



# ADVOCACY ACADEMY

## **Individual Giving & Event Lead**

Information For Prospective Applicants

**CONTACT FOR ENQUIRIES**

[dola@theadvocacyacademy.com](mailto:dola@theadvocacyacademy.com)

## SUMMARY

Position Title: Individual Giving & Event Lead

Level: Level 4

Salary: £30,000-35,000 (pro rata)

Reports to: Development Director

Line management: none

Location: Brixton, South London/Remote working within the UK with at least 1 day work from our office

Contract: Part time/3days fixed-term contract for 1 year, with potential for extension and role expansion (part time contract or job share will be considered).

Hours: TAA has flexible working hours, with some expected evenings and weekends due to the nature of the role.

Budget: none

Start date: As Soon As Possible

Benefits: £1000 (pro rata) professional development fund for the contract duration, working from home stipend, TAA laptop and phone, (with additional employee assistance and health cash package).

We are looking for an experienced and passionate individual who will join our growing Development Team to support The Advocacy Academy's ambitious vision to create a more just and equal world. We are entering a period of organisational growth and expansion which is creating an exciting fundraising environment with significant opportunities for professional growth.

Young people are often the catalysts for major social change, from the Student Nonviolent Coordinating Committee at the heart of the Civil Rights Movement, to the Soweto Uprising mobilising young people to resist the apartheid regime's education policies. How successfully they achieve real and lasting change depends on whether they are organised and whether they have the right strategy and tactics to be effective. We want our young leaders to win, and to win, they need resources. That's why we are looking for someone passionate to help develop our fundraising events

The successful candidate will develop and deliver TAA's individual giving and fundraising events programme, in line with the broader development department strategy.

They will be a key member of the development team, supporting the growth of this important income stream. This is a broad-ranging, hands-on and exciting role that will suit someone who enjoys developing relationships, networking, research and event planning and applying creativity to public engagement initiatives. The post holder must be able to prioritise multiple tasks and projects and work flexibly including evening and weekends as required

Before you skim the job descriptions, please remember you don't have to tick all the boxes for each role to apply. Charity experience is not a requirement! We all experience a bit of imposter syndrome, including the staff here at The Advocacy Academy. Let's name it for what it is - a manifestation of the oppression many of us face on a day to day. If this role pulls you and you believe you could make a difference then apply anyway or reach out to us to discuss more!

## AREAS OF RESPONSIBILITY

1. You will become a key member of the Development Team, supporting all the areas of the organisation's individual giving activities, including but not limited to:
  - Planning and delivering engaging and creative campaigns to increase the number of individual donors, achieve income growth and improve gift values and retention.
  - Engaging authentically and enthusiastically with donors (small and major), developing and maintaining lasting giving relationships.
  - Supporting the broader Development team in increasing income to support the vision and mission and values of The Advocacy Academy.

2. You will support the Development Director to develop fundraising events to include but not limited to:
  - Working with external and internal stakeholders, trustees and donors to develop new strategic relationships, events and giving initiatives
    - Developing a sustainable events programme for the year to support growth in individual giving
    - Designing, producing and evaluating a portfolio of fundraising events to support TAA individual giving and network development to achieve agreed income targets
    - Leading on giving campaign evaluation and the development and testing of new initiatives.
  - Managing all aspects of the planning and organisation of events, including the management of service providers, securing of venues, suppliers and entertainment, as appropriate, working to deadlines and targets within an agreed budget
  - Managing event income and expenditure budgets; ensure all income is received and acknowledged in accordance with agreed policies and procedures.
    - Increase tax efficient 'giving' across all donations by encouraging Gift Aid where possible.
    - Gain sponsorship for events from local companies and organisations and explore in-kind donations
  - Hold the standards for individual giving and relationship management, being the face of TAA to many of our donors
    - Managing general telephone and personal enquiries regarding donations or other fundraising issues with care and consideration
    - Ensure you have a thorough knowledge of our vision, our programmes and key announcements in order to demonstrate trust and expertise when engaging external stakeholders, staff and our alumni
  
3. You will ensure that your Development and fundraising activities are managed as well-oiled machines by exemplifying a conductor of the orchestra through pulling in the right people at the right time and ensuring that key milestones are met:
  - Be proactive in developing critical events relationships internally and externally in The Advocacy Academy:
    - Work across the broader TAA team to leverage existing partnerships and business relationships
    - Work with the Communications Department on the design and timely production of publicity materials.
  - Work with the Development Director to maintain an effective database of donors and support the banking and receipting process where necessary.
    - Create a database to track donations and donor activity
    - Conduct basic analysis to understand donors and donor activity, sharing it with the Development team
  - You will take responsibility for TAA data and data protection by adhering to all relevant data protection policies and laws, including external laws and regulations and TAA internal policies and procedures, you will observe the GDPR guidelines when using the fundraising database to send targeted mailings to donors, allies, friends and alumni.
  
