



## JOB DESCRIPTION:

### Senior Fundraising & Development Manager

<b>Reports to:</b>	Chief Executive Officer
<b>Responsible for:</b>	No direct line management. Though future opportunities to build a team are part of current ambitions
<b>Salary:</b>	£35k - £40k (depending on experience)
<b>Pension:</b>	3% employer and 5% employee pension contribution
<b>Working Pattern:</b>	Fulltime, 40hrs, Mon-Fri with some weekend / evening work
<b>Contract type:</b>	Fixed Term - 12 months
<b>Holiday Entitlement:</b>	25 days/year, plus public holiday
<b>Employer:</b>	WOW - Women of the World (The WOW Foundation - Charity 1189880 / Company 11355846)
<b>Place of Work:</b>	Havas, 3 Pancras Sq, London N1C 4AG Hybrid working, approx two days a week in London office All reasonable flexible working arrangements will be taken into consideration.

### About WOW - Women of the World

WOW - Women of the World (WOW) is a global alliance of partners, driving an equal and inclusive future for women and girls. We deliver impact through festivals, events, leadership and knowledge sharing with these guiding principles.

- 1. Creativity is a force for progress:** We believe creativity and expression are transformative tools for sparking joy, creating community, and realising a better future
- 2. We're led by women around the world:** Through our Global Knowledge Hub, programmes are locally grown in the places where they happen
- 3. There's a method to our movement:** At the centre of our work is our unique method, rooted in the arts and proven over 15 years, 150 festivals and millions of participants inspired to take action
- 4. We all have a part to play in an equal world:** No matter who you are or how you identify, we welcome anyone who believes in equality for women and girls

WOW began as a Festival in 2010, founded by the trailblazing theatre director Jude Kelly CBE while Artistic Director of the Southbank Centre. We established our independence in May 2018 and became a UK registered charity in 2020. Watch our film [HERE](#).

## Role Overview

The **Senior Fundraising & Development Manager** plays a pivotal role in enabling the global work of WOW to continue to grow, and positively impact the lives of people across the world. This position is responsible for leading and implementing WOW's fundraising strategy across multiple income streams to support both core operations and project delivery. Working within a dedicated small, collaborative team, the postholder will develop new funding opportunities, steward relationships with funders and partners, and deliver high quality proposals and reports. They will be responsible for overseeing WOW's CRM across the organisation, ensuring the CRM is being used to its potential, and championing efficient ways of working via the platform, as per the charity's CRM policy.

This role is key to securing an ambitious annual income target that supports:

- Live and digital arts-led events
- Festivals and events – both in the UK and with overseas partners
- Workshops and participatory activities with young people and people of all ages
- Commissioning of new artistic projects

WOW currently receives funds from a number of sources, including:

- Corporate partnerships
- Individual donors
- Trusts and Foundations
- Public sector grants
- Earned income
- With a growing relationship to International Development Funds – an area we are keen to develop further

The ideal candidate will be an experienced and versatile fundraiser with a track record of raising significant funds from a range of diverse funding sources. They will be confident in managing the cultivation and stewardship of new and existing funding relationships. They will be an excellent communicator – both written and in person – capable of articulating WOW's case for support to a wide range of funders, with clarity and passion.

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## Aims of the role

- To secure, grow and sustain income from a range of sources to support WOW's vital work.

## Key objectives of the role

### Individual Giving

- Lead on devising and implementing a carefully curated donor campaign strategy for individual and corporate donors with the goal of attracting, retaining and maximising contributions from interested parties

- Achieve agreed targets as part of the charity's overall fundraising strategy, with support from the WOW Executive Team, Development Committee and wider Board of Trustees
- Lead on researching and cultivating donor prospects across WOW's activities, including the introduction of new prospects to the donor pipeline, for both revenue and capital, and in particular for individual and corporate donors.
- Produce and host development events
- Manage guest lists
- Lead the relationship management of donors

### **Corporate Partnerships**

- Work with the executive team to support the development, implementation and evaluation of a range of corporate partnerships. This work will include:
  - Helping to shape and present/pitch ideas to prospective partners
  - Relationship management and communication with current partners
  - Conceiving and organising a set of partnership events to connect to interested corporate partners - both current and prospective
  - Keeping accurate records, writing reports and ensuring all expectations of funders and supporters are met and delivered on time

### **Grants, Trusts and Foundations**

- Lead on devising and implementing a strategy for WOW's Grants, Trusts and Foundations income target, building a robust strategy for growth in this area
- Create and manage a Grants, Trusts & Foundations Database using WOW's CRM (Beacon CRM), listing tailored research, up to date funding deadlines and key information relevant to WOW's programmes and core needs
- Prepare and submit funding applications responding to opportunities identified
- Prepare reports, evaluation and fundraising updates where required, ensuring funders' expectations are met and delivered on time
- Deliver high quality and tailored stewardship for long-term, strategic funders

### **Membership**

- Work closely with the Membership Programme Manager to connect donors to the WOW Membership offer (to be launched October 2025) - and connect the Membership to our donations/giving campaigns.

