

**JOB DESCRIPTION**

**Job Title: Fundraising Advisor**

**Location: Lagos, Nigeria**

**Reporting to: Director of Resource Mobilisation & Innovation**

**Line Management: Face to Face Fundraisers, Lagos**

**Overall Job Purpose**

The position holder will be responsible for conceptualising and implementing innovative and creative fundraising actions and initiatives to support the growth of ActionAid Nigeria’s funding base. S/he will be involved in coordinating project management amongst staff and ActionAid governance structure towards the successful implementation of special fundraising outreaches.

S/he should be dynamic, people-focused, highly innovative, a team player, a fantastic communicator and can grasp what’s important to potential donors/supporters and leadership.

This role requires continuous engagement with people, including individuals, corporates and high value partners.

**Key Responsibilities:**

**Fundraising**

* Research and identify potential fundraising opportunities to support organisational funding needs, monitor progress, and explore alternative resources.
* Develop comprehensive fundraising activity plans for regular giving and coordinate fundraising events and activities, liaising with key stakeholders and third-party organisations.
* Devise and implement various fundraising initiatives, including corporate fundraising programmes, employer gift matching, and annual giving campaigns.
* Identify, build, and re-establish relationships with major corporate organisations and potential donors.
* Solicit and secure cash or in-kind donations from individuals, businesses, or corporate donors during events, meetings, and conferences.
* Provide regular reports and monthly updates to the team on fundraising duties and events.
* Conceptualise innovative ideas to effectively mobilise resources for the organisation, establishing a donor database for strategic relationship-building.
* Monitor events and programmes for fundraising opportunities and potential partnerships.

**People Management**

* Manage and supervise fundraising volunteers, and delegates task to Volunteers to make sure that each is able to perform efficiently and productively, ensuring targets are met.
* Liaise with the Supporter Services Advisor to provide regular updates to supporters signed on from the innovative fundraising projects.
* Responsible for coordinating the management of potential supporters for long term programme of donation and fundraising opportunities.
* Harness networks and contacts to build working relationships with potential funders and supporters.

**Organisational Effectiveness**

* Contribute to the development of reports to the Governance structure.
* Coordinate and ensure compliance of all contractual agreements with donors and supporters.
* Ensure effective performance management of all line staff.
* Facilitate capacity building for staff on fundraising and supporter/donor management.
* Visit communities and participate in relevant AAN activities towards influencing resource mobilisation.

**Relationships:**

**Internal:** All AAN staff, Board and General Assembly members.

**External:** Supporters, Donors, Private sector organisations, Communities.

**Persons Specifications**

| **Attributes/Skills** | **Essential** | **Desirable** |
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| **Education/**  **Qualifications** | * First degree in relevant studies including public relations, marketing and relevant course in Social Sciences, Arts or in Humanities | * Membership of a Relevant Professional body. |
| **Experience** | * At least 5 years working experience * At least two years in a job role requiring client management and liaison * At least two years working in fundraising role in a social enterprise * Private sector experience |  |
| **Skill Abilities** | * Excellent planning and prioritization skills * Strong organizational skills * Excellent (proven) interpersonal skills * Strong communication & writing skills – excellent English oral and written skills * Computer skills with good working knowledge of Microsoft office * Excellent research and analytical skills: - ability to spot and take advantage of donation opportunities * People management abilities: - be social, positive and enthusiastic * Sales and negotiation abilities * Leadership skills | * Experience managing volunteers to deliver community activities and events * Multi-tasking skills * Excellent relationship building and relationship management skills with both internal and external stakeholders. * Ability to manage stakeholders and fundraising resources. * Proven ability to proactively engage media outlets and/or general public to advance a cause, including engagement with online communities. |
| **Personal Qualities** | * High level of personal integrity and commitment to ActionAid’s values, mission and objectives; and a working style that reflects these * Creative and takes initiative * Able to work effectively in a diverse team environment * Self-motivated person able to work without close supervision * Ethical, professional and friendly. * Demonstrate utmost respect and sensitivity to the diverse nature of our targeted audience. * A positive, proactive, can-do attitude; adaptable, innovative and flexible approach * Results oriented and problem-solving approach to work and challenges; attention to detail * Flexibility to work outside core hours as needed to meet the requirements of the role. Willing to travel regularly. | * Experience of or interest in working in the business sector and understanding of the Nigerian business environment |

**Signed by:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Fundraising Advisor**

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**Director, Resource Mobilization & Innovation**