

## Head of Funding

**Department:** Partnerships & Communications

**Place of work:** London, UK

**Duration:** Full-time, Permanent

**Grade:** 12

**Salary:** £58,051 - £61,679

**Reports to:** Head of Partnerships & Communications

### About WSUP

Water & Sanitation for the Urban Poor (WSUP) is a not-for-profit company that helps transform cities to benefit the millions who lack access to water and sanitation.

We were created in 2005 as a response to the urban explosion that has left many cities unable to provide basic services, such as access to a toilet or drinking water, to low-income communities.

We work alongside local providers, enabling them to develop services, build infrastructure and attract funding so that they can reach low-income communities.

To ensure that services can reach as many people as possible, and will exist over the long-term, we have a strong focus on financial viability. This means working with utilities and businesses to build services which generate revenue whilst reaching the most vulnerable urban residents, and advising regulators and governments on how to create an environment which enables businesses to succeed.

We work in six countries in sub-Saharan Africa and Asia, supported by an office in the UK. As the urban specialist in water and sanitation, we are committed to sharing evidence and approaches so that our innovations can enable change around the world.

Since inception we have helped over 19 million people access better water and sanitation services.

For more information about WSUP's vision and approach, see [www.wsup.com](http://www.wsup.com).

### About the role

This role plays a critical part in WSUP's growth and achievement of its overall objectives, driving our fund-raising efforts to support our mission of increasing universal coverage of water and sanitation services in urban areas around the world. The Head of Funding will work closely

with the CEO, Senior Management Team and country team management to develop and implement an ambitious and diversified global funding strategy, manage and develop a portfolio of existing partnerships, identify and secure new partnerships and seek new and innovative income streams for the organisation.

This role will suit an ambitious, entrepreneurial and experienced funding professional with a track record of securing and managing seven figure grants from corporates and foundations, and bilateral supporters. The candidate will have experience leading and managing fundraising teams and sourcing new streams of income.

This senior role will be based at WSUP's Secretariat in London but will play a central role in coordinating with regional offices, supporting and understanding their specific funding needs.

### **Application deadline**

31<sup>st</sup> May 2019

### **Interviews**

Week commencing 10<sup>th</sup> June 2019

The full description can be downloaded from our website: <https://www.wsup.com/vacancies/>

To apply for this position, you should upload your resume and cover letter on the link above.

**Please note:** This job is based in the UK. **Applicants must have the right to work in UK at the time of application.** Please do not apply if this is not the case.

## **Job Description**

### **Overall purpose**

The Head of Funding will lead on the implementation of an integrated multi-segment fundraising strategy, build a high-performing fundraising department, evaluate results and establish key processes and learning points. The post holder will play a key role in improving internal fundraising processes and capabilities to ensure timely delivery on funding priorities while also leading on the development of a strong funding pipeline to ensure sustainable growth of the organisation and its programmes.

The post holder will monitor and report the organisation's funding income and pipeline to the Head of Partnerships & Communications, highlighting opportunities and risks related to funding, and ensuring that funding aligns with the organisations needs and expenditure.

The candidate balances long-term strategic focus with short-term tactics to maximize opportunities that will generate revenue from multiple income streams. Raising unrestricted funds to support organisational growth will be a key focus.

Successful operational and leadership experience, a structured and organised approach and strong attention to detail is essential as is a strong passion for international development.

### **Main responsibilities & tasks**

#### **Strategy**

- Lead on the preparation of an overall income generating strategy aligned with the revenue objectives for the organisation (both programmatic and core support), including executing strategies for new funder acquisition, funder retention, growth and cross-selling across WSUP's funding channels, specifically; bi-laterals, international financial institutions, corporates, trusts, foundations and high net worth individuals.
- Lead on the operation implementation of the funding strategy, working with stakeholders to ensure robust systems and reporting mechanisms are in place for all partnership activities.
- Work with the Head of Partnerships & Communications, Head of Research & Learning, Head of People & Support and other functions within the Secretariat to articulate WSUP's offering and value to its members and partners to enhance our ability to raise funds through these relationships.
- Work closely with the CEO and on occasions Board of Directors to develop, implement and strengthen initiatives related to overall income generating strategy and key funder and supporter relations.

#### **Leadership and Management**

- Lead, motivate, support, coach and develop the Partnerships Team members to ensure a consistent and coordinated funding approach as well as building a high-performance team, celebrating success and ensuring appropriate staff recognition.
- Encourage an entrepreneurial spirit and 'go getting' attitude in the Partnerships Team, with a collective ambition to meet and exceed ambitious targets.

- Build overall team capacity to enable effective execution on a multi-segment/multi-audience funding strategy and develop and institutionalise clear end-to-end fundraising processes defining key activities, responsibilities and inter-dependencies across the Partnerships Team.
- Provide leadership and direction across the spectrum of the Partnerships Team's fundraising channels.
- Develop and nurture a culture of high value fundraising across the organisation and work closely with colleagues responsible for the strategic management and matching of funding to WSUP's programmes and objectives.

