

Job Title:	Interim Fundraising Manager		
Department:	Fundraising	Duration:	6 months
Direct reports:	None	Reports to:	CEO
Location:	London or Washington preferred	Salary:	
Key Relationships:	Externally: major donors; corporate partners and family trusts/foundations; wealth and philanthropic advisers; individual supporters Internally: Programme and function managers, WF Founders and Board members		
Job Role			
Role Overview:	The World Wide Web Foundation is seeking an innovative and ambitious fundraiser with individual giving experience to help us launch and grow the "Friends of the Web Foundation" as a vehicle for low to medium value unrestricted gifts. You will also assist programme managers in pursuing selected large (\$500,000+) grant opportunities.		
Accountabilities			
Key Accountabilities / Responsibilities:	Key Activities		% time on task

Strategy and Planning	<ul style="list-style-type: none"> Plan and oversee the execution of an individual supporter and corporate supporter drive to grow the Friends of the Web Foundation through multiple annual \$2k-\$20k gifts. Determine appropriate strategies for cultivation and solicitation of FoWF supporters, with particular emphasis on recurring giving, including exploration of peer-to-peer fundraising and other innovative online modalities. Advise on the integration of fundraising opportunities into the planning of our forthcoming campaign to close the gender digital divide. Regularly scan for new grant or tender opportunities and assist programme managers to identify the best large (\$500k+) such opportunities for their needs and goals. 	10%
Collateral and messaging	<ul style="list-style-type: none"> Develop and/or commission specific collateral for FoWF members and prospects, as required, with support and guidance from the Comms team. Ensure that FoWF supporters receive excellent and well-segmented follow-up communication including timely distribution of thank yous, tax letters, member benefits, follow-up messages, etc. Ensure messaging and asks to FoWF target group are integrated into WF overall communications strategy and outreach. Help to ensure that WF is strategic, coherent, and 	20%

	compelling in its engagement of donors and supporters.	
Donor cultivation and solicitation	<ul style="list-style-type: none"> ● Move FoWF prospects along the 'prospect pipeline' and make sure that they are not stuck at the cultivation stage. ● Regularly engage Board members and WF team in identifying and approaching new prospects for FoWF. ● Support Board and management on the cultivation of occasional high value prospects if and when these arise. ● Develop and oversee a relationship management plan for regular but individualised communication with our most important institutional donors (trusts, foundations and official donors). ● Coordinate the preparation and submission of the highest-value grant proposals (\$500k+) with active support of programme managers 	60%
Systems	<ul style="list-style-type: none"> ● Act as the owner and champion of WF's CRM system and online giving platform. ● Develop and manage segmented donor mailing lists. 	10%
Person Specification		
Education & Certifications	<ul style="list-style-type: none"> ● Education to BA level. 	
Essential Knowledge and Experience	<ul style="list-style-type: none"> ● At least 3 years track record of fundraising success in a non-profit including individual giving, plus at least one other type of fundraising (e.g. corporate partnerships, trusts and foundations, official donors, online fundraising, peer-to-peer fundraising). ● Excellent skills in fundraising/marketing communications and outreach, solid writing and editing abilities.. ● An understanding of fundraising for advocacy causes and the synergies between advocacy campaigns and fundraising. ● Strong sales drive and first class relationship management combined with a polished, tactful personality. ● Able to function well in a distributed team. ● Good to very good skills in Salesforce or another CRM database, experience of integrating online giving with a CRM database for effective follow-up communication. 	
Desirable Knowledge and Experience	<ul style="list-style-type: none"> ● Experience of working directly with a high-profile or celebrity patron or founder. ● Experience of setting up or managing a "Friends of" structure or donor circle. ● Event planning experience. ● Personal networks in, and understanding of, the tech sector. 	