



# ADVOCACY ACADEMY

## **PHILANTHROPY MANAGER**

Information for Prospective Applicants

## **CONTACT FOR ENQUIRIES**

[Saba@TheAdvocacyAcademy.com](mailto:Saba@TheAdvocacyAcademy.com)

Subject Line: Philanthropy Manager

## WELCOME TO THE ADVOCACY ACADEMY

The Advocacy Academy is an activist youth movement of leaders fighting for justice and equality. We serve as the political home for grassroots youth organising and the catalyst for collective action. Our Advocates' lives have been directly shaped by living in an unjust world, and we exist to turn their anger into action.

We are dynamic, ambitious and unapologetic, and we are looking for someone to join us who is as passionate as we are about building the world as it should be. If you're a philanthropy manager who's fired-up by the idea of building a grassroots movement for social justice in order to change the balance of power, we can't wait to meet you.

## ADVOCATES CHARTER

1. A better world is possible. There is nothing inevitable about injustice and inequality
2. It is our right and our responsibility to build that world
3. We strive to continually improve ourselves, our communities and our society
4. The lives of ordinary people matter
5. We are one family. We look after each other and stand in solidarity with one another
6. It is our right to define ourselves and have our identities celebrated
7. We actively work to uncover, acknowledge and overcome our biases
8. We value lived experience and support others to "do for themselves" and their communities. Nothing about us without us!
9. We prize conviction and support each other to live our values in our everyday lives
10. We value critical thinking and challenge. We approach discomfort, disagreement and difficult conversations with an open and curious mind
11. We practice the powerful combination of education and action
12. We work to create inclusive and supportive spaces where we can each be our (best) selves

## TL;DR

**Position Title:** Philanthropy Manager

**Reports to:** Managing Director

**Location:** Brixton, South London

**Contract:** Fixed-term contract for two years, with potential for extension (full time, part-time, job-share all considered)

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

**Start date:** February 15th 2021 (negotiable)

**Compensation:** £35,000 - £40,000 annual salary

**Benefits:** £1000 professional development fund

You will thrive in a fast paced, start-up environment, be highly motivated, with a high standard for yourself and others. We're seeking someone ambitious and disciplined, with a track record of building partnerships with new and existing donors. You will have a passion for social justice - driven to inspire people to see how their support can help build a more just society - and experience finding new ways of sharing and telling the stories that need to be heard.

## BACKGROUND

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, to the Sunrise Movement redrawing the electoral map across America. 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. That's why we need someone exceptional to help communicate our mission to donors. From building relationships of trust and accountability across our existing grant providers to investing and developing our Major Giving pipeline, you will have a high degree of independence and trust to fuel an ambitious growth plan. You will be joining a team of passionate and hungry leaders from diverse backgrounds.

## AREAS OF RESPONSIBILITY

### BECOME A MEMBER OF THE CORE TEAM

- You will take over a successful fundraising programme which has doubled year on year, and play a key role in diversifying our supporter base by showing that young people with lived experience are the catalyst to realising a more fair, just, and equal society
- You'll be responsible for building relationships with the foundations and individuals we need to achieve our ambitious goals for the next five years.
- You will take on additional responsibilities based on The Advocacy Academy's growth needs and your interests, possibly including managing relationships with larger trusts, commissioning and corporate fundraising.

### CREATE A PORTFOLIO OF TRUST DONORS

- In your first six months, you will create your own portfolio of potential funders. You will identify **new trust donor prospects** with a giving capacity (over single or multiple years) of **£50K to £500K**.
- You will use your relationship building skills to create strong links with both new and existing donors, including implementing stewardship processes and reporting on The Advocacy Academy's successes.
- After six months, you will work with the Managing Director to **forecast potential income** from your portfolio, prepare updates for our Board and set effective Objectives for The Advocacy Academy's fundraising.
- You will **create and update detailed and persuasive cases for support** for new and existing projects.
- You will coordinate with the programmes team to **provide needed monitoring information on time** to our donors

### BUILD OUR MAJOR GIVING PROGRAM

- Work with our Managing Director to build a strategy for our major giving program which is achievable given our current resources and priorities
- Create strategic plans for individual donors in our pipeline and build your own portfolio of potential funders
- Build key frameworks to capture and track progress, working with our consultants to imbed into the CRM system
- Design and deliver on stewardship events that align with The Advocacy Academy's mission and increase engagement with our work

## 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 will bring a **wealth of tools and tricks** and you'll be obsessed with honing your fundraising craft.
- You have a **strong network** of people which you are excited to activate to further the work of The Advocacy Academy and the campaigns run by the Advocates

- 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 taking action to change them.
- You'll be **confident and competent in 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 a great listener, and remember people's names, faces, and stories.
- You're a **master communicator**: persuasive, passionate, and inspiring. From coaching Advocates to conducting a briefing before a stunt, you'll know intuitively how to communicate effectively and have the ability to build strong, deep relationships with a wide range of people and organisations.
- You're enterprising and **ready to graft**. You'll be used to achieving a lot with a little. You're not afraid of working hard in pursuit of a big vision. You're excited to be working in a start-up environment, using initiative to build exceptional things from scratch with limited resources.
- You're **comfortable with tension** and have experience have experience managing difficult conversations to successful resolutions.
- You **pursue growth** and **display humility** - you value feedback and being outside your comfort zone and are always willing to reflect, learn, grow and stretch yourself.

## WHAT WE'RE LOOKING FOR

- A track record of fundraising - while this is an excellent role for someone who wants to develop their skills in trust and major donor fundraising, we are looking for someone who can hit the ground running. If you have three to five years of experience this could be the perfect role for you!
- Experience writing compelling and successful grant applications is essential. You might already have experience writing multi-year grants for up to £500K in the charity sector, or maybe you have a sales and business development background. Either way, you feel comfortable around a grant application

## HOW TO APPLY

Candidates should send a **CV and a supporting video application addressing the following questions** (no more than 10 minutes for all questions) to [Saba@TheAdvocacyAcademy.com](mailto:Saba@TheAdvocacyAcademy.com). To send the video, please use WeTransfer.

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 **either** built a successful relationship with a new trust or individual donor **or** increased the value of a donor's giving through excellent stewardship. 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 Philanthropy Manager role.

**In addition, please also provide information on your notice period and your availability for interview.**

If you are unable to send a supporting video please contact us in advance of submitting your application - we would be happy to discuss an alternative.

## DATES

- **Closing Date:** The deadline for applications is **Sunday 17th January 2021**
- **Stage One:** Screening phone call with a staff member w/c 18th January
- **Stage Two:** Interview with Managing Director, followed by a short written task w/c 25th January

Applicants will be invited to interview on a rolling basis - as soon as we find the right person, we'll hire them.

## 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 differently abled people, those living with mental health conditions, refugees and migrants. We welcome people from all identities who are made to feel marginalised. Whilst these applications are encouraged, this particular role at The Advocacy Academy does require a confident understanding of the English language

**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 encourage you to read about the government's [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 their starting date. 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.**

**QUESTIONS? EMAIL [HELLO@THEADVOCACYACADEMY.COM](mailto:HELLO@THEADVOCACYACADEMY.COM)**