

INDIVIDUAL GIVING FUNDRAISING MANAGER

Salary: Please see our [Global Salary Scales](#) for more information on salaries payable in different locations. This role will be paid at the rate for Grade E1 in these scales. We do not negotiate on salary.

Location: This role is open to applicants based anywhere ADD currently has staff (Bangladesh, Cambodia, Kenya, Sudan, Tanzania, Uganda or UK). You must have an existing right to work in the country you wish to be based.

You can be based in any of the countries above. Exactly how this would work can be discussed once an offer is made, depending on your location.

If you are based in a country where we have an existing office you can choose to work from the office, from home, or a combination. If outside of these countries, you will be expected to work from home.

Reports to: Interim Director of External Engagement

Contract: Full-time and permanent (though we are open to considering applications from those who want to work on a part-time or job-share basis). We are currently trialling a 4-day working week for the same pay and you will have the choice to opt-in to the trial on the understanding it could end.

As an organisation that works with disability justice activists in Africa and Asia we are clear that lived experience of disability is hugely important to our mission. Priority for this role will be given to disabled people. We want to see you at your best and so please let us know if there are any reasonable accommodations at all that we can make to the recruitment process to ensure that it works for you. We are also committed to ensuring that we continue to review and make accommodations throughout your employment with ADD.

About ADD International.

ADD is a participatory grant-maker for disability justice. Our vision is for a world in which ableism no longer exists, and disabled people can fully participate in society. Our mission is to strengthen disability justice activists and organisations through resourcing, and leadership skills. In March 2024 we launched a new ten-year strategic framework which can be found on our website here: <https://add.org.uk/mtiririko/>

We are transforming our organisation away from traditional development and getting back to our roots by sharing more power and resources directly with activists. Over the next ten years, we have a goal to provide £25 million long-term unrestricted grants

directly to disability justice activists and movements. Crucially, we will also give disability justice activists greater decision-making power on who should receive funding and how funding should be spent.

Our new 'Fundseeking' Strategy outlines how we will raise the funding and cultivate the right partnerships to provide the flexible resources that disability justice movements need and that allow ADD to become the grant-maker we aspire to be. This is not a usual fundraising strategy. It decentres ADD's own growth and instead focuses on using our position and proximity to wealth with intention to channel more resources to disability justice movements that are less able to access them. The first two years of this strategy have successfully raised £3 million in unrestricted funding from funders who share our vision.

The Opportunity

ADD international is supported by a loyal donor base of regular givers, and a smaller group of cash givers. We are looking to grow our donor acquisition within this audience by trialling different approaches. We have recently undertaken some donor insight work which will form the background to this approach.

In addition to leading this work, the Individual Giving Manager will be responsible for optimising the stewardship of our existing donors and working with the Supporter Care Coordinator to deliver this.

Part of this role will also involve relationship management of some mid- and high-value givers, promote legacy giving and community fundraising, and provide accurate and insightful reports on income and the donor base.

Our overall goal is to increase income through individual giving in order to facilitate the flow of resources to disability justice activists and their organisations.

This is a rare and exciting opportunity for someone who wants to combine their skills and experience in individual giving fundraising with a decolonial approach to fundraising. If you believe in ethical storytelling, challenging traditional narratives and innovating to cultivate and build a donor base who share our values, this could be the role for you.

You'll get to work for an organisation that is pioneering efforts to transform the international development sector so that it is fairer for disability justice movements.

In this role you will have the opportunity to innovate, test and learn and influence the sector in doing things differently with individual giving.

You'll learn about human rights and disability justice; often travelling around the world to do so.

You'll be supported by the Director of External Engagement who has established a strong foundation of fundraising success, and communicating a power-shifting approach which our donors are engaged with, for you to build upon. You will line manage the Supporter Care Coordinator who is the first point of contact for our donors, and who manages our database and insights. You will work closely alongside our Communications Manager, and colleagues from the team based in the UK, Africa and Asia.

You'll get to be part of an organisation that cares about you and your wellbeing and sees this as an extension of our mission to achieve disability justice.

Ultimately, your efforts would help ADD achieve its mission of channelling more resources to under-resourced disability justice movements in Africa and Asia.

The Team

This role sits within the External Engagement Team and would be line managed by the Director of External Engagement.

This team is responsible for three key strategic functions for ADD:

1. **Fundseeking** – securing the resources needed for our grant making and the implementation of our strategy from both institutional donors and individual supporters
2. **Influencing** – inspiring, influencing and supporting funders and other organisations to increase the flow of resources to disability justice activists
3. **Communications** – supporting our fundseeking, learning and influencing goals through strategic and accessible communications and amplifying the voices of activists

Most of this team works remotely, from across the UK, with one member based in Uganda.

Key Responsibilities

1. **DONOR AQUISITION:**
 - Identify opportunities to grow ADD's individual donor base. We have done some audience insight work, and sector research earlier this year which will form a strong base for this.
 - Develop ideas to test and learn from, to see what resonates and calculate income projections.

- Roll out new product and network ideas to recruit new donors.

