

Job Announcement



Public Fundraising – Acquisition Manager

Post Title: Public Fundraising – Acquisition Manager

Reports to: Head of Public Fundraising

Location: Ideally Vienna, Austria, other DACH locations could be possible

Annual Salary: Circa 50K Euro based upon experience

About Light for the World International

[Light for the World](#) is an international disability and development organisation whose vision is an inclusive society where no one is left behind. We enable crucial eye health services and help empower people with disabilities in some of the poorest regions of the world.

Our programmes include:

- **Eye Health** – preventing blindness and promoting eye health for all
- **Education** – ensuring children with disabilities receive quality, inclusive education
- **Empowerment** – advocating for the health and rights of people with disabilities in their societies and within development efforts

We focus on the poorest and hardest to reach because that's where we will have the biggest impact. We create change through local people, organisations and structures because we want our impact to last.

About the role

Light for the World has been expanding its fundraising across the German speaking markets and beyond, and it is now looking to hire a Public Fundraising – Acquisition Manager to help them reach their multiyear goals and support in the diversification of their fundraising investment, empowering the acquisition team and providing clear responsibilities.

The Acquisition Manager is a key member of the Public Fundraising Team, responsible for implementing the public fundraising strategy and ongoing plans, using fundraising campaigns to mobilizing resources in key DACH-markets (Austria, Germany, Switzerland) plus Czech Republic to broaden the impact of Light for the World's program work in developing countries.

Primary responsibilities

- Responsible for leading a small team to implement and develop the Public Fundraising acquisition strategy with the head of Public Fundraising and colleagues across Light for the World, meeting financial and non-financial agreed targets.
- Responsible for the recruitment of donors in the individual giving channels and segments; Direct Mailing, F2F, telemarketing, Online/Social Media Fundraising, and for the organization in several markets (Austria, Germany, Switzerland and Austria-South Tyrol and Czech Republic) circa 12 million gross income annually.
- Responsible for meeting the annual acquisition budget in conjunction with the head of Public Fundraising.
- Accountable for collaborated planning and strategizing across Public Fundraising to develop and deliver our overall mission in line with the charity's strategy.
- Accountable for scalable innovative pilots of new fundraising products as appropriate in line with acquisition strategy and in alignment with the relevant hub leaders.
- Represent the Public Fundraising and the related themes/topics to all internal stakeholders, keeping all important relationships alive and supporting fundraising and communications operations to collaborate.
- Responsible for the development of staff and line management of public fundraisers to meet the overall strategy and retain and develop a high-quality team. Currently leading a team of 3 which is expected to grow as strategy is met.
- Accountable for collaboration across Nations and service teams to deliver shared objectives and build trusting relationships to maximise our collective goals.
- Responsible for central fundraising reporting and support as appropriate (board reports, central process management in conjunction for the fundraising systems Hub and other teams).
- Develop and continuously refine the target audiences for Light's fundraising.
- Responsible for developing and improving the overall quality of Light for the World's general public supporters through high quality tools.

Key Accountabilities (key performance areas, main responsibilities)

Represents Public Fundraising, CFR, implements & develops PF activities to recruit new donors with different fundraising tools and products

- Responsible for individual donor fundraising for driving and developing Light for the World's fundraising, meeting the overall targets in the Public Fundraising strategy, specifically within acquisition.
- Continuously evolve the LIG fundraising activities to acquire donors. Based on a set of collected, standardized and structured data analysis of fundraising performance and trends, thereby delivers the base for further development in public fundraising and supports strategic decision making.
- Works collaboratively with the retention manager to ensure interlinkages of donors to journeys, share learnings and develop the overall goals of the Public Fundraising team.

Drives resource mobilization/fundraising

- Lead a team to grow our new committed/regular donor supporter base. Develop relevant fundraising products to increase the loyalty of current sporadic and regular donors to reach our defined fundraising targets (KPIs).
- Contribute to the development of integrated and cross border fundraising campaigns evolving the current setting.

- Assist in Ideating, planning and implementing small scale innovative pilots of new fundraising products as appropriate in line with retention strategy and in alignment with the relevant hub leaders to test and learn and inform potential scale up.

Communicator - supports and drives communication

- Participates in valuable networks and Austrian and International network meetings related to the core activities of the Public Fundraising team.
- Represents the public fundraising team to relevant stakeholders keeping all important relationships alive.
- Communication with CFR, especially the International Director CFR and other CFR Hub Managers, is established to ensure flow of information and exchange.
- Ensures all relevant information is distributed to the Public Fundraising team.

Candidate requirements

- 5+ years of professional experience, including 2-3 years management experience ideally in fundraising or mass marketing.
- Experience in individual giving fundraising at least in one fundraising acquisition method or experience in direct marketing or digital engagement.
- Experienced fundraiser with the right attitude and behaviour to become a team manager and inspire a team of currently 3 with high scope of growth.
- Experience/knowledge of different individual giving acquisition methods is ideal as well as understanding of DACH fundraising markets.
- Good project management skills, organized with the ability to evaluate projects, define strategic plans, track results and make data-based decisions.
- Ambitious and entrepreneurial approach, strategic, innovative, and results-driven professional.
- Desire to contribute to the overall development of the organisation working as a team member to achieve the public fundraising team's and overall organization's goals.
- Demonstrated cultural awareness and sensitivity to the diversity of values, views, and approaches to issues relevant to Light for the World
- Fluent in German and English.

Location of Role

This position would ideally be located in Vienna, Austria, where most of the fundraising team are based. Other DACH locations could be evaluated. Currently there is a flexible remote work schedule, however, the post holder will be required to be in Vienna at least once a month.

How to Apply

To apply for the post, please send a letter of application stating the skills and approach you would bring to the role, along with your CV/resume in English in strict confidence to Karem Armstrong, email: karem@darylupsall.com

Please ensure that they are sent as Word/PDF documents with the titles "*your name* cover letter" and "*your name* CV". Please put "**LFW – Public FR -Acquisition Manager**" in the email subject line.

Deadline for applications: Sunday 28th November 2021

Daryl Upsall International actively promotes equality, diversity, and inclusion. In recruiting candidates, we seek candidates with the proven skills required, irrespective of race, gender, religion or belief, age, disability, or sexual orientation.