### **Database & Research**

- Ensure systems are in place to enable the systematic recording and tracking of supporter information across the organisation and prepare reports to facilitate analysis of data relating to all aspects of funding activity, helping drive revenue growth and diversification.
- Lead on the development of a strong and continuous pipeline of potential supporters with an interest in WSUP's work.
- Develop and maintain a working knowledge of relevant regulation (including the new GDPR regulations) and ensure adherence to legal requirements.

### **Income Generation, Proposal Development & Client Relationship Management**

- Secure increased income year on year to meet WSUP's ambitious business plan targets, including through the identification of and creation of opportunities with new funders
- Ensure the continued development and effective stewardship of WSUP's relationships with funders, and their networks to maximise funding potential.
- Manage the quality and timely delivery of funding proposals, compliance and donor reports from the funding team to ensure innovative, bespoke, winning proposals, servicing and cultivation.
- Work closely with the Head of Partnerships & Communications to raise the profile of WSUP and our partnerships to increase fundraising and raise credibility in new funding segments.
- Work closely with the Director of Programmes, Director of Evaluation, Research & Learning (ERL), members of the Innovation & Consumer Needs (ICON) team and Country Programme Managers on developing funding plans
- Work with the Communications Team and the ERL Team and other relevant stakeholders to co-ordinate a series of engaging events that maximise brand positioning and revenue generation.

### **Budgets and Financial Management**

- Establish and manage effective systems that evaluate performance; monitor and evaluate income/expenditure/net contribution against budget as well as other agreed KPIs; report on variances and implement appropriate contingency plans to ensure targets and KPIs are achieved.
- Produce regular reports and analysis on fundraising income and expenditure in coordination with the Finance team.

- Oversee financial projections and budgets needed for donor funding proposals and reports.
- Ensure best practice and policy adherence with WSUP's procurement policies.
- Work with colleagues to regularly benchmark the work of the department against others in and outside of the organisation and International Development sectors ensuring our activities demonstrate value for money and best practice while also seeking new, creative and sector-leading approaches.

## Person specification

Evidence that applicants meet the essential criteria will be assessed by the following methods: Application (A) Interview (I), Test (T), as indicated below.

### Essential

<p><b>Qualifications and experience</b></p>	<ul style="list-style-type: none"> <li>– Strong track record of successful leadership and operational delivery within fundraising and revenue generation with evidence of developing and implementing multi-segment revenue generation strategies aligned with the business plan, running operations and managing medium-sized sales and/or revenue generation teams (A, I &amp; T)</li> <li>– Demonstrable experience of securing and managing revenue from bilateral, multi-lateral and statutory sources, international financial institutions, corporates, trusts, foundations and high net worth individuals (with a specialism in a minimum of two) with a track record of raising multi-million-pound funds for not-for-profit organisations (or equivalent) through complex grant applications including log-frame design and construction (A, I &amp; T)</li> <li>– Proven experience of delivering value and benefit through process mapping and improvement programmes, establishing effective database management systems and procedures, leading on end-to-end donor process management and analysing and reporting on performance (A, I &amp; T)</li> <li>– Line management experience of employees, coupled with a proven track record of employee engagement through creating an inclusive environment and involving staff across multiple organisational locations (A&amp;I)</li> <li>– Excellent understanding of various donor segments with experience of creating segmented value propositions and compelling pitches/cases for support, donor correspondence and updates to enable influencing and engaging a diverse range of audiences both through face to face presentations, written and verbal pitches (A &amp; I)</li> <li>– Experience of working to tight deadlines, managing multiple projects successfully, delivering them on time and fulfilling the aims and objectives of all parties (I)</li> <li>– Ability to influence internally across the organisation and externally (I)</li> <li>– Experience of working with or for corporate sector organisations (A &amp; I)</li> <li>– Experience of planning and managing programme and fundraising budgets and evidence of working towards financial revenue targets (A)</li> </ul>
<p><b>Skills and abilities</b></p>	<ul style="list-style-type: none"> <li>– Excellent written and verbal English communication skills (including face to face, by telephone and presentation skills) (A&amp;T)</li> <li>– Excellent financial literacy (A)</li> </ul>

	<ul style="list-style-type: none"> <li>- Meticulous attention to detail in all aspects of work (T)</li> <li>- Computer literate with excellent MS Office skills (Word, Excel and PowerPoint) (T)</li> <li>- Ability to deal with uncertainties in organisations and lead on managing these effectively with both internal and external stakeholders (I)</li> <li>- A high degree of creativity and entrepreneurialism, with evidence of ability to think both strategically and tactically, creating long-term development plans while also meeting significant immediate operational demands and need for attention to detail (A &amp;I)</li> <li>- Excellent networking and negotiation skills and the ability to build strong relationships with individuals at all levels of seniority, up to and including C-suite, ministerial and senior policymaker levels (A &amp; I)</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>- Commitment to the vision and aims of WSUP. (I)</li> </ul>

### Desirable

<b>Qualifications, experience, knowledge, skills</b>	<ul style="list-style-type: none"> <li>- Degree level qualification or equivalent (A)</li> <li>- Knowledge of individual giving, tax efficient giving schemes, donor programmes (A)</li> <li>- Ability to travel (I)</li> </ul>
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