

act:onaid Job Description and Person Specification

Job Title:	Senior Project Lead, Fundraising Unit (Deputy to the Head of Fundraising)		
Job Family:	Lead		
Directorate/Cluster:	Programmes, Fundraising and Communications (PFC)	Unit/Team:	International Fundraising
Grade and Salary:	E	Contract Type:	<i>Permanent</i>
Location:	Any ActionAid location with right to work / remote within time-zones that overlap CET 4+ hour	Budget Holder:	Yes
Reports to: <i>(incl matrix reporting)</i>	Head of Fundraising (International)		
Direct Reports :	Assigned staff in start-up/new markets and project teams, as required		
Matrix Reports:	None		
DBS (CRB) / Police Check:	No		
This role require travel	Occasional (up to 25%)		
Role Overview:	Lead delivery of fundraising -centred projects that advance ActionAid International's unrestricted growth strategy and act as the formal deputy to the Head of Fundraising. You will ensure continuity of leadership, governance and decision making- across public fundraising initiatives and investments. When the need arises, you will provide direct line management to start-up teams in new markets to launch and scale operations.		
Areas of Responsibilities	Key Activities		
Strategic Impact and contribution	Deputising for the Head of Fundraising <ul style="list-style-type: none"> Serve as delegated decision-maker during absence/need, maintaining governance, team clarity and delivery momentum. Represent the function at senior forums (e.g., GLT/SteerCo/Oversight Committees), preparing decision-ready materials and ensuring timely follow-through. Approve investments, budgets and vendor selections within delegated authority and policy. Chair key meetings (planning, prioritisation, risk reviews); set quarterly priorities and allocate resources across workstreams. Lead issue/crisis management for fundraising operations in coordination with Communications, Data/IT, Finance and Safeguarding. Act as external representative with strategic partners and agencies. 		

System, Policies and Procedures and Product Management	Project portfolio delivery <ul style="list-style-type: none"> • Retool content/storytelling to convert for public fundraising (acquisition, welcome, upgrade). • Convene communities of practice to co-create developments (e.g., unified fundraising proposition, channel best practice, shared dashboard requirements). • Land agreements and delivery for dashboards tracking regular giving and single-gift KPIs (targets, churn, upgrades, unrestricted availability). • Coordinate key analysis and reporting (biannual for oversight committees) with the Fundraising Analyst. • Outcome focus: define SMART outcomes (uplift in conversion/retention, adoption of new proposition, dashboard usage/data freshness) and drive to measurable results. • Supplier/partner coordination: scope, schedule and manage external partners to standard.
Issue Resolutions, Crisis/Risk Management	Governance, risk & reporting <ul style="list-style-type: none"> • Own the operational protocol for the investment fund: charters, integrated workplans, budget tracking, impact KPIs. • Produce a quarterly governance pack; maintain decision logs and results dashboard • Ensure safeguarding, ethical storytelling, brand and data-protection requirements are met across all work.
Communications, Influencing and Coordination	People leadership & new-market build-out <ul style="list-style-type: none"> • Provide direct line management to multidisciplinary start-up teams in new markets (e.g., digital acquisition, content/creative, data/CRM, donor care), typically 3–8 FTE depending on stage. • Recruit, onboard and develop staff; set OKRs; run performance management; coach for inclusive leadership. • Establish operating basics: supporter journeys, payment rails, data/privacy compliance, safeguarding, brand and ethical storytelling practice. • Build and monitor unit economics (LTV, churn, upgrade rates); implement test-and-learn roadmaps and monthly performance reviews. • Create strategies for market entry, scaling and handover to steady-state country structures.
People Management	Key relationships <ul style="list-style-type: none"> • International & country fundraising teams; Foundations & Partnerships; Digital/CRM/Data; Communications & Brand; Finance; Legal/Privacy; Safeguarding; External agencies/consultants; senior federated governance bodies.

Other delivery on strategic/functional priorities (Directorate-specific - maximum 5 KPIs)	<ul style="list-style-type: none"> • Increase in unrestricted income • Expansion of digital activity and audience building • Increase in number of active regular givers that sustain the organisation
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PERSON SPECIFICATIONS	
Education and Qualifications	<ul style="list-style-type: none"> • Bachelor's degree in fields of business management or marketing supplemented by several years of experience in fundraising.
Essential Experience	<ul style="list-style-type: none"> • 8–10+ years delivering multi-stakeholder growth projects in fundraising/non-profit or related environments, including periods acting up/deputising for senior leadership. • Proven people leadership: direct line management of cross-border, multidisciplinary teams (5+ FTE), recruitment, coaching and performance management. • Track record launching/scaling new markets or products; comfort with budgets and investment cases (ideally ≥ €1m). <p>Desirable</p> <ul style="list-style-type: none"> • Recognised PM certification (Agile/PRINCE2/PMP) or equivalent experience. • Experience coordinating external agencies/suppliers. • Familiarity with BI/CRM tools (Power BI/Tableau/Looker Studio; Salesforce/Dynamics; marketing platforms). • Change leadership and org-design exposure in federated/complex organisations.
Essential Knowledge	<ul style="list-style-type: none"> • Practical understanding of public fundraising (regular giving & cash): journeys, creative/content testing, core KPIs (CTR, , CPA, retention, upgrades, LTV, churn). • Values-aligned: feminist leadership principles, ethical storytelling, safeguarding and inclusive practice.
Essential skills	<ul style="list-style-type: none"> • Ability to structure and land complex programmes: charters, plans, budgets, decision packs that drive action. • Strong facilitation/convening; translates discussion into deliverables; excellent written/oral communication. • Data-literate: can define dashboard requirements, acceptance criteria and usage metrics
Language requirements	Excellent verbal and written skills in English. Spanish and \or German will be beneficial.

People Management Responsibility		
<i>Approximate number of people managed in total</i>		
1- Team members	Individual contributor, no direct responsibility for leading others.	Yes/ No
1.5	Act as mentor in a team and /or coordinating a team	Yes/ No
2- Team Leader	Coaches team members (at least three) in skills; leads, schedules, allocates and monitors work	Yes/ No

This Job Description covers the main tasks and conveys the spirit of the sort of tasks that are anticipated proactively from staff. Other tasks may be assigned as necessary according to organizational needs.

It is part of every staff member's responsibility to contribute to ActionAid International culture and comply with organisation's values and code of conduct. Staff are also committed to:

- **Leading Innovation and Change** Establish a culture of excellence in respective team that values experimentation and continuous improvement
- **Feminist Leadership:** Championing feminist leadership principles and values including commitment to diversity and inclusion (race, gender, power)
- **AAI Values Practice:** Ensure personal and team culture that demonstrates all of AAI values including: Mutual Respect, Equity and Justice, Integrity, Solidarity with People Living in Poverty and Exclusion, Courage of Conviction, Independence and Humility
- **Promoting a healthy and safe working environment:** ActionAid is committed to promoting SHEA and Safeguarding policies and values and has a **zero-tolerance** policy for any form of sexual exploitation and abuse to create a safe working environment for the staff.

Prepared by: _____ Signature _____ Date: _____

Reviewed by: _____ Signature _____ Date: _____

Received by: _____ Signature _____ Date: _____