4. Share responsibilities for achieving our strategic objectives by upholding our vision, mission, strategy, ideology, and cultural values within your area and also across TAA, supporting on cross-departmental projects as needed:
  - Embody our commitment to social and economic justice
  - Role model upholding ideology, culture and value expectations across the organisation including but not limited to: leading by example across departments and during team days and role-modelling leadership, identifying to the CEO and leadership teams opportunities and risks to our integrity and authenticity in relation to ideology and culture
  - Ensure that your work in tandem with and in support of other team members including but not limited to: encouraging collaborations within the Development team and across other departments with resources as needed
  - Take responsibility for communicating your own wellbeing and needs and providing feedback on TAA wellbeing initiatives to your line manager, and contribute to living the TAA transformative culture

- Take responsibility for pursuing your own development to build knowledge and skills to fulfil your role and areas of interest using your allocated training budget
5. Governance and Compliance
- Work with the Finance, HR and Operations to prioritise and centre risk management in your portfolio: feeding into risk analysis and mitigation, identifying and escalating risks to the strategic objectives, taking the lead to mitigate risks early and thoroughly.
  - Ensure understanding and compliance with TAA policies and practices and take the lead on their implementation within your portfolio

## A BIT ABOUT YOU

- You are passionate about, and committed to, creating a more fair, just and equal world.
- You believe in the potential of young people to challenge the status quo and are dedicated to helping them become more powerful citizens.
- You've got a deep understanding of, and a personal relationship with, issues of social justice. From racism to the housing crisis to the climate justice, you'll be aware of how systemic injustice operates in our society, clued-up and well-read on the big issues of our time, and committed to changing them.
- You're a passionate about fundraising as a key activity of social justice
- You are commercially literate, ambitious for the organisation, and excited to imagine and create new ways of generating income for TAA.
- You'll be comfortable managing a "to-do" list of competing priorities and communicating with a diverse range of stakeholders. This role requires someone with initiative who can balance multiple priorities and sensitivities.
- You're a sensitive and thoughtful relationship-builder. You are a great listener, and remember people's names, faces, and stories.
- You're a confident communicator and storyteller: persuasive, passionate, and inspiring. You'll have the ability to build strong, deep relationships with a wide range of people and organisations.
- You're enterprising and excited to use your initiative to build new organisational systems and processes from scratch with limited resources.
- You're comfortable with tension and have experience managing difficult conversations to successful resolutions.
- You pursue growth, value feedback, and being outside your comfort zone and are always willing to reflect, learn, grow, stretch yourself and be willing to be involved in other departments' activities

## IDEAL EXPERIENCE

- A track record of successfully developing meaningful relationships with people external to an organisation, to support the organisation's work
- Experienced in working in a fundraising environment, managing and prioritising a portfolio of existing and prospective funders (Desired)
- A clear, confident and strong communicator, with good interpersonal skills. (Essential)
- Experience of managing and prioritising the full range of administrative tasks and events which support organisational fundraising (Essential)
- Experience working within a small and growing organisation, adapting to limited resources and helping to build new processes and infrastructure (Desired)
- An understanding of social justice issues and history (Desired)

## HOW TO APPLY

Candidates will be asked to provide a CV and a Cover Letter OR a supporting video application addressing the following questions (no more than 1000 words or 10 minutes for all questions). (Please send your application to [dola@theadvocacyacademy.com](mailto:dola@theadvocacyacademy.com)):

1. Tell us about a social justice issue that makes you angry and why it matters to you.

2. Tell us about a time where you built a successful relationship with an external stakeholder, funder or partner organisation. What did you do, and what did you learn?
3. Include anything else you would like us to know as we consider your candidacy for the Individual Giving and Events Lead role. In addition, please also provide information on your notice period and your availability for interview. You may also attach any other content that would be relevant for us to have in order to showcase interest and experience. The content can come in any form of media, including but not limited to - a mind map of ideas, a timeline or portfolio of your work, life or experiences; a recording; a Powerpoint or other form of presentation; a song, article, poem or other writing samples.

## **DATES**

- Closing Date: The deadline for applications 30th November 2023
- Task: If shortlisted you may be required to complete a short written assessment task
- First Round of Interviews: will be scheduled for w/c 11th December 2023 (Dates are subject to change)
- Second Round of Interviews: will be scheduled for w/c 8th January 2024 (Dates are subject to change)

## **ONLINE OPEN HOUSE**

Come and meet us! We are open to hosting an online open house for anyone who is interested in hearing more about the role or what The Advocacy Academy is about. You can use this space to ask any questions you might have about the role, find out more about the organisation and meet some of our staff team. Curious? Contact [dola@theadvocacyacademy.com](mailto:dola@theadvocacyacademy.com) to indicate your interest.

## **NOTHING ABOUT US WITHOUT US**

We aim to be representative of the community we are working with. We encourage applications from people of colour, those who identify as LGBTQIA, working class as well as disabled people, those living with mental health conditions, refugees and migrants. We welcome people from all identities who are made to feel marginalised.

We're not just committed to being an equal opportunity employer, we actively celebrate diversity in all its forms. Let us know if we can do anything to make the application or interview process more accessible. If you are invited to interview, we will at that point ask you for any accessibility requirements or preferences.

As an employer we make all reasonable adjustments to support employees in their work if they are disabled or have a health condition. We support the [Access to Work](#) scheme which could provide you with financial support to get the help you need to do all tasks successfully. We are happy to facilitate Access to Work assessments and reclaims, and would actively welcome applicants who would need this in order to do the job.

All staff who work on our programme must have, prior to starting work, a returned satisfactory enhanced Disclosure and Barring Service (DBS) dated no earlier than 1st January 2021. The Advocacy Academy will assist the application for, and pay for the processing of, a new DBS for staff members where required.

We welcome applications from people with convictions. Please disclose in your application if you have any convictions, cautions, reprimands or final warnings that are not "protected" (as defined by the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (as amended in 2013)). We consider each person on their own merits, taking into account all the circumstances.