2. **RETENTION:**

- Assess and improve our donor retention communications cycle, in collaboration with the Supporter Care Coordinator and the Communications Manager, to increase retention rates.
- Project manage and deliver our annual multi-channel fundraising appeal, and our annual retention mailing.
- Organise our annual supporter get together to grow supporter relationships.
- Review segmentation and stewardship based on giving value to increase income from our mid-value givers.

3. **COLLABORATION & STRATEGIC LEADERSHIP**

- Work with the Communications Manager to market other giving opportunities including legacy and community fundraising.
- Line manage an Institutional Funding Manager; ensuring high performance and wellbeing
- Implement the individual giving strategy and update it as needed.
- Work with the Supporter Care Coordinator to provide accurate and insightful quarterly reports on income, the donor file, and the results of new acquisition tests.
- Ensure familiarity, and compliance with, ADD's child and vulnerable adult safeguarding policy and undertake training as required.

Safeguarding level.

We are committed to ensuring we are a safe organisation that does no harm to people we work with. As we transition from project-based work to grant-making we recognise the power dynamics this creates that can make grant-seekers vulnerable to abuse and are putting in place robust systems to minimise risk to any communities we work with.

Our processes ensure all posts are graded, based on interaction with communities, persons or organisations of persons with disabilities. This post is a **Level 1 post. See outline of all levels below:**

- **Level 1** - office based, no real direct access to communities, persons or organisations of persons with disabilities, and never alone.
- **Level 2** - a travelling role, possible access to communities, persons or organisations of persons with disabilities but unlikely to be alone.
- **Level 3** - regular access to communities, persons or organisations of persons with disabilities, including on their own, or lead responsibility for safeguarding within office/location.

All level 3 posts will be required to undertake regular police checks (or equivalent depending on location).

About You

- You have **substantial experience in donor acquisition, donor communications and stewardship.**
- You are committed to **social justice issues** such as reform within international development, philanthropy and the disability justice movement
- You are **good at building relationships** with donors, activists, and colleagues.
- You believe in **doing things differently, innovating and a test-and-learn** approach.
- You **think strategically** and know how to **translate your ideas into action**
- You have experience in managing and delivering **multi-channel fundraising appeals.**
- You know how to **lead and collaborate well** with others, including people from different cultural and linguistic backgrounds
- You are well organised and good at **project management and planning.**
- You are skilled in **copywriting for fundraising.**
- You have experience in using a **fundraising database** like Raiser's Edge (or similar)
- You have experience in developing **donor journeys and retention communications** for a regular giving file.
- You can accurately **report on income and develop meaningful insights** about the individual giving file.

- You are **self-motivated** and **take initiative**
- You are comfortable working remotely
- You are **adaptable** to changing organisational needs
- You might know about **funding for disability rights** which would be advantageous

If these statements sound like you, then we highly encourage you to apply for this rare and exciting job opportunity at ADD International.

How to apply.

Interested applicants should complete the online application form, including uploading their CV or resume.

You also have the option of responding to the application questions through an audio or video recording of no more than 6 minutes and uploading this through the form. Please note these will be anonymised and reviewed before we look at the CVs of candidates. Audio/video recordings will be transcribed before being shared with the recruiting panel to maintain anonymity.

If you need an accessible format or the application documents, or another way to apply, or if you have any queries about the application process, please contact recruitment@add.org.uk

Application deadline: Monday, 15 September 2025, 9am UK Time

First round interviews will be held during the week commencing 22nd September 2025.

Incomplete applications will not be accepted. We are unfortunately only able to reply to those shortlisted.

Equal opportunities.

We are keen to promote strong principles of equality and diversity and would welcome applications from all backgrounds. Disabled people are strongly encouraged to apply and as a 'disability confident employer' ADD guarantees to interview all disabled candidates who meet the minimum criteria. We also prioritise applications from disabled people, this means that we first only review applications from those who identify as disabled. Only if we are unable to recruit from this group will we review other applications.

For more information on this please see our [Equal Opportunities Policy](#).

Safeguarding.

The nature of ADD's work as participatory grant-maker for disability justice means that our staff, consultants, trustees and volunteers may come into contact with children and vulnerable adults in some capacity or another. As we transition from project-based work to grant-making we recognise the power dynamics this creates that can make grant-seekers vulnerable to abuse.

ADD is committed to safeguarding and promoting the welfare of children and vulnerable adults, and expects all staff, consultants, trustees and volunteers to share this commitment.

At ADD, we're committed to creating a safe and rewarding environment for all of our people to work and volunteer, as well as for those we come into contact with through our work.

This means we have robust safeguarding policies and procedures to ensure everyone is treated properly, and a whistle-blowing policy and process so people can raise any concerns they have, confidentially.

For more information on this please see the [safeguarding pages](#) on our website.

Data protection.

ADD International is aware of its obligations under the General Data Protection Regulation (GDPR) and the UK Data Protection Bill and is committed to processing your data securely and transparently. For more information on this please see our '[Job Applicant Privacy Notice](#)'.

Due to the nature of our roles, interacting with staff in our different countries, staff from our overseas offices are often involved in the recruitment process. This requires us to send applications (and therefore personal data) outside of the EU. By applying for this role, you are indicating your permission for ADD to send your personal data outside the EU.