



Fundraising Manager, Little Village

About Little Village

Little Village is like a foodbank, but for clothes, toys and equipment for babies and children up to the age of 5. We've grown to be one of the largest 'baby banks' in the UK, supporting over 11,000 children since we launched in 2016. Families are referred to us via a network of over 1,800 professionals such as midwives and social workers.

As a volunteer powered movement of parents committed to alleviating child poverty, Little Village's vision is that every child in the capital has the essential items they need to thrive.

About this role

We are looking for an experienced and committed Fundraising Manager to help Little Village support more families and young children in communities across London. You'll be passionate about tackling child poverty and motivated by our values of love, solidarity, thriving and sustainability.

Little Village builds relationships in each of our communities, raising funds from community activities, local businesses, community grant makers and through the significant generosity of philanthropists who have seen the impact of our work first-hand. We have a good relationship with the National Lottery Community Fund, a key funder for Little Village. We also have support from a number of leading charitable trusts including the Joseph Rowntree Foundation.

You will be joining our new Head of Fundraising, Nadine Adamski, to bring capacity, expertise and energy to Little Village's fundraising activities. As a small organisation, we are looking for someone happy to work across the breadth of fundraising and to work collaboratively and creatively with the whole team.

Purpose of role

To support the CEO and Head of Fundraising on income generation, donor relationships and reporting.

Responsible to:

Head of Fundraising

Main responsibilities

- Develop a supporter journey to recruit, retain and develop our individual supporter pool
- Work alongside the Head of Fundraising to grow our community fundraising income from: events, individuals and schools across London
- Lead on developing and submitting bids to mid-level and small trusts and foundations, and manage a portfolio of trust funders, with responsibility for relationship management and reporting
- Undertake research to identify fundraising prospects from trusts, corporates and individuals
- Organise donor and prospective donor visits and events, online or (post COVID) in person
- With support from the Head of Fundraising, act as the fundraising lead within the organisation on Salesforce, ensuring the development of the database meets our fundraising needs
- Adhere to data protection legislation and stay up to date with the guidelines of the Fundraising Regulator and GDPR and promote where necessary.



About your skills and experience

At Little Village, we know that the way we do things matters as much as what we do. Time and again, feedback from families speaks about how people felt as a result of visiting Little Village, as well as the items they received.

So, when it comes to you, we are looking for how you are, as well as what you do. Your behaviours and beliefs matter as much as your previous career experience.

Who you are

- You believe that child poverty can and must be eradicated
- You see justice, not charity, as the end game
- You have a passion for our cause, our vision and our values
- You are a natural relationship-builder who builds rapport and trust quickly
- You combine pace and ambition with a commitment to self-care and reflection
- You are a natural collaborator who loves to help others shine
- You are resilient, positive, proactive and have a growth mindset

Skills and experience

We are looking for a creative and skilled fundraiser with proven success in at least one of the following: community fundraising, individual giving or trusts & foundations. You will embrace digital and the role it needs to play in fundraising. You need to love working with others, including volunteers, to achieve our goals.

1. A track record in generating income

- Demonstrable experience in fundraising work, with a proven ability of bringing together a range of fundraising techniques and systems to achieve targets.
- Evidence of personal effectiveness in successful income generation from individuals and organisations.
- The ability to write compelling proposals, grounded in our mission and values.

2. A skilled networker who can build highly effective relationships

- Clear evidence of excellent interpersonal skills, including relationship development.
- Proven success in cultivating and retaining relationships with either trusts, foundations, community partners or individuals.

3. Demonstrable experience of working collaboratively

- Tech-savvy, with excellent communication skills across all channels
- Financial literacy, with experience of working with finance to create and track budgets
- Clear drive, motivation and appetite for achieving results.

