



Head of Public Fundraising 12 month Fixed Term Contract

Candidate briefing pack





Dear Candidate

Thank you for your interest in becoming a Head of Public Fundraising at The Children's Trust on a 12m Fixed Contract starting July 2026.

The Children's Trust is the UK's leading charity for children with brain injury and neurodisability. We provide a range of rehabilitation, education, care, and community services to children and young people from across the UK with acquired brain injury (ABI), neurodisability and complex needs.

As Head of Public Fundraising, you will report to the Director of Fundraising & Communications. This role leads our events, community, partnerships, individual giving and supporter care teams to maximise and grow income from these key streams, fully integrating the way we engage and steward our donors. Your role will be to provide the high-quality strategic leadership needed to drive and deliver the public fundraising strategic plans aligned to the wider voluntary income strategy, using your expertise and experience to ensure annual fundraising budgets are met and areas for growth are developed to guarantee a sustainable future for the charity.

The role will build and promote a collaborative and inclusive team culture that builds resilience and celebrates success, with a focus on promoting learning and well-being. A member of the Fundraising Leadership Team, you'll play an active role in the Directorate's strategic direction, risk management and governance.

You will be a natural communicator and inclusive leader who thrives on building a high-performing team. This is a chance for an outstanding candidate to make a significant and lasting difference to the lives of thousands of children and families.

Kind regards

A handwritten signature in black ink, appearing to read 'M Martin'.

Michelle Martin
Director of Fundraising and Communications



The Charity

The Children's Trust is the UK's leading charity for children with brain injury and neurodisability.

The charity provides rehabilitation, medical care, special education, community services and expert information.

Our key services are:

- Rehabilitation for children with Acquired Brain Injury (ABI)
- A non-maintained special school, with associated residential houses for children with complex education, health, therapy and care needs
- Online information and support via our Bumps Happen hub and publications.

Our residential services based at our national specialist centre in Tadworth, Surrey, work in partnership with the NHS and local authorities to provide a step-down pathway of care between hospital and home. The centre is entirely child and family focused to ensure that their needs are appropriately supported.

In the community, we provide clinical support to complement local services and give children and young people with ABI the best chance of succeeding at home and in school.

We are the only paediatric centre with a national specialised commissioning contract (through NHS England) to provide brain injury rehabilitation for children with severe brain injury. Our other services are funded through local health commissioners (such as clinical commissioning groups), social care and education authorities,

together with the millions raised through voluntary fundraising.

Thanks to the generosity of The Children's Trust's supporters, our 24-acre Tadworth site features a modern hydrotherapy pool, accommodation for parents, specially adapted equipment, a nature trail and soft play areas.

We run a non-maintained special school for children with complex education, health, therapy and care needs with associated residential houses. The Children's Trust School supports children and young people from 2 - 19 years old and is dual-registered with the Care Quality Commission (the school residential houses) and Ofsted Education.

The Children's Trust is a charitable organisation with approximately 500 committed staff and over 1,000 volunteers with a range of expertise across nursing and care, education, therapy, retail, operations and centralised support functions such as finance, HR, fundraising and communications.





Description

Job Title	Head of Public Fundraising 12m Fixed Contract starting July 2026
Reports to	Director of Fundraising and Communications
Direct reports	<ul style="list-style-type: none"> • Senior Events and Partnerships Manager • Senior Individual Giving Manager • Supporter Care Co-ordinator
Level	Head of
Location	Tadworth, Surrey, KT20 5RU with hybrid working
Salary	£66,500 per annum (dependent upon experience)
Hours of Work	37.5hrs per week (N.B. The role requires flexibility in terms of the ability to work as part of an out of hours on call rota).
Hybrid Working	Available for this role, 60 – 40 split with 60% being office based on site. This is a non-contractual informal arrangement; the role holder must be flexible and may be asked to change days to come into the office. Anything outside of this is considered flexible working e.g. fixed day working from home.
DBS	Enhanced with Children’s Barred List

Job Purpose

The Head of Public Fundraising will lead the design and delivery of a mass audience fundraising strategy for The Children’s Trust. Taking a supporter centred approach, the postholder will lead a team of individual giving and relationship fundraisers to generate income through the strategic and long-term engagement of new and existing supporters.

The role will include setting and delivering income and expenditure budgets across individual giving, legacy, events, community and partnerships income streams as well as evaluating new opportunities for voluntary income growth. The postholder will play a key part within the Fundraising, Retail and Communications directorate and champion fundraising across the organisation.



