

JOB DESCRIPTION

Job Title:	Toilet Twinning Fundraising Lead
Accountable to:	CEO
Location:	Hybrid - with at least 2 days per week in the Bournemouth office
Terms:	Permanent
Hours of work:	35 hours per week
Salary:	£35,000 - £40,000

Why Toilet Twinning?

This is the team for you if you love new ideas; strive for open, honest, and trusting working relationships; pursue excellence while accepting that it's not always possible to get there; dare to fail; embrace learning and enjoy celebrating the successes of those around you.

In 2010, Toilet Twinning was set up as a joint venture of founding charities Cord and Tearfund. Since 2015, it has been the fundraising arm of Tearfund alone.

Since March 2020, Toilet Twinning has innovated rapidly. Tap Twinning was launched in response to the Covid pandemic, and this appeal raised over £600,000 in its first year. Its messaging is now long-term development linked with the need for communities to have access to clean water.

Since then, Bin Twinning and Fridge Twinning has also been launched.

Role purpose

This pivotal role will be responsible for generating brand-new fundraising opportunities and maximising existing tactics within Toilet Twinning (taps and toilets).

You will be constantly on the look-out for ways to innovate and maximise our creativity and effectiveness. You will be instrumental in seeing an increase in the engagement of individuals, schools, groups, churches and businesses across the UK.

You will report monthly on the progress of your annual fundraising plan, and track related KPIs.

Accountability

Toilet Twinning CEO

Close working relationships

Bin Twinning Fundraising Lead

Digital Communications Lead

Creative Director

Fundraising Administrators

Office Manager / fulfilment team

Key tasks

1. As the prime driver of ambitious income-generating plans for Toilet Twinning, you will lead and deliver a series of creative campaigns and tactics that attract new support from individuals, churches, schools, groups, volunteers, businesses & high-value donors
2. You will innovatively use digital, print and face-to-face platforms to deliver your annual plan, including a comprehensive face-to-face Christian and secular festival programme that runs from April-September each year.
3. Strategic networking will require travel around the UK to deliver income from schools, church denominations, small businesses, major corporates, and UK-wide groups such as Soroptimists, Rotary, Lions and WI. This will involve working collaboratively with the Bin Twinning Fundraising Lead as both campaigns will be co-marketed at several events.
4. You will work with freelance suppliers to raise awareness through media and PR activity.
5. You will lead and deliver awareness-raising and income-raising tactics across an annual calendar of Water and Sanitation awareness days (eg World Toilet Day in November), services in churches, Mother's Day gifting (taps) and the Christmas alternative gifts market (toilets and taps).
6. You will review the existing suite of Toilet Twinning campaigns aimed at supporter retention and community fundraising and deliver new opportunities for supporters to get involved in online fundraising, virtual events and sporty fundraising.
7. In conjunction with the CEO and Creative Director, and Fundraising Lead for Bin Twinning, you will brainstorm collaboratively on new Twinning innovations and product development across the Twinning family.
8. If new Twinning campaigns get the green light, you will help create and lead short-term project teams that are responsible for delivering these new Twinning products.

9. You will liaise with the CEO on bespoke relationship management with any group, school, church, business or individual that wishes to make a significant donation in excess of £10,000.
10. You will identify any likely obstacles in delivering the Toilet Twinning fundraising strategy and work with the CEO to take mitigating action.
11. The Toilet Twinning Fundraising Lead may also be required to undertake other activities as deemed appropriate by the Leadership Team, to support activities that contribute to the growth and sustainability of Toilet Twinning.

Key considerations

- You will need to be willing to be flexible in terms of working hours during campaigns and special projects
- You will need to travel across the UK to maximise networking and other face-to-face opportunities
- You will need to attend weekend and week-long events that take place across the year - particularly, but not solely, in the months of April, May, June, July and August (some of which involve camping!). You will need to be happy working away at events for a minimum of 30 days per year.
- You may be called upon to help provide surge capacity in Toilet Twinning's peak activity periods when this small charity requires everyone to be available to work in the Head Office to get twins in the post - especially in the lead-up to Mother's Day, Father's Day and Christmas

	ESSENTIAL	DESIRABLE
QUALIFICATIONS/ EXPERIENCE	<ul style="list-style-type: none"> ● Full UK driving licence ● At least two years' experience as a fundraiser in the charity sector ● Experience of developing and implementing a strategy 	<ul style="list-style-type: none"> ● Experience of a relief and development charity ● Degree or equivalent
PROVEN ABILITIES	<ul style="list-style-type: none"> ● Strong people skills and desire to collaborate as part of a creative team ● A track record in innovation ● Strategic networking ● Relationship management with donors ● Ability to work effectively under pressure, delivering multiple projects to tight timeframes ● Ability to grasshopper between different campaigns, and different audiences & channels 	

	<ul style="list-style-type: none"> • Effective project management • Diplomacy and listening skills 	
SKILLS/ KNOWLEDGE	<ul style="list-style-type: none"> • Results oriented • Outward looking and responsive to new opportunities with a 'can do' attitude • Blue sky thinking and creativity • Team builder and team player • Ability to develop high-level plans but also live in the detail • Extensive knowledge and understanding of the key trends in the UK Christian community • Good IT literacy 	
PERSONAL QUALITIES	<ul style="list-style-type: none"> • Compassionate and sympathetic to Toilet Twinning's commitment to seeing people released from generational poverty • Gain job satisfaction from building on what's working well • Adaptable – with a desire to learn and pioneer • Warm and persuasive charismatic personality • A self starter with a high degree of flexibility 	