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## Fundraising Manager

**Thank you for your interest in working with Gendered Intelligence (GI)**

We are looking for a highly effective Fundraising Manager. In this exciting new role, you will play a pivotal part in shaping and leading fundraising initiatives for a charity that has undergone significant growth in the past decade. While we currently benefit from stable income from various sources, we are eager to diversify and enhance our funding streams. We are seeking an exceptionally organised, self-starter, ready to take initiative. You will have the vision and ideas to create and implement a new Fundraising strategy, playing a key role in securing income from new sectors.

Whilst the majority of staff are trans[[1]](#footnote-1)-identified, we welcome cis allies at all levels, and have a number of cis people working for us.

This pack contains information to help you decide if you would like this job; and tells you what to do if you decide you want to apply.

**What is in this pack?**

Click on any of the links below to go to the section you are interested in:

1. [Diversity information](#_Diversity_Information)
2. [Recruitment process and timeline](#_Recruitment_Process_&)
3. [Organisational context](#_Organisational_context)
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Separate documents:

1. Application form
2. Diversity Monitoring Form

## Want to learn more before applying?

We hope this recruitment pack will provide all the information you need to decide if you want to apply for this job. But we’re aware that people may have different needs or additional queries, and we want to support all potential applicants.

**Option 1:** You can contact Moya Wilkie, Director of Central Support Services ([moya.wilkie@genderedintelligence.co.uk](mailto:moya.wilkie@genderedintelligence.co.uk)). Please note Moya will be on the interview panel and line-managing the postholder.

**Option 2:** Contact [recruitment@genderedintelligence.co.uk](mailto:recruitment@genderedintelligence.co.uk) for anonymous support. As well as responding to any general queries about the process, we are offering a limited number of 15 minute slots to support applicants with their applications. These 1:1 online sessions will take place on **9th January 2024** and will be hosted by the HR Manager, who is not involved directly in this recruitment process.

The sessions will provide the opportunity for potential applicants to ask any questions they have about GI, the process, or how to complete or what to include on the application form, in a confidential space. We hope these sessions will encourage individuals from marginalised and/or under-represented sections of our communities to apply for this position. While open to all, we would specifically encourage individuals who are transfeminine or people of colour to apply for a slot.

Please email [recruitment@genderedintelligence.co.uk](mailto:recruitment@genderedintelligence.co.uk) by **3rd January 2024** if you would like to take advantage of this offer.

You are welcome to use both the options above.

# Diversity Information

Gendered Intelligence aims to create a positive working environment for all staff, and is working towards a more diverse workforce who are supported effectively to deliver their roles. We are committed to meaningfully improving our Equity, Diversity and Inclusion (EDI). This work is coordinated by the EDI Participatory Platform, which includes representation from all Departments/Bands, and colleagues with different identities and lived experiences; this work is valued by GI and participation forms part of colleagues paid hours. Through our annually updated EDI Action Plan we are actively engaged in a programme of organisational development, reviewing policies, practices and working culture in order to improve our environment and enable colleagues to work effectively and supportively together.

We are actively seeking to bring people with different lived experiences, diverse backgrounds, abilities and gender identities into the organisation, to create a workplace that is welcoming for all.

As part of our commitment to increasing diversity, we have included a Diversity monitoring form with this pack, which is not mandatory, but we hope you will complete.

# Recruitment Process & Timeline

Please read the background and overview information about the role, as well as the job description and the person specification carefully.

Please complete the application form (2 part) that comes with this pack. We have provided guidance that we recommend you read before you fill in the form.

* Deadline for submission of applications: 9am Wed 24th January 2024
* Shortlisted applicants will be informed by: 2nd February 2024
* Interviews are provisionally organised for Friday 9th February 2024. If you are not available on this day please let us know this when you apply.

All job offers are made subject to references.

# Organisational context

## The Organisation

Gendered Intelligence (GI), established in 2008, is a registered charity that works to increase understandings of gender diversity and improve the lives of trans people.

We imagine a world where people are no longer constrained by narrow perceptions and expectations of gender, and where diverse gender expressions are visible and valued.

We are a trans-led and trans-involving grassroots organisation with a wealth of lived experience, community connections of many kinds, and a depth and breadth of trans community knowledge that is second to none.

