

| <b>Job Description</b> |   |
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| <b>Job Title:</b>      | Fundraising and Partnership Officer     |
| <b>Location:</b>       | Hybrid between Office in Dubai and home |
| <b>Reports to:</b>     | Chief Executive Officer                 |
| <b>Contract type:</b>  | Permanent full-time role                |
| <b>Direct Reports:</b> | None                                    |
| <b>Salary:</b>         | AED 8400                                |

### **OVERALL PURPOSE OF THE JOB**

The job holder is accountable for the development and implementation of the fundraising strategy working closely with the CEO, corporate partners, volunteers and Sparkle's Marketing Officer who is responsible for the marketing strategy and the Malawi based team.

The key objective is to generate new income, establish new partnerships, manage existing donors, and work with our existing partners to ensure a positive ongoing relationship.

The key elements of the role are as follows:

- Develop and manage an integrated fundraising strategy for The Sparkle Foundation that will generate income targets to enable strategic objectives to be delivered over the next three years and beyond.
- Manage and deliver all fundraising activities for The Sparkle Foundation, securing funds from a comprehensive range of income streams including grants pipeline, individual and committed giving, legacies, tax effective giving (gift aid and payroll giving), community fundraising to include groups/clubs/schools, corporate and new major donors /philanthropy, and an events portfolio.
- Keep up to date with relevant legislation, Data Protection/GDPR, and best practice within the fundraising sector, and ensuring this is reflected and embedded accordingly in Sparkle's activities so that the charity remains legally and ethically compliant. This will be across both the UAE and UK.
- Determine the need for fundraising volunteers and interns informing the recruitment process, train and manage the volunteers and interns.
- Account Management of current Sparkle Partnerships. Ensuring they have up to date information on the charity and support in their fundraising events throughout the year.

### **RESPONSIBILITIES**

#### **Fundraising Strategy**

- With the support of the CEO and partners, lead, develop and implement a sustainable fundraising strategy for Sparkle, ensuring fundraising supports and contributes to the organisation's strategic plan.
- Manage annual activity plans with at least one major event and one virtual online event per quarter
- Ensure that Sparkle has a diverse income stream portfolio, through an appropriate mix of activity which maximises ROI.
- Lead weekly fundraising committee meetings and contribute at quarterly strategic planning meetings.
- Lead fundraising financial/budgetary planning strategy

- Remain abreast of fundraising standards, trends and best practice, taking responsibility for maintaining own learning and attending training as required across both the UAE and UK
- Liaise with IHC and Islamic affairs to ensure we have all the correct fundraising licenses for both Sparkle and any of our partners

## **Fundraising Activities**

### **Grants**

- Develop a grant pipeline from a portfolio of Trusts and Foundations, statutory bodies and international development funding.
- Ensure colleagues in Malawi provide data for grant applications.
- Personally write grant applications and at times support colleagues in Malawi who will write local grant applications.
- Ensure effective compliance reporting on successful grants.

### **Individual and committed giving**

- Research prospective funders to develop compelling and effective applications for funds to support the work of Sparkle.
- Develop and grow the individual supporter base, working closely with Sparkle's existing supporters, volunteers and trustees to increase support at grass-roots level.
- Cultivate and nurture relationships with funders, donors and sponsors, keeping accurate and up-to-date records of all communication, applying robust account management to maximise future funding potential.

### **Legacies**

- Introduce a legacy programme for Sparkle.
- Introduce a dowry programme for Sparkle.

### **Tax effective giving**

- Ensure maximum benefit is gained from UK Gift Aid.
- Develop the payroll giving programme, increasing the number of corporates involved.

### **Community Fundraising**

- Develop and deliver a strategy for community fundraising, including the development of relationships with clubs/societies, schools and to introduce a volunteer network to help with the expansion and growth of community fundraising.

### **Corporate Fundraising**

- Further develop the corporate giving programme, nurturing relationships and working to identify to best ways of engagement for a corporate, including events, payroll giving, pro-bono support and gifts in kind.