Duties and Responsibilities

Fundraising Strategy and Budget Management

To lead the strategic planning, operational management and delivery of public fundraising targets

- Develop, implement and monitor a fundraising strategy across all public fundraising areas aligned to the voluntary income strategy.
- Working with the Director of Fundraising and Communications, set income and expenditure budgets, agreeing activities and initiatives to deliver these budgets ensuring cost control regular forecasting and taking corrective action to achieve budgets.
- Establishing and monitoring KPIs and quality standards for the Public Fundraising team
- Review and build on The Children's Trust supporter journey, ensuring that all supporter relationships are strengthened and that donors are engaged on many levels.
- Review and revise The Children's Trust case for support, working with the Head of High Value Philanthropy to develop appeals and/or products relevant for different audiences.

Income Growth

- Using a donor centred approach, explore opportunities to maximise income growth and long-term relationship development.
- Work with Senior Events and Partnerships Manager and Senior Individual Giving Manager to strengthen relationships and cross-team working within the Public Fundraising team with a view to maximising supporter engagement and fundraising opportunities.
- Lead the team to create a supporter-focussed plan to refine assumptions around product offerings and audience needs.
- Using CRM principles, work with senior managers to optimise acquisition planning, and channels and campaigns within agreed budgets.

Relationship Management and Supporter Care

- Build and strengthen internal relationships across the organisation to co-produce fundraising propositions and ensure that budget relieving, organisational priorities are at the centre of all fundraising relationships.
- Work with Heads across the Fundraising, Retail and Communications Directorate to manage relationships, scope of work and overall budgets when commissioning external data analytics, creative and media agencies.
- Work with Public Fundraising team and the Director of Fundraising and Communications to manage key supporter relationships.



- Working with the Supporter Care team, ensure that high donor care standards are adhered to, in line with our Supporter Promise.

Leadership and management of self and others

- Lead the Public Fundraising department and contribute towards the collective leadership of the directorate as a member of the Fundraising, Retail and Communications Leadership Team (FRCLT)
- Provide exceptional line management and lead the Public Fundraising team to develop their knowledge, skills and ways of working to support business aims and drive proactive and sustainable ways of working
- To undertake regular appraisals and performance review of all direct reports and be responsible for effective recruitment, induction and development of the team
- Create a positive environment, where the team feels valued and motivated to achieve individual objectives and deliver to high standards in line with The Children's Trust policies, procedures, strategies and regulatory requirements
- Develop and evaluate the performance of the team, using coaching skills to support areas of development and manage performance issues appropriately.
- Promoting high standards of fundraising and ensuring compliance with the code of fundraising practice and all relevant legislation.
- Motivate the team to personal development and nurturing a culture of excellence, innovation and inclusion.
- Ensure that teams are engaged with The Children's Trust strategies, policies and procedures,
- Role model the behaviours which support the Promises of The Children's Trust.
- Promoting cross-team working and integration to optimise opportunities and manage risks effectively

Professionalism

- Takes action and raises concerns.
- Adhere to the policies and procedures of The Children's Trust.
- Maintain professional boundaries and professionalism at all times.
- Committed to demonstrating the organisations values and behaviours at all times.
- Undertake other or additional duties that are within your skills and abilities, as the organisation may reasonably require from time to time.

Health and Safety

- Adheres to all Health and Safety guidelines, principles, and regulations to perform your role and comply with The Children's Trust policies and procedures.
- Provide evidence of all vaccinations (or medical exemption) required for the post.



