Position Description

Charity Development Lead – UK & Europe

Location: London with occasional travel across the UK and Europe

Employment type: Full-time

Reports to: Senior Growth Manager, with a dotted line to our UK/EU region lead

Join one of the fastest-growing tech companies and industry-leading products behind 'online fundraising' in the impact sector, enabling thousands of the world's most loved charities to raise money and deliver change for good.

We're an ambitious bunch with big goals. Over 8 years we've grown to support more than 1000+ charities internationally, with a current team of 100+ passionate fundraising software professionals across 4 global offices (Australia, NZ, UK, USA). We act as one global team and have a great culture with a load of benefits (health and well-being, work-from-anywhere policies, bonus leave days and more).

We're looking for a smart, ambitious and down-to-earth team member to join us on our next stage of growth. If you're looking for a role that will give you total freedom to grow, challenge you to achieve incredible things, and if you're not afraid to step into the unknown, then you're already halfway there.

The Funraisin Team:
We're a team of passionate fundraising software professionals - some have come from world-renowned tech giants such as Google and Apple, others from the highest awarded digital agencies and others from inside some of the world-leading nonprofits.

Together we build world-class products that aim to accelerate the transition to a better world by connecting people to causes. We get a kick out of seeing, and feeling, the impact of our work and we have a ton of fun doing it. Our values demonstrate who we are and what we strive to do.

About Funraisin: Funraisin is a platform purpose-built for ambitious fundraising teams. We help charities create powerful supporter experiences that connect, inspire and convert — from P2P events and Giving Days to always-on fundraising, appeals and more. We're trusted by over 1,000 organisations globally, and we're growing fast in the UK and Europe. This role is your chance to shape that growth and drive real impact across the sector.

The role: Use outbound and inbound selling strategies to find and close new business from existing and new charities, such as Event Fundraising. Appeals, Raffles and In-memory. The goal is to secure charity fundraising portfolio preference. You will run online demos of the Funraisin platform, successfully building credibility and respect with prospects and partners through our digital and technical expertise and value proposition. Your target clients will largely consist of digitally advanced UK and EU charity brands, but will not be limited to agencies and companies.

You will own and manage your book of business from end to end. This includes proactively prospecting the market, initiating outreach through emails, networking opportunities and social channels, and building a strong pipeline of qualified leads. You'll be responsible for nurturing relationships throughout the entire sales cycle—guiding prospects from initial contact to closed deal—while maintaining a high level of personalisation, responsiveness, and strategic follow-through for a period of 12 months after deal close.

This is a hands-on role ideal for someone who knows fundraising from the inside and understands the NFP tech landscape.

Key Responsibilities

Lead Generation

- Identify and prospect new business opportunities through outbound outreach (email, LinkedIn, events).

- Work closely with Customer Success to identify opportunities that exist within an existing charity program, as well as expand relationships that may exist in other departments.

- Qualify inbound leads and guide them through the early stages of the sales funnel.

- Maintain and expand the CRM (Active Campaign) with detailed and accurate prospect information.

- Collaborate with marketing on campaigns to improve lead quality and volume.

Product Demonstration

- Become a Funraisin product expert, schedule and conduct compelling virtual or in-person product demonstrations tailored to nonprofit and fundraising pain points.

- Act as a trusted advisor, understanding each organisation's unique challenges and showcasing how our Funraisin capabilities and features solves them.

- Handle objections and provide expert product knowledge during demos and follow up communications.

Closing & Sales Execution

- Manage a sales pipeline from initial outreach to contract signing.

- Close deals that align with both client goals and company revenue targets.

- Collaborate cross-functionally with implementation and customer success teams to ensure smooth handoff and client satisfaction.

- Meet and exceed monthly, quarterly, and annual sales quotas.

Requirements

- 2+ years of B2B SaaS or agency side sales experience, preferably in the nonprofit and fundraising sectors.

- Proven ability to manage the full sales cycle: prospecting, presenting, negotiating, and closing.

- Understanding of the nonprofit technology landscape, with the ability to develop sales strategies and product demonstrations that resonate with both frontline fundraisers and organisational decision-makers.

- Strong communication, storytelling, and presentation skills.

- Comfortable working with company sales CRM systems and sales tools.

- Self-starter with high energy, organisation, and persistence.

- Passion for social impact, nonprofits, and digital fundraising technology is a strong plus.

Preferred Qualifications

- Experience selling fundraising technology or agency services to nonprofit organisations.

- Familiarity with fundraising platforms.

- Experience using Content Management Systems such as Wordpress, Squarespace, Wix and others.

- Track record of exceeding quotas in a consultative sales environment.

What We Offer

- Competitive base salary + uncapped commission structure.

- Flexible work environment (remote or hybrid options).

- Day off for your Birthday

- Extra 3 Bonus Days off during the Christmas holiday season.

- Mission-driven culture with real impact.

- Career growth opportunities in a scaling tech company.