Campaigns and Alumni Engagement Manager
There are just ten years left to achieve the Global Goals. If we are going to reach them and address the global climate emergency, protect biodiversity, and end inequality and poverty for all, then it is clear that we need to unleash the full transformative potential of young people to change our future for the better.

A career at Raleigh International means joining a global team of passionate employees working to help make this a reality.

We are taking action to harness and maximise the energy, creativity and determination of the current youth generation to tackle the most pressing and complex challenges facing our planet. We are building on the work of more than 50,000 changemakers who have volunteered with us over last 35 years.

We are at a very exciting moment in our journey as an organisation. To support our vision of unleashing youth-driven change, we are creating a new five-year organisational strategy. This will reflect the urgent need for climate justice and action, and will respond with the optimism and innovation that defines this generation of young people.

Young people around the world will not only be delivering, but also designing our new programmes and leading change. They will ensure our work is aimed at tackling the issues and causes they care about, providing them with the platforms and networks they need to succeed, while contributing answers and energy to country and global level development agendas.

If we are to fulfil this ambition, we must act with urgency, trust young people, support communities, be open to learning, and always be ready to help each other. Most importantly, we must be able to influence a bigger and much needed change in the lives of young people across the world.

Raleigh International is full of driven, inspiring people, with an incredible legacy and a great reputation. Our organisational culture is just as important as the work we do, and we are dedicated to celebrating and nurturing the staff that represent Raleigh. Every team and every member of this organisation, whether it be on the front line implementing our programmes, or recruiting and supporting young people to take part in them, plays a vital role in making youth-driven change happen.

I hope that you will be as excited and optimistic about the potential of young people as we are and will join us on the next stage of our journey. We look forward to your contribution to our work.

Best wishes – and good luck!

Julian Olivier, Chief Executive
Raleigh’s vision

Our vision is for young people everywhere to be able to change the world

And we achieve this by empowering young people with the skills, experience and platforms to be leaders of change

Raleigh exists to create youth-driven change that lasts

Raleigh International is a youth-driven development organisation. We focus on working for and with young people to inspire and make positive change in four areas: promoting youth in civil society, providing access to safe water and sanitation, protecting vulnerable environments and building livelihoods and enterprises.

Our way of working to achieve impact is by engaging young volunteers through delivery programmes: Raleigh Expedition, International Citizen Service (ICS), a UK government-funded development programme, and national youth programmes where we work solely with local youth volunteers in-country.

By working through youth, we develop young leaders and ensure young people are connected, valued partners in development.
Why work for Raleigh International?

**Innovation**

As an £8m revenue organisation with 120 employees worldwide we are in the enviable space that we are big enough to attract the best talent and create impact levels that attract partners like the UK Department for International Development (DFID), but also small enough to be flexible and agile with our programming.

Recent examples of innovation include: a ground-breaking new social accountability through youth project where beneficiary-led reporting on development projects is holding NGOs to account; and, a digital skills-based training pilot to get young people to apply their tech knowledge to development challenges.

**Your impact will be felt**

Raleigh’s size means that you can have a big impact on the organisation with your role. We run efficient teams with core, essential skillsets and it is likely that you will be able to help shape the strategy and implementation of your team’s plans and bring your ideas to the fore. Each role in our organisation is essential and its impact can be felt on a day-to-day basis with the delivery of our programmes.

**Youth**

Working alongside young people is incredibly inspiring and motivating. They are full of energy, enthusiasm and ideas for new ways of thinking and doing. The passion and positivity for creating sustainable change from young people is infectious and makes all roles with Raleigh, no matter what they are, energising and refreshing.

**Our culture**

Raleigh is a friendly, positive and collaborative place that feels more like a family than a workplace. Our people are at the heart of the organisation. Connecting and sharing with each other and having fun together are as important as the work we do.

We’re also a learning organisation and believe very much in having the skills to succeed. Ongoing learning and development initiatives are something we are passionate about.
Raleigh delivers impactful youth-driven projects in four different programmatic areas that all link to and support the UN’s Sustainable Development Goals.

We have world-class partners and funders such as DFID, UK Aid Direct, Novartis; have been nominated for BOND International Development awards; are sector-leading in volunteer safety having helped create the BS8848 safety overseas standard; and have evidenced our impact with organisations such as the Overseas Development Institute and New Economics Foundation.

However, what makes Raleigh different is our way of working:

- Three-Lens approach. We believe in the power of youth to create change that lasts, and so we focus on collaborating with young people as both partners and leaders in development. We work to ensure they have the skills and knowledge to continue leading positive change.

- National youth programming. Whilst we recognise the power of diversity that our international volunteer programming brings, Raleigh knows that true sustainable change will come from investing in the youth of the countries where we work.

- Legacy of young active global citizens. For over 35 years Raleigh has helped create youth leaders who are inspired and empowered by their Raleigh experience to go and continue to create change in their home communities and nations, find out more here.

