



Head of Development

Job grading/salary scale: Band 5 (£38,513-£44,774)

Hours of work: Full time (35 hpw)

Reporting to: CEO

Responsible for: Fundraising & Communications Manager, Corporate Partnerships Manager, Commercial Manager

Location: Central Bristol office, with flexible home working approach

The Head of Development role is designed to drive and integrate income generation across the charity and the social enterprise. A key member of the SLT, the Head of Development will set and drive the strategy to increase income from fundraising and support the commercial development of the social enterprise services and products to new markets. It is important to note that as a small organisation, there is a day to day hands-on requirement to this role.

Reporting to the CEO, the Head of Development will work closely with the Head of Programmes & Funding, and the Head of Operations & Finance, and will manage the Fundraising, Commercial and Communications teams.

Purpose:

The Head of Development will;

- Set the strategy and be responsible for income generation across Frank Water including fundraising, commercial sales and development
- Lead the development and delivery of an integrated brand and marketing communications strategy which responds to the needs of all parts of the organisation and includes thought leadership, brand development, communicating impact, integrated campaign and appeals
- Be externally facing, proactively identifying and cultivating new prospects, including the development and delivery of donor pitches
- Ensure compliance and good governance in income generation across the organisation
- Deploy data and insight to support income and communications planning and high quality stewardship

Key responsibilities and duties:

Income Generation

- Understand the unrestricted funding needs of the organisation and develop a responsive income growth strategy
- Ensure a diverse, sustainable and balanced income portfolio to include philanthropy, legacy fundraising, community and individual giving, corporates, events and commercial (including income from products, services and festival activity via the social enterprise).
- Work closely with the Head of Programmes & Funding and their team to maintain awareness of Trust & Foundations fundraising and support where necessary



- Set and manage the annual unrestricted income generation budget, including monthly and quarterly re-forecasting.
- Support the fundraising team to establish multi-year fundraising opportunities.
- Own and manage the Major Donor portfolio and stewardship.
- Support the CEO and Fundraising & Communications Manager to develop and manage the Patron and Ambassador portfolios.
- Maintain an external focus and represent Frank Water to donors and partners, and at events.

Brand and Marketing Communications

- Oversee the development of Frank Water's brand and marketing communications strategy, leading the Communications Manager to support all parts of the organisation, as well in the development and delivery of integrated campaigns and appeals
- Support the development of systems and processes to enable a reliable and good quality flow of information and stories from our programmes and projects both internally and externally, overseeing careful development and management of a case study and asset library.

Governance

- Work as part of the SLT to manage key risks to the organisation, including assessing risks in relation to new opportunities and work with the Head of Operations & Finance to ensure processes are followed including contracting, MoUs and agreements.
- Support good governance by ensuring compliance with key regulators such as the Charity Commission, GDPR and Fundraising Regulator.

Leadership

- Act as Business Partner to the CEO and deputise when appropriate.
- Work as part of the SLT to set and deliver the wider organisational strategy
- Report to the Board as part of the SLT, including leading and/or supporting with preparation of any required papers
- Line manage the Commercial Manager and Fundraising and Communications team with a professional and enabling approach, aligned with Frank Water's values, encouraging a collaborative and supportive culture
- Ensure consistent and high-quality stewardship of donors, volunteers and partners across the organisations

Internal Operations

- Oversee strong management of organisational resources and effective fundraising, ensuring long term sustainability.
- Work closely with the Head of Operations & Finance to ensure smooth financial operations for the charity and the CIC, including ensuring accurate income allocation and careful budget management.
- Work closely with the Head of Operations & Finance to ensure appropriate and effective use of the organisational database.