4. A systematic approach to managing multiple priorities

- Excellent at managing funder relationships, including managing reporting requirements.
- Experience of using CRM systems, ideally Salesforce.
- Knowledge of relevant charitable legislation and guidelines, as well as a commitment to fundraising best practice and to building your fundraising expertise and knowledge

5. A knowledge and passion for our work

A commitment to tackling child poverty



What we can offer

Salary and pension

We are offering an FTE salary for the role of £31, 500 pro-rated to 28 hours a week (our working week is 35 hours). On pensions, we will match your contributions by 3%.

Annual leave

You will be entitled to 28 days of annual leave including bank holidays (these will be pro-rated to reflect your hours). We usually give the team time off between Christmas and New Year that doesn't come off your allowance.

Hours of work

We're passionate about ensuring our roles work with the grain of family life. All our staff work part-time, with hours ranging from 10 hours a week to 9-day fortnights. We believe it's vital to create roles that enable people to balance purpose-driven work with other priorities in life.

In this role, we're ideally looking for someone who can work 28 hours a week (our working week is 35 hours). These hours need to be spread across at least 3 days of the week. But beyond that, we're open about how and where they are done. We'd welcome applications from job-share partners.

Location

Currently we are all mainly working at home in London. When we go back, we are very flexible about where you work. We have an office in White City and you will be expected to visit our sites and work with the teams across London on a regular basis.

Contract

This is a permanent contract. You will have a probation period of 3 months.

Racial justice, inclusion and diversity

Little Village operates in London, one of the most diverse cities in the world. We are working towards a goal where our team fully reflects that diversity and difference in lived experiences. A fifth of our team are parents we've supported. We have staff from all over the world, and a fifth of the staff are from ethnic minority backgrounds. We are currently running some group work to explore the issues around white privilege and racial injustice, to identify what else we can do to ensure that Little Village is an organisation that fully embraces its responsibilities to tackle racism.

We know we operate in a charity sector that struggles with racism, particularly in the way it recruits for senior roles like this one. We are fully committed to running a recruitment process that underlines our commitment to racial justice and wider inclusion and diversity. That means:

- A really broad search, reaching out through as many different channels as we can
- Blind sifting
- No pointless degree requirements
- A selection process based on values, skills and competencies

We want Little Village to be a place where our individual differences and contributions are truly recognised and valued. We want to support people with disabilities and are fully committed to make any reasonable



adjustments so that everyone can apply to this role. We are serious about working with the right candidate to make this role work for them. To read our Equal Opportunities Policy please see [here](#).

The application process

As we're all working from home this will mostly be a virtual process – using Zoom or MS Teams for video interviews. If you need additional support with this then please do let us know what you need and where we can help make this accessible.

To apply, we would like you to complete this [online application form](#) by 10am on Monday 15th March. Here, you'll be able to attach a CV. You will also need to respond to the following questions, using up to 500 words for each answer.

- Tell us about your track record in generating income. What skills and experience would you highlight that are relevant to our work at Little Village?
- Tell us about how you have used digital to support your fundraising work.
- How have you successfully juggled multiple priorities and what strategies, systems and processes have helped you to do so?
- How would colleagues and friends describe you? What are your superpowers and where are you still growing?
- What motivates you about working in the field of child poverty?

We will be looking for concrete evidence of the difference you've made in relation to the questions we've asked: it's your chance to show us the skills and experience you'd bring to this role.

We will also invite you to complete an anonymous equal opportunities form. The information contained in this questionnaire will be treated as confidential and will be used for monitoring purposes only. This information won't be seen by any person involved in the selection process for this post. It will enable us to monitor how we are doing against our diversity and inclusion commitments.

Applications should be completed by 10am, Monday 15th March. Please note, applications not using the online application form and following the guidelines set out here will not be considered.

Key dates

Submission of application: Monday 15 March

All applications will be assessed on the match to the experience and skills set out here. We know we are asking for a lot and we are looking for your honest appraisal of where you are already high performing and where there is room for growth.

First round: 22nd March

This stage will include a competency-based interview with two members of the Little Village team. We will confirm who you'll be meeting when this interview is arranged.

Second round: 29th March

This stage will include a competency-based interview with two members of the Little Village team. We will confirm who you'll be meeting when this interview is arranged.