### **Research and Internal Communications**

- Be responsible for WOW's CRM - ensuring the full team is using it to its potential across organisational activity including fundraising; adhering to the CRM company usage policy and keeping data up to date
- Maintain a working and up to date knowledge of the arts sector and current gender equality funding initiatives in the UK and globally
- Feed all relevant funding updates and recent communication into the shared Fundraising Income Pipeline and CRM database
- Ensure the wider WOW team are aware of all successful grant Terms & Conditions and evaluation expectations in order to fulfil contractual obligations and grant requirements
- Research and develop new funding opportunities, spotting opportunities within programming plans
- Maintain meticulous funder history and opportunity records and files
- Prepare reports for WOWs Board of Trustees and Development Committee

## Monitoring and Evaluation

- Ensuring we collect appropriate data for reporting and evaluation purposes during the course of any project. This is to support funders' requirements, as well as WOW's own impact and evaluation needs
- Capture and collect participant stories, quotes and feedback which WOW can share externally to build profile, understanding and support for our work
- Look out for and suggest opportunities to invite funders and other key stakeholders to events, sharings and other project 'outcomes'
- Ensure funders and key stakeholders for projects are kept informed and connected with progress and impact of WOWs projects and work

## General

- Attend WOW staff team meetings (weekly)
  - Attend any relevant training as required
  - Comply with [WOW's Code of Conduct](#) and other key policies at all times
  - Follow safeguarding procedures including reporting and writing incident reports
  - Follow health & safety procedures including updating/creating and/or contributing to any project specific risk assessments
  - Represent and advocate for WOW at events where needed, developing relevant networks and finding opportunities for WOW's work to be shared and celebrated
  - As a small, creative team, all team members are invited and expected to contribute to ideas for marketing and communications and when required, contribute to our Social Media platforms (e.g. through on-site photography,). In particular, when visiting WOW Festivals and events around the world
  - Be part of effective communications with internal and external stakeholders, including contributing to reports for the Board of Trustees and other Committees and stakeholders.
  - Undertake any other duties which may be reasonably required within the scope of the work and fee
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## Person Specification

### Essential

- An experienced and versatile fundraiser with a demonstrable track record of raising significant funds and delivering high-impact campaigns and initiatives with a range of diverse funding sources and partners.
- A proven track record of securing high-value funding from a range of sources, in at least two of the following three areas:
  - Individual giving
  - Corporate partnerships
  - Grants, Trusts and Foundations

- An excellent understanding of the UK funding landscape across the arts, culture and social impact sectors
- An interest in the arts, the work of WOW and a passion for gender equality
- An excitement for learning new and complementary skills to those you already have, as we build our resources and charity team
- A dynamic networker with the ability to understand the needs of and foster relationships with a wide range of stakeholders
- Excellent interpersonal and communication skills both verbal and written; tailored for a variety of different audiences
- A creative and rational thinker with the ability to help develop and implement policies and procedures to support best fundraising practice.
- An understanding of fundraising and cultivation events.
- Ability to handle multiple projects simultaneously, responding efficiently to changing priorities
- Experienced in managing stakeholder needs and delivering to grant requirements
- Experience of working as part of a team; ensuring clear communication to deliver shared objectives
- Ability to work well independently and on your own initiative to tight deadlines
- Knowledge of using CRMs
- High level of attention to detail

#### **Desirable**

- Knowledge of international development and/or cultural exchange

*NOTE: This job description is a guide to the nature of the work required, not an exhaustive list of duties. The CEO may, at any time, allocate other tasks which are of a similar nature and level.*

#### **How to Apply**

To apply please send a CV, plus a covering letter (no more than two pages) or a video (no more than three minutes) outlining why you are a good candidate for the role to [recruitment@thewowfoundation.com](mailto:recruitment@thewowfoundation.com) by 11.59pm on Thursday 26 June 2025.

We also ask applicants to complete an anonymous Equality and Diversity Form [here](#). Please note that you are not obliged to complete any or all sections of this form.