

## Job Description

<b>Job Title</b>	<b>Head of Individual Fundraising</b>
<b>Reporting To</b>	Director of Marketing & Communications
<b>Direct Reports</b>	Digital Fundraising Coordinator
<b>Job Purpose</b>	Manage the Individual Fundraising (FR) team and develop strategic plans and budgets in order to deliver the FR annual targets in terms of increase in supporters and increase in income
<b>Key External Contacts</b>	Advertising agency, marketing agencies, events management agency, research agency, key decision makers, politicians, individual supporters
<b>Type of Contract</b>	Open – ended contract

<b>Key Accountabilities</b>	<b>Key Elements</b>
Manage the Individual Fundraising (FR) team and develop strategic plans and budgets in order to deliver the FR annual targets in terms of increase in supporters and increase in income	<p>Manage the Individual Fundraising (FR) team and develop strategic plans and budgets in order to deliver the FR annual targets in terms of increase in supporters and increase in income:</p> <ul style="list-style-type: none"> <li>• Develop strategic and annual plans for Regular &amp; Non Regular Giving (i.e. Child Sponsorship, ActionAid Hellas (AAH) Supporters, Emergency Appeals, Donate Now and other programmes) for Greece &amp; Cyprus</li> <li>• Manage all Regular and Non Regular Giving initiatives to deliver Individual FR goals</li> <li>• Develop, test and evaluate new FR tools, build adjustments and plans based on learnings for each country</li> <li>• Continuously evaluate all new income products and projects to ensure the optimum income outcomes, both short and long termed</li> <li>• Continuously discover synergies between the two countries and act as effectively as possible to ensure maximum benefits</li> <li>• Manage and supervise logistics for Individual FR events for sustaining and growing the number of Regular &amp; Non Regular givers</li> <li>• Evaluate overall progress against key strategic KPIs: increase of income, income by source, ROI, breakeven, lifetime value, cost per new link, etc. in line with ActionAid’s monitoring and evaluation standards</li> <li>• Monitor all Individual KPI’s on a weekly, monthly, quarterly, yearly basis and provide, reports to AAH and ActionAid International (AAI), including budget (re-) forecasts, according to performance</li> <li>• Work closely with other teams and functions to maintain accurate and complete communication records and regular reports on respective Individual FR activities</li> <li>• Work effectively with cross functional projects, i.e. with communications, supporter relations to identify and implement milestone actions within the Individual Fundraising</li> <li>• Represent ActionAid Hellas (AAH) as an official spokes person</li> <li>• Proactively provide alternate course of action and contingency plans if necessary</li> </ul>

<p>Manage, develop and evaluate team's work plan and performance</p>	<p>Assign responsibilities &amp; tasks to the respective team</p> <p>Set objectives and measurable indicators for the team and provide guidance and feedback on concrete actions</p> <p>Monitor and appraise team's performance, identify capacity gaps and propose solutions for professional development</p> <p>Ensure that the team is managed in line with ActionAid's Values &amp; Principles and HROD framework</p>
<p>Contribute actively to integrated working as a member of the Marketing team and work effectively in internal and international cross-directorate teams as appropriate</p>	<p>Meet regularly with the Line Manager to review progress, update on plans and critically escalate issues for resolution</p> <p>Review Individuals FR approach, strategy, plans and methods when appropriate</p> <p>Ensure that the implementation of activities is absolutely aligned with ActionAid's accountability principles</p> <p>Contribute in developing a departmental strategic plan and budget</p> <p>Monitor allocated budget activities and expenditure and adapt as necessary through the year, if required</p> <p>Work effectively in cross functional projects to identify and implement milestone actions where necessary</p> <p>Support other organization's priority activities, when necessary</p> <p>Work effectively with other departments / directorates, manage issues with clarity and to ensure effective information flow and team working</p> <p>Work effectively with relevant international teams to maximise the benefits of international collaboration &amp; shared learning</p>

**Knowledge, skills & experience**

- Master's degree in Marketing / Fundraising, Business Administration, or Communications
- Minimum five (5) years of working experience in senior Fundraising roles
- Experience in developing Fundraising strategies, action plans and budgets
- Experience in monitoring, evaluating, reporting and forecasting against plans and budgets and in contingency planning
- Excellent analytical and strategic planning skills
- Experience of managing, reviewing and retaining major external agencies
- Experienced in managing teams, change management & organisational development
- Ability to think creatively and innovatively
- Excellent communication & presentation skills
- Excellent negotiation skills
- Excellent use of the English language
- Excellent understanding of human rights, global poverty & development issues
- Availability to travel domestic and abroad