You can read more about our impact here.
All organisations have their values, but Raleigh really is an organisation that strives to recruit based on cultural fit and hire people who really embody, not just embrace, our values. Above all we are an organisation of motivated doers, so our values are action-orientated. Here are our values and some stories from employees as to how they live those values.

**Find the courage**

We find the courage to step out of our comfort zone and create change.

“We find the courage to speak up for a cause and take action.”

*Jyotir, Operations Manager, Nepal*

**Create impact together**

We seek to maximise long-lasting impact in everything we do.

“No matter the role or country, we are all united in creating sustainable change together.”

*Jessica, Senior Alumni Engagement Officer, UK*

**Open to discovery**

We are open minded to trying new things and learn from one another.

“I’ve been able to experiment with new technologies to celebrate the work we do in innovative ways.”

*Chris, Senior Digital Communications Officer, UK*

**Never give up**

We have the grit, determination and resilience to get the job done.

“We do not give up and we adapt to different cultures, contexts, people and countries to do our work in the best way.”

*Hellen, National Volunteer Coordinator, Nicaragua*

**Act with integrity**

We act with honesty and respect and we take responsibility for doing what we say.

“We are determined to do what we say and our actions show our adherence to honesty, strong moral principles and respect.”

*Laurence, Operations Manager, Tanzania*
About the role

Raleigh’s supporters and alumni are among the most passionate and motivated changemakers on the planet. Mobilising them and inspiring them to create and support youth-driven change is a key element of our organisational strategy. There are over 50,000 Raleigh alumni from across the organisation’s 35 year history, many are members of national alumni societies in 14 countries.

This role will manage a new team dedicated to mobilising and engaging Raleigh’s existing supporters and alumni to promote and contribute to our campaigns, improving our strategic alumni propositions and calls to action, and increasing fundraising among both individual and other donors for the crucial youth-driven initiatives that Raleigh supports.

Contract
Permanent

Location
Westminster, London, UK

Salary
£40,906 - £47,583
Accountabilities

Strategy

• Responsible for the development, implementation, resource planning and goal setting for the Alumni and Community Engagement Strategy, which includes the effective engagement of Raleigh supporters into campaigns.
• Working with the Global Youth for Change Manager to implement the National Societies Strategy.
• Contributing to the development, implementation, resource planning and goal setting for the Fundraising and Partnerships Strategies, including the development and implementation of an individual giving sub-strategy which mobilises supporters to fundraise for restricted and unrestricted funding.

Alumni and community engagement

• Supporter/donor engagement: Responsible for developing and implementing engagement events including Raleigh Week.
• Supporter communications: Developing and implementing a supporter engagement plan with the Communications and Engagement Manager to align content to an ask making strategy.
• UK National Society: Accountable for ensuring UK alumni society has the support, coordination and direction required to contribute to Raleigh’s strategy and campaigns.
Accountabilities continued

Engagement and fundraising

• **Engagement and Fundraising campaigns**: Leading on the development and implementation of Raleigh campaigns, ensuring effective propositions and pitch, working together with the Global Youth for Change Manager to ensure fundraising campaigns align to global campaigns

• **Fundraising targets**: Accountable for meeting fundraising campaign and individual giving income & ROI targets

• **Pipeline development**: Ensure individual giving prospect research systems are in place to grow and develop individual giving prospect pipelines, as well as cultivating key connection points to create the maximum value from each prospect

• **Individual giving**: Ensure all individual giving products have effective propositions, materials and pitch including challenge events, digital, in Memoria and major donors

• **Patrons and Senior Volunteers**: Contribute to systems for identifying and engaging patrons and senior volunteers to support individual giving with a specific focus on mid- and high-level net worth individuals

• **Major donors**: Responsible for coordinating the approach to mid- and high-level net worth individuals

Stewardship

• **Major donors**: Responsible for Mid and High Net Worth individual stewardship

• **Supporters**: Accountable for ensuring effective stewardship for all individual giving supporters

• **Reporting**: Responsible for ensuring all fundraising campaign and individual giving donors are effectively reported to

Coordination and management

• **Organisational coordination**: Contributing to the Fundraising and Communications cross-organisational working groups, developing a community of practice and building accountability against the relevant organisational KPIs

• **Fundraising skills**: Responsible for ensuring that all fundraising campaign participants and individual giving fundraisers have the skills required to meet targets

• **Finance/ROI**: Accountable for ensuring that the fundraising and individual giving budgets are effectively managed and meet ROI targets

• **Full cost recovery**: Accountable for setting and ensuring compliance with cost recovery targets
Accountabilities continued

Coordination and management cont.