We believe everyone can be intelligent about gender!

Gendered Intelligence is structured into four departments:

* **Professional and Educational Services (PES)** Work with professionals and organisations to develop trans inclusivity in workplaces and services
* **Youth and Communities Services (YCS)** Services and projects that work with young trans people and trans adults - including non binary, gender diverse and gender questioning people - to support well-being and enable our community to thrive
* **Public Engagement (PEng)** Work with public policy and decision makers, the media, researchers and academics as well as the general public and major institutions to raise awareness
* **Central Support Services (CSS)** All internal support functions such as finance, HR, office management and IT

## The Team/ Department

The exciting new role will sit within our Central Support Services team. You will be line managed by the Director of Central Support Services, and work closely with our existing freelance Fundraiser, whose work focuses on Trusts and Foundations. You will also collaborate with members of the Public Engagement Team to ensure maximum reach and impact.

## To find out more, visit www.genderedintelligence.co.uk

# Role Overview

*This section gives detailed additional information about the role to help you decide if it’s likely to be a role you’ll enjoy and that you will be a good fit for.*

Gendered Intelligence is 15 years old: we began as a grass-roots community organisation but since 2015 have experienced significant growth which means we now have a staff team of 40, and £1m+ annual income. We are still connected to our roots and to the communities we support, as evidenced by a high level of individual giving, but need to diversify our income sources to ensure stability for the future. We have analysed income strands and identified opportunities for growth within:

* Digital Fundraising
* Corporate support/ Partnerships;
* Individual & Community giving.

You will have significant experience in one or more of these areas. You will build on existing expertise and practices in the team and create a Fundraising Strategy to support the forthcoming Organisational Strategy (2024 – 2029), which has been developed with extensive consultation across the staff team and other stakeholders. Our expectation is that the Fundraising team will grow in the next 3 years, bringing in additional expertise in identified areas.

# Job description

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| --- | --- |
| Contract type | Permanent |
| Hours | Full-time (35 hours per week) |
| Salary | £44,428 – 48,474 + £3,000 London Weighting (where applicable).  This role sits within GI’s salary Band 8, Spinal Points 26-40, with starting point based on experience. |
| Line Manager | Director of Public Engagement and Central Support Services |
| Location | London-based: Remote working is possible and supported, but postholder must be able to be present in London (for meetings, events etc) at least one to four times per month. |

**Main Duties and Responsibilities**

The range of responsibilities and duties of this role will include the following, although

priorities may change in line with the development of the role and other duties may be allocated from time to time.

**Main duties**

* Create and implement a Fundraising Strategy which builds on existing income strands and identifies areas for growth and development
* Agree income targets for component strands and assign and monitor budget to achieve goals
* Maintain an oversight of fundraising activity at GI, attending meetings and liaising with colleagues as required
* Represent GI to external stakeholders and potential donors, both in-person and remotely, via written and spoken media
* Work with the Public Engagement Team to develop social media campaigns which support income generation from community members and allies
* Build on leads from the Professional and Educational Services Department and seek opportunities to develop connections and partnerships within the corporate sector
* Gather and analyse fundraising data and create and present reports for colleagues and Trustees
* Ensure that our new branding and identity is used consistently and to maximum impact in our fundraising communications
* Work with the Volunteer & Events Co-ordinator to engage potential supporters
* Attend and contribute to monthly Management Group meetings.

**General duties**

* All staff are required to work within Gendered Intelligence’s policies, ensuring these are carried out in relation to the job, in particular:
* Take responsibility for the health and safety of self and others at all times;
  + Adhere to Data Protection guidance
  + Behave in accordance with our codes of conduct and Equal Opportunities Policy
  + Ensure Equal Opportunities principles are incorporated into the planning, delivery and monitoring of services.
* Work closely as part of a team with Gendered Intelligence staff and volunteers, and deliver their work in line with our 3 Ps: Professionalism, Positivity and Passion
* Any other duties appropriate with the post as reasonably requested by the Director of PECSS or the CEO.

All staff may be asked to undertake other duties and responsibilities appropriate, as determined by the CEO, on an occasional basis.

# Person Specification

Please address each point in the person specification in turn, providing examples for each one. We recognise that people have a wide variety of life experiences which can be relevant and transferable. You are welcome to evidence the experience and qualities required using examples outside of paid work.

