

# Business Development & Fundraising Manager

We're looking for an outstanding Business Development and Fundraising professional to join Safe In Our World. This is an exciting new role, responsible for shaping and delivering the Charity's fundraising strategy, working closely with the Charity Director to nurture existing corporate partnerships and develop new opportunities to generate income.

## About Safe In Our World

Safe In Our World is a charity within the games industry. We launched in 2019, and our aim is to foster worldwide mental health awareness across the video games industry and wider community.

### Our Mission

To unite the games industry with a common purpose: to eliminate mental health stigma and foster inclusive environments. To provide access to information and resources internationally.

### Our Vision

A global games industry prioritises mental health and wellbeing. A community that is free from prejudice and stigma. A world where everyone feels safe and no one is afraid to speak out.

### Our Values

- To put the charity first and act in its best interest.
- To be **respectful**: to value the talent, time and intentions of everyone we work with.
- To be **courageous**: to speak out fearlessly; to be bold and confident to take on challenges.
- To be **supportive**: to create a culture where everyone feels supported, we ensure that everyone has the space and agency to be their best selves
- To be **open and honest** in all communication.
- To seek **continuous improvement** and **embrace change** in order to learn and grow.

## Role Overview

As the Business Development & Fundraising Manager you will be responsible for the development and delivery of Safe In Our World's fundraising strategy, ensuring sustainable growth and increased awareness of our mission and services.

This role will focus on identifying new opportunities for revenue generation, forming strategic partnerships, as well as nurturing and expanding existing partnerships. Most of these relationships will be with companies and individuals within the games industry.

Success in this role will be measured by the achievement of defined income-generation targets and the effective development of sustainable funding streams.

## Location

Remote – anywhere in the UK

## Working hours

37.5 hours per week, 9:30am-6:00pm Mon-Fri (can be flexible)

## Salary Range

£35,000 - £45,000 depending on experience

## Benefits

- Private health insurance
- Employee Assistance Programme

## Responsibilities

- Develop and implement a comprehensive business development strategy aligned with the Charity's mission and goals.
- Develop and build relationships with key partners, supporters, donors and potential funders to maximise opportunities for income generation.
- Work closely with the Charity Director and Head of Programmes to identify existing partnerships that could be nurtured into more regular corporate support, and to seek out new business opportunities and commercial partnerships to grow the Charity.
- Grow existing fundraising initiatives, such as our annual charity bundle.
- Stay abreast of industry changes, trends and insights to inform marketing strategies and campaign development.
- Identify opportunities to expand the Charity's work into new areas, for example by applying for grant funding.
- Create pitch decks and other materials to aid in generating new income.
- Keep an active record in a CRM (currently Monday.com and HubSpot), including regular updates to all proposals, tracked activities, and notes regarding partnerships.
- Think creatively, championing new ideas and approaches to fundraising.

## About You

We're looking for someone who checks these boxes:

- **Client Relationship Building / Management:** Demonstrable ability to secure and manage corporate partnerships or sponsorships (not necessarily within a charity capacity).
- **Understanding the Video Games Industry:** Knowledge of the video games landscape, industry trends, and a strong commercial awareness with the ability to spot income-generating opportunities.
- **Strong Communication:** Excellent written and verbal communication skills, including being comfortable presenting pitch decks to C-level executives.
- **Excellent Organisation:** Able to manage multiple partnerships simultaneously, keeping track of deadlines, and use CRMs and other software to keep track of relationships.

- **Mental Health Awareness:** Share the Charity's passion, mission and values around mental health and wellbeing.
- **Flexibility:** Understanding of the need to 'pitch-in' and support others as a member of a small team.
- **Comfortable with Travel:** Willingness to travel occasionally for industry events, conferences and partner meetings (both nationally and internationally).