

woman's Trust

recovery from domestic abuse

PO Box 70420, London NW1 7QL

Tel: 020 7034 0303/0304

Charity No. 1053117

www.womanstrust.org.uk



Dear Applicant,

Head of Fundraising and Development

As the Head of Fundraising and Development, you will lead the development of new, and manage the existing, funder and partner relationships across trusts and foundations, statutory commissioners, corporates and other donors, to meet the needs of an increasing number of women and build on our systems influencing work.

If you are looking for a senior leader role delivering impact on women and children's lives in your fundraising career, supported by a committed and evidence-led fundraising team, then please do apply to join us.

About Woman's Trust

The charity was established almost thirty years ago and is the leading specialist in mental health services for women. Led by and for women, it aims to ensure that women affected by domestic abuse can live a safe and healthy life, free from further harm. Our approach is trauma-informed and person-centred, empowering survivors on their journey to recover from the trauma. We support 900 women and children annually, with an income of £1.04m and 41 staff in 2023/24. We are committed to a positive, inclusive and equitable environment for our staff, service users and volunteers.

You will be leading the Woman's Trust Fundraising team and be part of the Senior Leadership team, as we work towards our strategy 2022-2027, to double our income and the number of women we support each year. We are focused on developing innovative mental health services for young women and girls, launching peer-led support groups and providing therapeutic groups to children and their mothers. We are also committed to developing further awareness-raising workshops and training for professionals, building on our research and policy to improve systems nationally.

About you and how to apply

We are looking for a highly motivated and capable Head of Fundraising and Development with demonstrable experience working at senior level, with proven experience in securing sustainable income from multiple streams, including six-figure, multiple-year grants/contracts. You will provide leadership and direction on all aspects of income generation and cross-organisationally as part of the Senior Leadership Team. You will have the ability to effectively communicate services, and to develop funder and wider sector relationships aligned to our strategic priorities.

To apply, please send your CV and a cover letter of no more than 2 pages to recruitment@womanstrust.org.uk outlining your experience, skills, and knowledge, relevant to this post. For an informal conversation about the post, please contact our CEO, Heidi Riedel at ceo@womanstrust.org.uk.

Closing date for applications 11th November, 9am. Interviews will be held on 14th and 15th November.

This post is open to female applicants only, in line with the Equality Act 2010, Schedule, 9 Part 1. We particularly welcome applications from women from black and minoritised, and disability communities.

I look forward to receiving your application.

Warm regards,

Heidi Riedel, CEO

Head of Fundraising and Development

Hours	35 hours per week (28 hours will be considered)
Salary	£50,000 – 55,000 FTE
Length of Contract	Permanent
Line Managed by	Woman's Trust CEO
Key Relationships	CEO, Senior Leadership Team, two direct reports
Location	Office based with remote working available – minimum of 50% of working hours in Woman's Trust Office, Edgware Road/Paddington, NW1
Benefits include:	25 days holidays + 3 days in December + Public holidays (pro rata) 3% pension contribution, Cycle to work scheme, Employee Assistance Program (EAP)

Job Purpose

You will lead Woman's Trust income generation ensuring adequate income to sustain and grow the organisation, increasing its income from £1.3 Million to £3 Million in the next 3 years. While raising funds from multiple income streams, focus growths areas will be statutory and Trust and foundation funding securing six-figure, multiple-year grants and contracts. You will effectively communicate our services and campaign our aims aligned to our strategic priorities.

You will oversee the development and implementation of the fundraising strategy and the funding pipeline; ensure the maintenance and development of excellent relationships with current and new funders, stewarding grants and reporting back; review, update and develop service budgets; oversee the submission or coordination of quality bids, approaches, and events.

As a member of the senior leadership team, this post will work cross departmentally and will contribute to the overall strategy of Woman's Trust, working closely with the CEO and the Board of Trustees. You will lead and line manage the Senior Trust and Foundation Manager and Fundraising Officer. You will deliver a direct income target for each year, with a focus on the development and tendering of statutory commissioning.

Main Role Responsibilities

1. Fundraising Strategy and Development

- 1.1. Working with the CEO and Senior Leadership Team (SLT), develop and implement Woman's Trust Fundraising Strategy, ensuring stable and growing income of £1.5m+ in 2025/26 and £3m by 2027/28. Contribute to the overall organisational strategy development and delivery, together with the CEO, the SLT and the Board of Trustees.
- 1.2. Support organisational awareness of key strategy and development around VAWG, domestic abuse and mental health for women and girls. Ensure that all bids and approaches are based on up-to-date research data and findings, cascading this knowledge through the organisation.
- 1.3. Lead the development and implementation of a fundraising pipeline for bids, including trusts and foundations, corporate, major donor and community incomes. Develop a comprehensive database across all income streams and partnerships aligned to Woman's Trust mission and its strategic plan.

- 1.4. Deliver the annual funding targets and ensure they are incorporated into individual targets. Raise £400,000 new income as your own target in the first year, towards the overall target.

2. Business development and statutory income

- 2.1. Engage with key statutory stakeholders and commissioners at local, London and central government levels, raising awareness of Woman's Trust's work and the need for services and systems change at the intersection of domestic abuse and mental health for women and girls. Build strong relationships and partnerships across Community Safety and Justice agencies, Health and the NHS, Social Care and Housing teams.
- 2.2. Identify and develop opportunities for statutory or partnership bids supported by the CEO and the Head of Therapeutic Services. Develop proposals and tenders, liaising with commissioners or partners as needed, to increase commissioned contracts and grants income up to 50% of total.
- 2.3. Promote Woman's Trust services to others who may be interested in funding or working in partnership across the voluntary and other sectors, identify and develop links with potential partners including in the VAWG and Mental Health sectors.