**ESSENTIAL/STRONGLY DESIRED** (please contact us if you have any questions about the following points and aren’t sure whether you should apply)

**Experience**

* Proven experience in fundraising, with a track record of achieving income targets and driving growth
* Experience in producing engaging and impactful copy on both digital and non-digital platforms for a variety of fundraising materials and audiences
* Extensive experience in one or more of:
  + Corporate Support
  + Digital fundraising
  + Individual & Community giving
* Experience in creating, implementing, and evaluating fundraising strategies.

**Skills and Abilities**

* Strong attention to detail, ensuring accuracy and quality in fundraising materials and campaigns
* Able to build productive working relationships with a wide range of stakeholders at all levels, representing GI at external events when required
* Self-motivated and proactive; able to work without supervision.

**Knowledge**

* Awareness of the current funding landscape, especially in relation to the LGBTQ+ sector
* An understanding of trans identities and experiences, trans communities and gender diversity, and the issues affecting trans people; commitment to gain a proficient understanding of the language and terminology relating to trans people
* Solid IT skills (Gmail, online calendars, document storage protocols) & good working knowledge of Microsoft Office including Word, Excel, PowerPoint.
* Basic understanding of data protection as it applies to the role.

**Desirable**

* Experience of building and managing a fundraising team
* Experience of working within an LGBTQ setting
* Experience of delivering a lead fundraising role within a small charity
* Understanding of charity finances, including experience of budget setting and review.

# Additional information

**Annual leave.** You will be entitled to 28 days per annum, plus 8 days Bank Holiday. Our leave year runs from 1st January to 31th December.

**Location.** The GI office is in Bethnal Green. Currently most staff are home-based but coming into the office or other shared working spaces on a regular basis. We are open to discussions about flexible working practices.

**Hours of work.** GI’s working week is 35 hours; our offices are open from 9am – 6pm. Exact working pattern will be negotiated with the successful postholder, but the expectation is that normal office hours will be covered.

**Training and Development.** GI aspires to be a learning organisation that supports its staff to improve their skills and knowledge. This may be through informal means such as mentoring or work shadowing, or more formal training courses. You will be invited to reflect on your own training needs in discussion with your line manager, initially as part of the probation process and then ongoing through the regular supervision and annual appraisal process.

**Salary scale.** GI uses a salary scale and bands which are based on the NJC scale used by a range of employers across the UK. Annual inflationary increases will be based on NJC negotiated increases with effect from April each year. There is no automatic annual increase of spinal point.

**Pension.** GI is part of the NEST pension scheme, by which employees contribute 5% of their salary and employers 3%. You will be automatically enrolled in this scheme once you start work, but may opt out if you choose.

**Support for staff.** At GI we pride ourselves on the wide range of support staff receive to do their role. We understand that the work we do at GI can have a strong emotional and personal element to it. Each staff member receives consistent and concentrated time with line managers, and front line delivery staff also have dedicated planning, preparation and wind down time with peers /teams. We have understanding of the various demands on trans workers and have a certain amount of flexibility to accommodate any disadvantages you may experience in the world due to transphobia. We also support caucuses for staff members who experience multiple forms of marginalisation; these are: transfeminine, disability and race & ethnicity. These are spaces where those affected can benefit from peer solidarity and support, as well as contribute to the EDI Action Plan and support organisational improvements. All of this is in place so that you can do the best job possible and thrive in your life outside of work.

**GI Ethos and Approach.** GI places people at the heart of our organisation.

We continually strive to improve everything we do, including the support we offer to staff and the services we deliver to trans people and to all other types of clients. We think carefully about the ethical aspects of our work, how we practice and who we partner with.

This links to our organisational values: The 3Ps – Positivity, Passion and Professionalism. We expect all staff to engage with these values when approaching their work at GI. We see our 3Ps as equally important for the people we employ and the work that we carry out.

1. NOTE: In this document, we use the term ‘trans’ as a very broad single-word umbrella term to include binary-identified people, non-binary people, gender fluid people, agender people, those with dual-role and similar gender experiences, and anyone else with an experience of gender like or similar to the above. [↑](#footnote-ref-1)