

## Individual Giving and Campaigns Manager

### About Positive Money

Positive Money is a research and campaign organisation working to redesign our economic system for social justice and a liveable planet. Our work focuses on achieving two core missions; 1) Redesign our economic system to tackle inequality and protect the planet by giving central banks, governments and international finance institutions a mandate, and the tools, to lead the transition to a just and sustainable future 2) Shift power from big corporations and banks to people to create an economic system that redirects power and money away from rich elites and towards people and communities. We also have an office in Brussels; Positive Money Europe, though this role is entirely UK-based.

We produce ground-breaking research and policy, educate the public and politicians, generate media coverage, and mobilise our supporters behind people-powered campaigns. We believe in radical systems change and work across four key areas: The Future of Money, Green Finance, The Power of Big Finance, and Racial Economic Justice. With smaller workstreams on Housing and Wellbeing Economics. Read more about our current five-year organisational strategy [here](#).

We are committed to cultivating a culture of support, respect, open communication, and collaboration that encourages creativity and innovation. We foster an environment where diverse perspectives are valued and where work arrangements are tailored to accommodate individual needs, ensuring every team member can contribute their best work.

Positive Money operates a [shorter working week](#), and our full time salary is based on a 28 hour working week, typically worked over four days per week.

### About the role

Since 2010 Positive Money has been raising awareness of the power, injustices, and impacts of our broken money and banking system – from inequality to climate change and unaffordable housing – and campaigning for and winning reform. Building and mobilising our supporter network with digital campaigns and donations is a central part of our strategy.

Reporting to our Head of Campaigns and Communications, this new role will grow, diversify, mobilise, and empower Positive Money's supporter community, and build our individual giving programme, in order to achieve lasting systemic change. Regular donation drives, reactive petitions, viral videos, crowd-funded newspaper adverts, protests outside the Bank of England, hard-hitting emails that drive people to action – our toolbox is always growing and our willingness to experiment is strong. Our team is small but ambitious and we often work in coalition and collaboration with other organisations in the new economy movement. With an e-mailing list of over 20,000, and a following of ~150,000 across social



channels, this is an exciting time to join the Positive Money team and take our campaigns and individual giving work to the next level.

### **About you**

This is an opportunity for an individual giving fundraiser and campaigner with experience running individual giving programmes and creating donation journeys, alongside experience and/or interest in running digital actions to mobilise the public with people-powered campaigns that have impact. You don't need a background in or knowledge of money, banking or finance, but rather a passion for empowering people to radically change our economic system towards our values, a strategic approach and learning mindset, experience of digital fundraising and content creation, strong communication, and project management skills.

You understand that the financial system is rooted in a wider system of structural inequalities, oppression, power imbalances and ideologies; that systems change is complex and multi-faceted, and absolutely necessary to achieve our vision. You will be excited to try out new strategies and tactics to run fundraisers and campaigns that stand out from the crowd. You share our commitment to an inclusive and diverse team, and our culture of being open-minded, ambitious, respectful and self-aware.

## **ACCOUNTABILITIES**

### **Strategy**

- Develop and implement Positive Money's individual supporter fundraising strategy, as part of the campaigns strategy
- Support the development and implementation of Positive Money's wider campaign programme strategy and communication strategy

### **Delivery**

#### *Individual Giving:*

- Develop and lead Positive Money's supporter engagement and individual giving work
- Grow our supporter base and increase income from new and existing donors
- Create and embed new processes, and write compelling fundraising content, to develop this income stream
- Lead on digital fundraising appeals, exploring new channels and approaches, such as legacy donations, evolve our email programme, and send regular fundraising correspondence to new and potential donors
- Work closely with campaigns and communications colleagues to develop audience journeys, messaging and materials to support donations
- Support colleagues with grant applications when required and raise the profile of fundraising across the organisation
- Manage all one off and monthly donations through various giving platforms, monitoring donor activity and working closely with the Finance team to ensure all



Individual Income is identified and processed accurately

- Maintain accurate and up-to-date donor records, ensuring Data Protection compliance. Report on and make recommendations on how to maximise the potential of this data

