and launching the approach to innovation in fundraising, the role will continue to lead on its application, ensuring a robust process for developing and piloting ideas. The role will monitor the external environment for emerging trends that may have potential application for AIUK.

The performance of the holder of this post will be evaluated on their:

- Delivery of agreed projects and associated targets

- Delivery of work in accordance with, and team adherence to: AIUK policy, procedure and our supporter promise.

## **MAIN TASKS:**

### **1. Fundraising innovation**

- 1.1. Lead on developing, implementing and managing an entire fundraising innovation pipeline of audience-focused and insight-driven products that enable the delivery of the fundraising strategy, specifically the fundraising strategic goal of diversifying and growing our income sources.
- 1.2. Establish and manage the entire fundraising innovation process from beginning to end: insight-driven idea generation and development, designing prototypes, MPV testing, launching ideas to market and evaluating against KPIS; provide guidance to the fundraising department on the process / approach to fundraising innovation.
- 1.3. Use project management skills to initiate, plan, implement, monitor and close fundraising innovation activity, in accordance with AIUK's project management framework.
- 1.4. Assemble and lead multi-disciplinary project teams and work collaboratively to deliver fundraising innovation projects.
- 1.5. Collaborate with fundraising teams, the Fundraising Leadership Team and the Senior Management Team to ensure buy-in to fundraising innovation projects and smooth transition into business as usual activity.
- 1.6. Regularly review, monitor and report on the progress of managed activities to key stakeholders evaluating impact, managing risks and adapting the approach as necessary in order to achieve the objectives identified.
- 1.7. Evaluate tests and prototypes and make recommendations for next steps, including working with colleagues to develop and present business cases for investment, to enable senior stakeholders to make sound investment decisions.
- 1.8. At the close of any fundraising innovation project, ensure that final evaluations are conducted, and key learnings carried forward to subsequent fundraising innovation projects and these areas are communicated to key internal and external stakeholders.
- 1.9. Undertake regular analysis of fundraising innovation in the voluntary and commercial sectors, evaluating the potential opportunity to advance or improve AIUK's fundraising programme.
- 1.10. Act as an internal fundraising innovation consultant, leading ideation sessions for fundraising teams, advising on insight briefs, providing expert guidance on the approach to fundraising innovation and fostering a culture of innovation across the fundraising department.
- 1.11. Prioritise fundraising innovation workload according to business objectives.
- 1.12. Support the Head of Strategic Projects (Fundraising) in bringing external and new thinking to old problems or new strategic projects in a timely and relevant way to make impactful change.

### **2. Project, resource and line management**

- 2.1. Manage and report on the expenditure budget for fundraising innovation and report on this to the Head of Strategic Projects (Fundraising).

### **3. External environment, relationships and networking**

- 3.1. Network within the sector, representing AIUK at relevant forums and ensuring that the organisation's values and aims are effectively communicated and represented. Attend sector conferences and follow media coverage, ensuring key developments are briefed to the Fundraising Leadership Team, Senior Management Team and governance bodies, and that fundraising innovation work is revised as necessary.
- 3.2. Facilitate integrated, cross-organisational work where this will enhance the identification, scoping or piloting of any fundraising innovation projects. Provide leadership and direction to those involved in fundraising innovation work.
- 3.3. Develop strong and productive working relationships with the Innovation Manager (responsible for innovation outside fundraising at AIUK), the Fundraising Leadership Team, Senior Management Team and colleagues across the fundraising department.
- 3.4. Develop and manage appropriate and productive relationships with partners or suppliers engaged in the design or delivery of fundraising innovation activity and associated audience insight. Ensure they act in accordance with AIUK policy, procedure and our supporter promise and are compliant with legislation and regulation.
- 3.5. Enable the engagement of AIUK members, supporters and volunteers where this is relevant to the project.

### **4. Compliance**

- 4.1. Responsible for ensuring that fundraising innovation work is compliant with AIUK policy and procedure, the Code of Fundraising Practice, and other relevant regulatory and legal requirements.
- 4.2. Ensure that any procedures and processes which guide fundraising innovation are clear, efficient and documented, and are compliant with AIUK policy and procedure, the Code of Fundraising Practice, and other relevant regulatory and legal requirements.
- 4.3. Take responsibility for maintaining, reviewing and updating any other fundraising procedures for which this role is the nominated procedure administrator.

### **5. Health and safety**

- 5.1 Take responsibility for your own health, safety and welfare, comply with AIUK Health and Safety policy and procedures, and do not act in any way that compromises the safety of yourself, colleagues or the public.

### **6. Equality, diversity and inclusion**

- 6.1 Deliver all aspects of this job description with respect to equality, diversity and inclusion.

### **7. Other**

- 7.1 Undertake any other relevant duties or projects delegated by the Head of Strategic Projects (Fundraising) or Director of Fundraising, which are in line with the responsibilities of the post.
- 7.2 Deputise for the Head of Strategic Projects (Fundraising) as required.

PERSON SPECIFICATION: Fundraising Innovation Manager	
ESSENTIAL CRITERIA	
<b>Experience</b>	Successful innovation experience within a fundraising or income generation context: a proven track record of devising and delivering successful innovative plans, processes or products based on robust insight.
	Proven track record of establishing and/or refining a pipeline of new, diverse and successful products based on a robust understanding of changing circumstances, internal and external factors, risk analysis and of fundraising performance.
	Experience of gaining relevant audience insight to inform innovation
	Experience of managing multiple projects simultaneously with demonstrable autonomy.
	Experience of leading cross-functional project groups, including people from senior levels of the organisation.
	Experience of managing relationships with agencies and / or consultants.
	Experience of managing expenditure budgets.
	Fundraising experience: a proven track-record across a broad range of fundraising areas and audiences; ideally within individual giving and/or community fundraising.
<b>Skills, knowledge and approach</b>	Strategic understanding of the giving trends and other developments in the fundraising sector, including matters of compliance.
	Excellent project management skills with experience of managing complex projects and multiple stakeholders.
	Knowledge of strategic planning tools and innovation models and how to apply them.
	Highly creative, strategic and agile thinker, able to navigate complexity.
	Results-driven and audience-focused with strong commercial acumen. Knowledge of qualitative and quantitative marketing research techniques used to gain audience-insight
	Excellent interpersonal skills and the ability to build collaborative and supportive relationships with individuals at all levels of the organisation, and with teams. Able to lead a group to agreement, using negotiation and structured debate.
	Excellent problem-solving skills, with the ability to assess a complex problem or opportunity and design a creative solution to address this.
	A self-starter, able to develop and establish an approach to fundraising innovation for AIUK. Proactive in bringing solutions and recommendations to your line manager / key stakeholders. Demonstrates resilience to the process of innovation.
	Energetic, positive, tenacious. Able provide vision and strategic direction to cross-organisational teams. Able to enthuse and inspire others, and to maximise their contribution to a project.
	Excellent verbal communication, presentation and facilitation skills.
	Numerate; able to commission and interpret data analysis to guide activity design and decision-making.
	Highly organised, able to plan and manage a demanding workload to meet deadlines and to set clear priorities for the project team. Able to ensure team members commit to delivering to deadlines. Can negotiate priorities at senior level.
<b>Values and behaviours</b>	Understanding of the voluntary sector, and ideally of membership organisations.
	Commitment to help deliver Amnesty International's aims and objectives.
	Commitment to equality, diversity and inclusion.
DESIRABLE CRITERIA	
<b>Experience</b>	Experience of managing change in challenging environments.
<b>Qualifications</b>	Project management qualification / training.