

**Job Title** Senior Associate, Grassroots Philanthropy & Campaigns  
**Grade** C  
**Reports to** Global Head of Individual Philanthropy  
**Location** DC, Maryland, New York, or Virginia

### **Context of Role**

The Senior Associate's primary responsibilities will be to expand our existing community fundraising efforts and build a comprehensive model (launching in Spring 2025) that includes individual and group third-party fundraisers, Peer-to-Peer efforts with colleges and universities, cause marketing partnerships, and collaborations with IPPF's Member Associations (MAs) and Partners for joint fundraising and communications initiatives. The Sr. Associate will also support efforts to expand and diversify IPPF's external audiences and collaborate on multi-channel marketing and digital campaigns, and donor communications.

### **Role Purpose**

To support the next stage of the Individual Philanthropy program's fundraising and engagement growth, IPPF is recruiting a Senior Associate, Grassroots Philanthropy & Campaigns. This is a newly created, revenue-generating position whose work will contribute to the further diversification of IPPF's fundraising streams and broaden our community of advocates and activists who support SRHRJ.

### **Role Deliverables**

- Support the co-design and implementation of a Community Fundraising scheme, including efforts with peer-to-peer (Colleges & Universities in the US and internationally), third-party individual and group fundraisers and events, and cause marketing partnerships.
- Serve as the primary contact and relationship manager for all peer-to-peer and third-party fundraising relationships, activities, and enquiries.
- Identify and cultivate new community philanthropy resource partners, organizations, and SRHR champions for potential collaborations, specifically opportunities for cause marketing partnerships.
- Coordinate the creation and dissemination of all grassroots fundraising toolkits, creative assets, as well as processes and procedures.
- Coordinate and support partnership initiatives with various IPPF Member Associations, such as fundraising and awareness campaigns.
- Partner with IPPF's Marketing & Campaigns agency and the Solidarity for Voice & Change team's creation of internal and external communications, including email content for fundraising campaigns, donor communications, and social media.
- Collaborate and provide input to broaden core messaging and multi-channel communications, lead generation efforts, and campaigns to expand to new, younger and more diverse audiences.

### **Expertise**

- One to two years of direct experience in a philanthropy program, including work with community fundraising and knowledge of best practices.
- Familiarity and experience with grassroots and peer-to-peer fundraising platforms (e.g., Givebutter or GoFundMe) and constituent database, like EveryAction.
- Solid communications and project management skills, including writing and editing for donor communications and fundraising.
- Display superior interpersonal and relationship-building skills for internal and external stakeholder interactions

- Highly organised with strong attention to detail with the ability to adapt to a changing environment and handle multiple priorities.
- Previous experience in the sexual and reproductive health and rights sector at a global level. An understanding of the current policy landscape is a plus.
- Willingness to travel in the U.S. (up to 15% time) and potentially outside the U.S.

### **Key Skills**

- Developed listening and influencing skills.
- Strong writing skills.
- Relationship builder, including acting as an organisational representative.
- Data-driven, using data/analytics to improve strategy and decision-making.
- Cultivator and collaborator.
- Goal-orientated with a focus on building trust and credibility internally and externally.
- IT literate with an understanding of digital marketing and CRM systems.

### **Your Ethos**

- Demonstrate an understanding of and commitment to safeguarding in a local and international context.
- Demonstrates ability and willingness to work in a diverse, multicultural, multilingual and intergenerational environment that is anti-racist and respectful of others.
- An intersectional (pro) feminist passionate about sexual reproductive health care rights + justice, including safe abortion.
- Supportive of people's rights regardless of sexuality or gender identity/expression and supportive of workers' rights and access to health care in sex work.

IPPF is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all employees, volunteers, contractors and partners to share this commitment. Anyone employed with IPPF agrees to sign and adhere to IPPF's Code of Conduct and Safeguarding (Children and Vulnerable Adults) Policy.