#### *Campaigns:*

- Enact Positive Money's people-powered campaigns for economic systems change by delivering public-facing campaign outputs including digital actions, mobilisation emails, and organising in-person actions and events where appropriate
- Maintain a general (non-expert) understanding of Positive Money key campaigns, proposals and messages, and translate them into accessible and engaging reactive and proactive content for social media
- Create videos; drafting scripts, filming and editing independently, internally with other team members, or by supervising external producers
- Interact with and respond to audiences and donors across social platforms, email, and be the main point of contact and support for Positive Money's 5 local groups
- Amplify organisations and individuals with lived experience of oppression and those who are disproportionately negatively impacted by the economic system
- Lead digital advertising work and monitor the digital advertising budget
- Manage the blog; oversee production from across the Positive Money team to ensure timely and relevant blogs are posted regularly, write campaigns-related blogs, seek out and supervise external authors, and ensure blogs have the necessary accompanying visuals
- Organise ad hoc events such as webinar series and workshops, and manage project-related budgets
- Conduct regular monitoring, evaluation and risk analysis across our campaigns and supporter engagement, and regularly report to the wider team

#### **People**

- Collaborate with other members of the team on supporter fundraising and campaigns, and encourage teamwork and collaboration between staff
- Proactively support others to excel in their roles
- Plan, facilitate and review group discussions with team-members or other stakeholders on fundraising and campaigns work
- Potentially line manage a junior member of staff in future

#### **External**

- Manage relationships with external campaign partners and stakeholders
- Represent Positive Money externally – to a range of different audiences and stakeholders, in particular with our supporter network and with campaign and coalition partners
- Keep up to date with development and best practise in supporter fundraising and campaigns



- Engage external voices and expertise in our supporter fundraising and campaigns work

### Culture

- Ensure that anti-oppression concepts and practices are integrated into our supporter fundraising and campaigns work
- Develop self-awareness and self-reflection. Seek out opportunities and activities to develop personal strengths, weaknesses, and behaviours and implement change.
- Demonstrate organisational culture principles (summarised below) and encourage these amongst colleagues.
- Proactively support others to excel in their roles.
- Take personal responsibility for projects you are leading on.

## PERSON SPECIFICATION

### Skills and Experience

#### Essential

- Excellent written communicator; with the ability to translate complex ideas into engaging, accessible and powerful language and content, capable of drafting supporter-focused emails, crowdfunders, video scripts, social media content, blogs, event blurbs and other relevant outputs for fundraising and campaigning
- 2 years experience in individual giving fundraising, with a successful track record of designing and managing digital individual giving user-journeys
- Experience running people powered campaigns; designing digital and in-person actions aimed at mobilising members of the public in order to achieve change
- Experience creating content, including videos, and using social media platforms to reach new audiences
- Open and responsive to new ideas, and ability to working flexibly and reactively to changing work contexts and a shifting political environment
- A high level of project management skills, with experience of meeting deadlines, both independently and as part of a team, with minimal supervision
- Experience of facilitating meeting spaces, including sharing ideas, and seeking alignment with internal colleagues and external partners
- Excellent interpersonal and relationship building skills to support members of our supporter community, to ensure work is well integrated with that of colleagues, and the expectations of external funders and stakeholders
- A strategic problem-solver and impact-driven thinker, motivated by finding creative ways to empower the public to donate and take action

### Values & Behaviours

- Passionate about our mission of reforming money and banking to build a fair, democratic and sustainable economy



- High degree of maturity, able to respond constructively in pressured situations, multi-task, and manage interruptions
- Self-awareness, and able to reflect on your own behaviours and practices and work to change them where necessary
- A commitment to continued learning on anti-oppression concepts;
- Commitment to demonstrating our principles (below) in your work

### **Positive Money's Culture Principles**

#### **We work with high degrees of integrity, trust, and accountability**

We honour each other as individuals, and treat each other with kindness and respect, assuming everyone is doing their best work. We proactively communicate with self-awareness, set clear expectations, and hold ourselves and each other accountable through open discussion and actionable feedback. We can count on each others' support.