• **Management:** Responsible for fundraising campaign and individual giving resource planning and the line management of team members including appraisals and PDPs

• **Fundraising compliance:** Responsible for ensuring that Fundraising campaigns and individual giving are compliant with fundraising and data protection regulations

• **Other:** To undertake other duties as required by the Director of Campaigns, Communications and Fundraising
Person specification

- **Essential**

  A highly effective influencer, you will work with key stakeholders to achieve buy-in and increase the scope and impact of Raleigh’s alumni and community engagement

- **Adaptable and confident**, used to taking initiative, able to interpret and communicate information across different channels and to different audiences

- **Experience in complex planning and management of multiple projects** in a high-pressure environment

- **Experience planning events, marketing and communications** to underpin the delivery of a programme, project or scheme would be a distinct advantage

- **Excellent written and oral communication skills**: The Campaign and Alumni Engagement Manager will need impeccable communication skills in order to contribute to communicating Raleigh’s messages and brand to its supporters

- **Networking skills**: The person will be called upon to represent Raleigh to high profile donors and high net worth individuals and persuade them that Raleigh’s cause is one they should contribute to

- **Detail oriented**: The person must be detail oriented because they deal with large volumes of data, including lists of people’s names and phone numbers, and must comply with national regulations. Failing to do so may result in penalties.

- **Organisational and planning skills**: This person will manage large campaigns and events that require planning and organisational skills to succeed.

- **Digital skills**: Knowledge of using social and digital media to support the implementation
Person specification continued

Essential continued

of campaigns and individual giving

• **Relationship management:** This person will be required to build and maintain relationships with Raleigh supporters to mobilise their support to achieve Raleigh’s aims. They will also be responsible for working across communications and fundraising teams, and managing one line report, providing values-driven, resilient leadership, encouraging a collaborative working environment where team members understand their roles, expectations and are motivated and empowered to deliver them

• **Budget management skills:** You need to be able to work effectively with limited resources, demonstrating a tight grip on budget management

• **Time management skills:** The ability to prioritise and meet deadlines is key

• **Commitment:** to Raleigh International’s mission, vision and values

Desirable

• Be available and willing to travel internationally

• Hold a clean UK Driving Licence

• Fluent written and spoken English

• Perform any other duties as the organisation may reasonably require, including working unsocial hours and weekends, and to be on-call
Not only does a career at Raleigh International offer fulfilling job satisfaction and impact, but we take seriously investment in our best resource – our people. As an employee of Raleigh, you will be able to access the following benefits:

**Holiday entitlement**
The holiday entitlement for full-time staff is 25 working days per year, plus 8 public holidays. Part-time staff receive a pro-rated entitlement.

**Volunteering leave**
We believe in the power of volunteering. That’s why we offer every employee twenty-eight hours (four days) volunteering leave per year (pro-rated for part-time staff). You can volunteer your time in which ever way suits your interests and preferences. The principle of this benefit is to create positive impact through volunteering.

**Employee Assistance Programme**
Raleigh is part of an employee assistance programme which offers round the clock support for employees and their immediate family members on a wide range of work and personal issues.

**Wellbeing programme**
At Raleigh Head Office we run a wellbeing programme for all employees. We know that healthy bodies and minds are important. Whether it’s yoga sessions in the office, fruit on a Monday, mindfulness training sessions put on by staff, or organised cultural lunchtime excursions, we strive to offer a mix of activities for all interests.

**Season ticket loan**
Interest free loans are available to allow staff to save money and purchase season tickets. The loan is paid back monthly via deductions from your salary.

**Cycle to Work scheme**
Raleigh offers a cycle to work scheme that enables a discount towards any bicycle you purchase for the purpose of getting to work.

**Other benefits**
Also available to staff are enhanced maternity/paternity/adoption pay, life assurance, pension scheme, study leave, staff discounts and free eye sight tests.
Other information

Office hours

Normal UK office hours are Monday to Friday, 9am - 5pm, though staff can vary their start and finish times between 8am - 4pm and 10am - 6pm. Weekend, early morning and evening working may be required in the following circumstances: to attend events and meetings and on overseas field trips.

Equal opportunities, safeguarding and vulnerable adults

Raleigh International is committed to ensuring equal opportunities and the health, safety, welfare and development of all people with whom it works regardless of gender, age, stage of development, disability, sexual orientation, religion, culture or ethnicity. All staff and participants who take part in activities organised by us should enjoy working and taking part without fear of harm. We guide all staff and participants to show respect for and understanding of people’s rights and their safety and welfare and by so doing, conduct themselves in a way that reflects our principles.

Employment eligibility

To be considered for this role applicants must have British Nationality or have a right to live and work in the UK.

Anti-corruption policy

It is Raleigh International’s policy to conduct organisation business honestly, and without the use of corrupt practices or acts of bribery to obtain or receive an unfair advantage.

Raleigh is committed to ensuring adherence to the highest legal and ethical standards of organisation conduct. This must be reflected in every aspect of the way in which we operate. We must conduct all our dealings with integrity. Bribery and corruption harm the societies in which these acts are committed and prevents economic growth and development.

Any breach of Raleigh’s policy will be regarded as a serious matter and will be dealt with under our disciplinary procedure. In serious cases, it may be treated as gross misconduct leading to summary dismissal.

Application process

Closing date
22/02/2020

Interview date
w/c 02/03/2020

How to apply

Please send a copy of your application to applications-caem@raleighinternational.org with your CV and a covering letter stating how you meet the person specification with the subject ‘Campaigns and Alumni Engagement Manager application’.