### **Major donors/philanthropy**

- Work closely with the CEO to manage existing and develop new major donor relationships, with due account management plans in place.

### **Fundraising Events**

- Develop an appropriate calendar of events, both in house and third party, for individuals and corporate teams across the year that will maximise funds from events.
- Plan and support with the Annual Sparkle Gala Ball.

### **General**

- Represent the organisation at external forums and events, building relationships that will enhance our fundraising capacity.
- Work closely with the Marketing Officer to ensure effective promotion of all fundraising activities across all of our media and social media accounts.
- With the support of the CEO, inspire colleagues, trustees and volunteers to support fundraising, supporting colleagues at all levels to pursue fundraising opportunities where they own relationships with potential donors or sponsors.
- Explore other income generation opportunities and make recommendations as to their fit with Sparkle's fundraising strategy.
- To communicate the fundraising "ask" across all platforms and media working with the Marketing Officer.
- Ensure all fundraising activities are ethically and legally compliant.
- Build Sparkle's CSR programme to become one of the most reputable and recognised in the region.
- Ensure Sparkle is aligned with the UAE CSR strategic objectives
- Ensure Sparkle can align with a companies ESG reporting for the social aspect

### **Fundraising Management**

- Drawing on internal administrative support as required, ensure robust donor stewardship so that Sparkle is corresponding regularly with supporters and that all gifts are responded to in a timely and appropriate manner.
- Manage and maintain Beacon CRM system in relation to donors / grants, ensuring all contact details are saved and updated.
- Work closely with colleagues including the CEO, to ensure impact measurements are captured, recorded and reported correctly on all funded activities.
- Provide CEO and other key stakeholders with updates on fundraising strategy, plan and activities and produce quarterly reports on status and pipeline for trustee meeting.
- Work closely with Finance department to ensure accurate and detailed income activity reporting is maintained.

### **Management of Fundraising Volunteers and Interns**

- Determine the need for volunteers and interns to support the fundraising strategy and plan
- Inform the recruitment of volunteers and interns and ensure that they have the appropriate training
- Manage the volunteers and interns on a day-to-day basis, providing leadership and support as required

### **Partnerships management**

- Work with our Partners to update on them throughout the year on Sparkle activities and progress.
- Support Partners with ideas and fundraising ways throughout the year.
- Be the direct contact for all partners and ensure effective management of all accounts
- Ensure Sparkle is legally compliant with all of the partnership agreements and everything required from Sparkle is implemented

### **WORKING RELATIONSHIPS**

- Weekly meetings with the CEO
- Work closely with the Marketing Officer
- Managing a group of fundraising volunteers / interns
- Work with Sparkle Finance team
- Work alongside Corporate Partners / Donors who may support events, fundraising activities and marketing initiatives
- Work closely with the Malawi based team, providing them with guidance and support for local based grants and ensuring that they provide data for all fundraising activities

### **IDEAL EXPERIENCE, SKILLS & PERSONAL ATTRIBUTES**

- Strong affinity with the mission and values of The Sparkle Foundation and the voluntary and charity sector.
- Knowledge of the requirements of the Charity Commission and fundraising best practice.
- Proven experience of fundraising for an international development charity with specialism in writing grants and experience of managing a wide range of income stream activity.
- Ideally a member of the Chartered Institute of Fundraising
- An understanding of GDPR and how it informs marketing initiatives, the management of donors etc
- Ability to assist in community events and activities

Excellent interpersonal skill and ability to work with a wide range of internal and external stakeholders, including colleagues based in Malawi

- Proven experience of managing volunteers
- Ability to plan, develop and achieve objectives, meet deadlines and multitask
- Friendly, positive and personable manner with a flexible approach and high level of energy and determination
- Ability to work without lots of supervision and make decisions
- Highly organised with excellent attention to detail
- Excellent standard of written English, ability to write clear formal letters and emails
- Excellent IT skills including MS Office, experience of database use (ideally Salesforce), with proven ability to learn new systems.
- Arabic speaker preferable

To apply please send CVs to [admin@sparklemalawi.org](mailto:admin@sparklemalawi.org)