

Terms of Reference:

Business Development Role for the Association of Fundraising Consultants (AFC)

1. Vision:

Following many years as a valued resource to the sector, The Association of Fundraising Consultants (AFC) is on a renewed mission to provide a kitemark of reassurance and credibility to Fundraising consultants and freelancers operating mainly in the UK. In order to develop the Association, increase membership and raise the profile of how the AFC operates and its benefit not only to member consultants but to aspirational best practice across the sector, the AFC seek to appoint a motivated and experienced Business Development professional. The main goal of this appointment will be to significantly drive the growth of AFC membership, plus to enhance brand awareness as a secondary objective.

2. Objectives:

- a. The appointee will be tasked with developing and driving the implementation of a business development plan to attract new fundraising consultants to join the association and do so in a variety of ways.
- b. Increasing the number of members in a newly created three-tier proposition, including entry-level 'Associate' membership, mid-range 'Standard' membership and an 'Accredited' or top-tier membership, over an initial period of 6 months.
- c. Raising awareness of the AFC in the UK through targeted marketing, networking and business development opportunities.
- d. Strengthen the association's brand identity to position it as the premier choice for fundraising consultants.

3. Scope:

The selected candidate will be responsible for the following activities:

- a. Identify potential leads and target audiences for the three-tiered membership recruitment structure and recruit new members.
- b. Make direct approaches to prospective new members via telephone, video call and email contact, ensuring approaches are in line with GDPR legislation.
- c. Create and execute effective marketing activities, utilizing various channels such as social media, email marketing, and industry events.
- d. Collaborate with the existing marketing resource to develop compelling content and potential promotional materials.
- e. Establish and nurture relationships with key stakeholders, industry influencers, and decision-makers to enhance the AFC's reputation.
- f. Attend relevant networking events and conferences (face to face and online) to promote the association and recruit new consultants, as time allows.
- g. Develop and manage a database of potential consultants and track interactions with them at each of the three levels in line with GDPR legislation.
- h. Design and conduct additional activities including webinars, workshops, and "coffee and cake" online informational sessions to showcase the benefits of joining the AFC.
- i. Provide excellent customer service to prospective and current members, addressing inquiries and concerns promptly.

- j. Identify and pursue strategic partnerships with other organizations in the fundraising sector to expand the AFC's reach.
- k. Monitor and report on the effectiveness of business development efforts and adjust strategies as needed.
- l. Collaborate with the AFC's leadership team to align business development efforts with overall organizational goals.

4. Qualifications:

- a. Proven track record in business development, sales, or membership recruitment, preferably within the non-profit or consulting sector.
- c. Strong understanding of the fundraising landscape in the UK and familiarity with the challenges faced by fundraising consultants and freelancers at all levels.
- d. Exceptional communication and presentation skills, both written and verbal.
- e. Proficiency in using various marketing tools and platforms for promotional activities.
- f. Ability to work quickly, independently, take initiative, and meet targets within specified timeframes.
- g. Demonstrated ability to build and maintain relationships with diverse stakeholders.
- h. An innovative and strategic mindset, with a keen eye for opportunities and trends in the fundraising consultancy sector.

5. Duration and Reporting:

This role is a part-time position and will report directly to Bill King, AFC Chair. Regular progress reports and updates on business development activities will be provided over an initial 6 month timeframe. There is scope to extend the consultancy period based on initial success.

6. Contract and Remuneration:

The post is offered on a freelance basis. The day rate will be £400 per day for 2 days per month.

7. Selection Process:

Shortlisted candidates will be invited for online interviews, which may include a presentation on their proposed business development strategy.

The Association of Fundraising Consultants in the UK looks forward to welcoming a dedicated Business Development Consultant who will contribute significantly to the growth and impact within the fundraising consultancy sector of the AFC and prove its ongoing relevance and quality assurance trademark.