

FUNDRAISING PROJECT MANAGER

Salary: £TBC

Starting salary dependent on qualifications and experience

Fixed term contract (6-8 months)

Location: Combination of London office and home working, with some travel to our centres

Reporting to: Director of Fundraising, with regular comms to CEO and trustees.

The Outward Bound Trust

The Outward Bound Trust is a dynamic social enterprise (not for profit) providing adventure-based, outdoor learning for young people from six centres in the wildest places of the UK.

Outward Bound will be 80 in 2021, and one of the ways we're celebrating this milestone, is with a transformational crowdfunding campaign. The campaign's focus is to inspire people to play their part in helping young people recover from the COVID-19 pandemic. We are looking for a strong leader with exceptional organisational skills to lead this new and exciting project.

Job description

In a nutshell...

- You'll lead and manage a unique online crowdfunding project. The project will culminate with a 36 hour viral campaign in the first week of December.
- You'll be working to raise over £2 million for Outward Bound. This will help us to fast track our recovery from the pandemic and reach the young people who need us most right now.
- You'll need to engage and unite our staff, trustees, donors, clients and stakeholders, as the success of this project will depend on their active support.
- You'll also help us reach new audiences, cementing our relevance in a post-COVID world and positioning Outward Bound as a leader in our field.

If that hasn't sent you heading for the hills, here's the detail...

You will be responsible for leading, managing and delivering a charitable crowdfunding project for Outward Bound – the exact nature of which we've never done before. You will have full oversight of the project, and will need to be able to manage up, down and across all departments at Outward Bound. You will need to bring ideas to the table and be prepared to execute them to the highest standards. You'll lead a team to enlist the help of existing donors, staff and alumni – encouraging them to fundraise for Outward Bound, via an online platform that is designed to provide a personal touch whilst utilising a crowdfunding model and the psychology of viral/time-limited campaigns.

This will be a sector-transforming campaign – and could lead to other opportunities within Outward Bound and throughout the charitable sector. Get it right, and your CV will thank you.

Our key audiences will be:

Top tier – we aim to raise over £1m in match funding, donated by our closest friends and high net worth individuals, to not only support our cause but to enable further fundraising.

Middle tier – we want to recruit 500 to 1000 fundraisers, committed to raising money for the campaign through their personal and work networks.

Lower tier – we aim to raise at least £1m against match funding from fundraiser networks and members of the public.

Responsibilities

Strategy and planning

- Create and manage a detailed project plan and strategy for the campaign.
- Develop and implement systems for identification, cultivation and recruitment to the project, with the aim of securing 500 – 1000 active and engaged fundraisers.
- Develop income and expenditure budgets and reports related to the project.
- Work with key colleagues in marketing, finance, digital and supporter care to produce robust plans for each area.

Stakeholder care and relationship building

- Build relationships and stakeholder involvement to maximise participation and income.
- Manage key roles within the project, motivating and ensuring others reach their targets.
- Provide an efficient and personal line of communication for individual stakeholders, answering queries, allaying concerns and ensuring everyone knows what is expected of them.
- Manage the compiling and segmentation of stakeholder lists, ensuring the right team members are allocated accordingly.

Communication and co-ordination

- Manage a core project team and ensure clear directives to each member.
- Assist the rest of the team with briefing and co-ordination of individual participants/fundraisers.
- Work with colleagues in marketing to produce a comms/content plan and produce timely, cost effective and powerful content to support the project – both written and audio-visual.
- Set up a robust feedback loop across the project team and the wider organisation / trustees.

Administration

- Be responsible for the administration of the project, including accurate and thorough record-keeping, a detailed project plan with realistic timeframes, segmented stakeholder lists, and any processes and procedures necessary to achieve agreed targets pre and post campaign.
- Work with the digital and finance teams to ensure that, post campaign, all relevant information is added to the CRM database in accordance with agreed departmental procedure.
- Liaise with the external agency responsible for supplying the technology for the campaign.
- Manage the back end of the website used to run the campaign.
- Manage the thanking process for all stakeholders post-campaign.
- Work with the finance team to ensure processes are fulfilled in a timely and efficient manner post campaign eg. non-electronic pledges, Gift Aid claims etc.

Person specification

Preferred experience

- Worked at least at middle management in a fundraising environment or similar.
- Worked and delivered to challenging income or fundraising targets.
- Developing and delivering a strategy or project management plan.
- Worked on a project that has required excellent relationship with stakeholders.
- Managed complex events or projects.

Competencies

- Excellent negotiation and influencing skills.
- Great communication and presentation skills and diplomacy.
- Highly organised with a meticulous attention to detail.
- Ability to work well within a team and across departments.
- Confident and personable around people at all levels.
- Technologically competent.