3. Fundraising and relationship management

- 3.1. Together with the Trusts and Foundations Manager, identify, develop and build new and steward existing relationships and partnerships with grants and trusts, as well as institutional funders such as the Big Lottery and Community Foundations. Support the team in writing funding bids/proposals/tenders to help deliver the income target of 1m in 2025/26, and demonstrably set high standards for the team.
- 3.2. Identify corporate and major donor partnerships, ensuring cultivation is relevant and sensitive, and develop long-term income streams for Woman's Trust, supported by the CEO and the Board.
- 3.3. Ensure that community fundraising is innovative, responsive, and timely, and that supporters are stewarded through the whole process, working with the fundraising officer and Communications teams.
- 3.4. Use social media and marketing to enhance fundraising, working closely with the Communications Manager. Support the creation of engaging fundraising marketing material and provide input in Woman's Trust's Annual Report
- 3.5. Ensure that all funding applications are presented to the highest possible standard, keeping relevant to the funders needs at all times, and are followed through with efficient and effective stewarding and reporting.
- 3.6. Ensure that fundraising practices are aligned with the Fundraising Regulators' Code of Conduct. Review the fundraising policy as necessary and act as the organisation's contact point on fundraising concerns as detailed in the policy.

4. Reporting, Evaluation and Budgets

- 4.1. Ensure that fundraising, stewardship and reporting systems are efficient. Work with the data, clinical and finance departments to steward grants, gather necessary information for reporting and ensure accurate and timely reports to funders.
- 4.2. Working with the Data & Insights and Services teams, develop and report on outputs and outcomes for each project, and on evaluation of impact, including producing or commissioning reports.

- 4.3. Working with the CEO, Finance Manager and SLT, develop full cost recovery budgets for all Woman's Trust's services and proposals, with regular reviewing processes in place, to ensure alignment with financial budgets and sustainability of Woman's Trust.
- 4.4. Support fundraisers with the development of project budgets for individual applications and ensure approval sign off by the CEO and the Board in line with the financial policy.

5. Management and leadership

- 5.1. Be responsible for the recruitment and retention of the fundraising and development team, including the induction and training of new team members. Contribute to the induction and training of staff, volunteers and trustees as appropriate.
- 5.2. Directly line manage the Senior Fundraising Manager (Trusts and Foundations) and Fundraising Officer, and support their performance, development and training, including providing feedback, supervision and appraisals.
- 5.3. As a member of the SLT, work closely with the CEO in successful delivery of her role and work cohesively with the SLT to deliver Woman's Trust's strategic aims, objectives and operations.
- 5.4. As a senior leader, collaborate and contribute to the cross-functional activities and plans, with a whole team focus, to ensure effective delivery of the strategy and a positive, equitable and inclusive environment for all staff.
- 5.5. Represent Woman's Trust externally, at events and meetings and conduct all work in a way which reflects the aims and principles of Woman's Trust.

6. General

- 6.1. Follow all Woman's Trust policies and procedures, and be aligned to its values and feminist, anti-racist ethos.
- 6.2. Participate in individual line-management supervision and attend relevant training and team days.
- 6.3. Undertake other duties as reasonably requested by the CEO or Board of Trustees.

PERSON SPECIFICATION

EXPERIENCE (essential unless otherwise stated)

- 1.1 Proven experience of developing and implementing an annual income generation plan.
- 1.2 Proven experience of generating an annual income target of £1m+ and securing multiple six-figure multi-year grants and contracts.
- 1.3 Proven experience in engaging with statutory stakeholders and commissioners, bid-writing and securing statutory multi-year contracts/income.
- 1.4 Senior level relationship management experience, with multiple and diverse funders and donors.
- 1.5 Experience of either corporate, institutional or major donor fundraising, proposals, presentations and pitching (desirable).
- 1.6 Experience of writing partnership bids, cases for support and theory of change, work programmes, and budgets.
- 1.7 At least 3 years proven experience of line managing a team and as a senior manager.
- 1.8 Awareness of domestic abuse, its impact on women and children; and the work of the wider VAWG sector (desirable).

SKILLS AND KNOWLEDGE

- 2.1 Excellent written proposals and presentation skills, including effective use of evidence and data analysis
- 2.2 Excellent communication and interpersonal skills, including relationship building, influencing, negotiation.
- 2.3 Excellent research skills and ability to understand and distil complex information quickly and accurately.
- 2.4 Ability to propose and initiate new ideas and develop and contribute to strategies.
- 2.5 Excellent organisational skills and attention to detail, able to critically evaluate own work, work on own initiative, set and meet targets and deadlines.
- 2.6 Systems literate, able to maintain Woman's Trust's systems and utilise Microsoft Office 365 suite
- 2.7 Ability to inspire and lead a team, as well as work collaboratively within a team.
- 2.8 Ability to work in and manage staff in diverse settings, including remotely, cope under pressure and deadlines, and ensure self-care.
- 2.9 Knowledge of legal requirements and good practice in fundraising.
- 2.10 Understanding of the issues of confidentiality, record-keeping, GDPR, anti-discriminatory practice.

ATTITUDES

- 3.1 An ambitious, growth mindset
- 3.2 An open and collaborative leadership and working style
- 3.3 Proactive approach to problem-solving and day-to-day responsibilities
- 3.4 A commitment to working within Woman's Trust's feminist ethos, including to anti-discriminatory practice and a willingness to implement Woman's Trust's Equal Opportunities policy at all levels.
- 3.5 Empathy to the needs of clients and commitment to working to empower women who have experienced domestic abuse to make choices and decision for themselves.