#### **We operate with creativity, open-mindedness, and adaptability**

We are curious, open-minded, and embrace complexity. We treat each piece of work as an experiment that generates new insights. We know our work is complex and don't pretend to have all the answers. We have a positive approach to people who challenge and disagree with us. We seize opportunities and stay flexible, adapting our work plans and ways of working according to the situation and circumstances. We constantly develop our expertise and strive to create an environment where we grow personally and as a team.

#### **We commit to dismantling oppression and fostering equity**

We recognize that systemic oppression exists in various forms within our society and institutions, and are dedicated to challenging and dismantling these structures within our organisation and beyond. We actively create an inclusive environment where everyone feels valued, respected, and empowered to contribute fully. We continuously educate ourselves about issues of privilege, power dynamics, and discrimination, and strive to integrate anti-oppressive practices into all aspects of our work. We engage in difficult conversations with empathy and humility and embrace discomfort, understanding that confronting oppression requires ongoing reflection, action, and allyship.

### **TERMS AND CONDITIONS**

Contract: Permanent contract with a 6-month probationary period.

Salary: Grade 4, full time rate of £38,397 per annum + 8% pension contribution. Salary rate will rise to £39,687 after 2 years employment in the role, plus any cost of living adjustments to our salary scales.



Hours: Full time, 28 hours (4 days) per week. Positive Money became a shorter working week employer in 2024 after an 18 month trial. Requests for flexible working will be considered.

Benefits: Positive Money is committed to developing our employees, and being a supportive, flexible and compassionate employer. We offer a range of benefits to UK staff including:

- Holiday: 20 days per annum for full time equivalent, in addition to statutory holidays. Increases to 22.5 days after two years employment. This allowance is calculated based on our 4-day working week, and thus allows 5 weeks annual leave per year.
- Enhanced occupational sick pay scheme that increases with length of service.
- Family friendly benefits: enhanced maternity pay for staff who've worked for us for more than 1 year, of 6 weeks at 100% salary followed by 33 weeks at 50% salary, and enhanced paternity pay for staff who've worked for us for more than 1 year, of 6 weeks at 100% of salary.
- A 'duvet day' policy to allow additional time off to support and protect staff wellbeing
- A training and development allowance of £400 per employee per year, increasing with service, as well as provision to consider larger requests for professional development. We also offer other in-house and external training and development opportunities to our staff.
- Flexible working, with provision to work our 28 hour week flexibly between Monday-Friday
- A cycle to work scheme to provide staff with a tax efficient way to buy a bicycle and accessories.

Location: Hybrid between our London Office (10 Salamanca Place, London, SE1 7HB) and remotely. We're open to candidates based in other parts of the UK working remotely, with self-funded travel to the London office expected up to two days per month.

How to Apply:

- Please complete the application form [here](#). Our deadline is midnight Sunday 15th February 2026.
- Selected candidates will be invited to do an online task and an interview with a panel of staff members in week starting 2nd March

Start Date: Ideally by April 2026, though we can be flexible for the right candidate.

If you are interested in the role and would like to find out more, please contact Hannah Dewhirst via email: [hannah.dewhirst@positivemoney.org.uk](mailto:hannah.dewhirst@positivemoney.org.uk)

*Positive Money is committed to providing equal employment opportunities to all qualified applicants. We do not discriminate on the basis of race, colour, ethnicity,*



*religion, sex, gender, gender identity and/or expression, sexual orientation, size, national origin, disability, age, marital status, pregnancy, parental status, or genetic information. We are committed to hiring and retaining a diverse, culturally competent staff at all levels of the organisation. We strongly encourage people of the global majority, especially Black and Asian folks, LGBTQIA+ individuals, persons living with disabilities, women, non-binary individuals, and people of various socioeconomic backgrounds to apply for this position.*

*We are committed to making our hiring process as accessible as possible. To request an accommodation, please let us know in your application or email*

*[recruitment@positivemoney.org.uk](mailto:recruitment@positivemoney.org.uk).*

