Philanthropy Manager (Digital Project)

Duration: Fixed Term (circa 12 months)
Salary: £27,000 per annum (£45,000 per annum Full Time Equivalent)
Job Level: 4
Hours: 21 hours per week (0.6 FTE) per week. Other flexible arrangements will be considered
Disclosure Level: Basic. This role involves limited direct / indirect work with children
Reports to: Head of Philanthropic Partnerships
Location: Working from home and at 1 Westfield Avenue, London E20 1HZ

At the UK Committee for UNICEF (UNICEF UK), we work alongside partners and communities to help realise children's rights and build a better world for every child. We are committed to an inclusive workplace where people feel valued, supported, and able to thrive – connected by shared values, a sense of purpose and a collective commitment to making childhood unstoppable.

Our work is guided by the UN Convention of the Rights of the Child (UNCRC) and the Sustainable Development Goals (SDGs), which recognise the universality of children's rights.

ABOUT THE TEAM

The Philanthropic Partnerships Team sits within the Philanthropic Partnerships Department in UNICEF UK's Public and Partnerships Engagement Directorate. We are a sector leading team with a significant track record of managing high value income partnerships with major philanthropists and high net worth individuals based in the UK, to deliver impact for children worldwide. The Philanthropic Partnerships Department as a whole raised over £16 million in 2025 and has ambitious growth aspirations.

The Philanthropic Partnerships Team maximises income and support for UNICEF by stewarding existing relationships and building new relationships with philanthropic individuals. We solicit support to fund unrestricted resources, emergency responses and priority global programmes, and align philanthropists' personal giving interests and strategies with tailored partnership opportunities.

ABOUT THE ROLE

The Philanthropy Manager (Digital Project) will join a team of seven high-performing fundraisers focused on securing income from mid and major donors by delivering excellent relationship management and creative, tailored supporter journeys.

You will be responsible for managing the development, testing and embedding of a new digital tool to engage our mid-level supporter base. This innovative project aims to bring donors closer to UNICEF, deepen their connection and enable cultivation at scale, in order to grow unrestricted support and overall income from this segment and develop the Individual Giving to Major Giving pipeline.

You will develop a strong knowledge of UNICEF's work, build positive relationships with supporters and colleagues across the organisation, and contribute to a positive team and workplace culture in line with UNICEF UK's Shared Commitment.

What we will expect you to achieve

- **Develop and embed the digital tool** to create a digital experience that can:

  - **Retain and grow unrestricted support from current mid-level supporters** by strengthening their existing relationship with UNICEF through excellent storytelling, communicating impact effectively and providing a seamless, personalised user experience.
  - **Acquire new mid-level supporters to develop our major donor pipeline** and drive sustainable growth, by uplifting Individual Giving supporters where appropriate, and identifying opportunities to engage new mid-level prospects.
  - **Grow unrestricted income and sustainable mid-level support** across the philanthropy portfolio by enhancing the philanthropy donor journey across tiers and over time.
  - **Unlock Philanthropy Team capacity** by streamlining our stewardship offering for donors giving mid-level, unrestricted gifts.
- **Work with stakeholders across the organisation** to operationalise the digital tool, ensuring alignment with UUK systems, policies, processes and regulatory requirements, and UNICEF global mid-level strategy and project objectives.
- **Test and improve the tool** based on feedback from supporters and colleagues to ensure a positive user and operator experience, in collaboration with Fundraising and Digital colleagues and developers.
- **Identify opportunities to innovate** to ensure the tool and supporting processes are efficient, effective and able to meet the core objectives of the project.
- **Build excellent relationships with UNICEF colleagues** across the Department, Directorate and beyond, and collaborate effectively to embed the tool within the team's work.
- **Monitor, evaluate, and report** against project targets, KPIs, progress and risk.
- Support the Philanthropic Partnerships Team by:
  - Contributing to team strategic and operational planning and reporting processes
  - Contributing to team processes and supporting efficient, effective ways of working including best practice SRM usage, data and donor management.
  - Providing team support as needed during busy periods including emergency activations
  - Representing the Team on relevant forums, events and projects.
  - Proactively growing your knowledge of UNICEF's complex work around the world to ensure you and the digital tool can be an informed source of information for supporters.
- Demonstrate and model a commitment to our shared values, behaviours and inclusive practices (known as Our Shared Commitment) in all aspects of your work.

BEHAVIOURS, EXPERIENCE AND SKILLS

This section contains the essential behaviours, experience, knowledge and skills needed in order to be effective and successful in this role. All criteria in this section are essential.

Effective behaviours

Supporter driven and mission aligned

- Is committed to children and their rights and motivated to work towards achieving a better world for every child.
- Develops effective relationships with target supporter groups enhancing their knowledge and involvement of UNICEF's work.
- Considers partners' needs and pressures, balancing their expectations with doing what's right for children.

Communication

- Conveys complex ideas using a variety of methods to engage an audience, communicate impact and win understanding and support.
- Anticipates and responds to the needs of an audience, adapting content, style, language and use of channel to deliver maximum clarity.

Positive Relationships

- Nurtures strong professional relationships with colleagues at all levels and with external contacts and partners to support the achievement of objectives.

Results focused

- Prioritises and sustains focus on work that will have the greatest impact on agreed aims.
- Reviews results and extracts learning to optimise future performance.

Digital First

- Has the appetite to continuously learn and is open to exploring digital media and tools to support UNICEF UK to achieve better results for children.

Efficiency and effectiveness

- Manage conflicting priorities to ensure that objectives are achieved and deadlines met.
- Systematically plans projects to maximise performance and cost-effectiveness.
- Anticipates risks and puts plans in place to minimise their impact.
- Evaluates work, learns from results and adjusts strategies to provide the best results for children.

Relevant experience

- Experience of mid-level and major donor fundraising.
- Experience of managing fundraising products and initiatives and driving innovation.
- Experience of working across multiple projects at one time, engaging colleagues and stakeholders at multiple levels and working with senior staff and volunteers to achieve success.
- Experience of developing and using digital tools to achieve specific engagement objectives.

Specific knowledge and skills

- Superb interpersonal skills, comfortable building warm, direct relationships with colleagues to effectively collaborate, and with donors to effectively steward and cultivate support.
- Entrepreneurial mindset: driven by fundraising targets, proactive and self-motivated, to solve problems and identify and develop new opportunities.
- Digitally literate: able to effectively navigate, evaluate, and communicate information in digital environments.
- Knowledge of the current philanthropy and High Net Worth Individual landscape and insight into future trends.
- Knowledge of different forms of philanthropic motivations, giving mechanisms and fundraising strategies.
- Knowledge of relevant fundraising industry standards and regulations.
- Knowledge of Excel and budgeting.
- Use of Sales Force or similar CRM software.