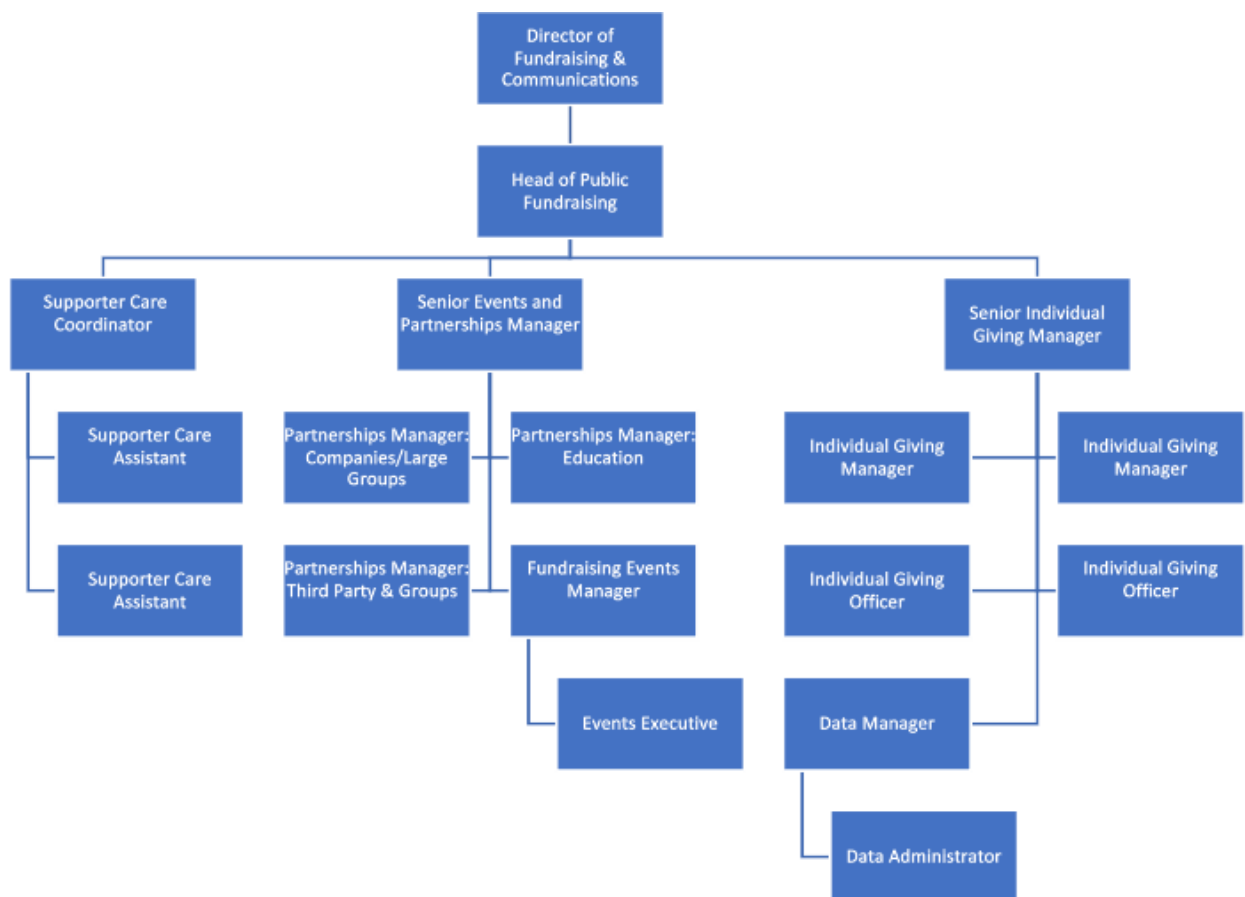
- Adhere to manual handling procedures and complete mandatory manual handling training.
- Promotes the health and safety of others.
- Uses the incident reporting and risk assessment system (IRAR), to identify and report risks and incidents/actions if directed.
- Responsible for identifying and mitigating risk within the work environment.

Wellbeing and Emotional Resilience

- Maintains a positive approach and outlook when dealing with change and overcoming challenges and problems.
- Recognises own limitations, develops realistic goals, and uses support network resource when or if necessary.
- Treats challenges and problems as a learning experience.
- Remains organised and focused when under pressure.
- Responds appropriately and effectively to all constructive feedback.



Organisation and Structure





Person Specification

Selection Criteria:		Essential / Desirable
Education & Qualifications	<ul style="list-style-type: none"> • Educated to degree level or equivalent experience • Professional Marketing or Fundraising qualification 	Essential
Experience	<ul style="list-style-type: none"> • Substantial experience across three or more core voluntary fundraising income streams; individual giving, legacy fundraising, events, corporate fundraising, third-party partnerships and/or community fundraising. • Substantial team management experience an experience of operating at a senior level • Proven experience and track record of leading and motivating a team to deliver ambitious income targets and developing income growth strategies. • Experience of managing multi-layered strategic relationships. • Experience in supporter relationship management, product development, mass market acquisition and retention planning. • Experience in strategic interpretation of data analytics • Management of external data, marketing, event management and/or creative and media agencies • Demonstrable experience of effective project management, to time & budget 	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Desirable</p>



<p>Skills & Knowledge</p>	<ul style="list-style-type: none"> • Knowledge of fundraising mechanics and the strategic fundraising landscape. • An ambitious, results focussed and target driven fundraiser, able to identify new opportunities to grow income • Excellent communication and relationship building skills. • Skilled people manager with proven ability to build teams, problem solve and delegate. • Strong analytical skills and evidence of critical thinking (market data/ research, funding streams) • Personal and professional authority and resilience, with the ability to successfully influence a variety of audiences • Understanding of compliance, legal and regulatory requirements related to the role • Demonstrable track record of successful results in delivering change 	<p>All Essential</p>
<p>Personal Qualities</p>	<ul style="list-style-type: none"> • Commitment to the vision and values of The Children's Trust. • Flexible and 'can do' attitude to competing commitments in workload. • Highly motivated and reliable. • Ability to cope working in a demanding environment. 	<p>All Essential</p>



Safeguarding

The Children's Trust is committed to safeguarding and promoting the welfare of children and young people. To achieve our commitment, we will ensure continuous development and improvement of robust safeguarding processes and procedures that promote a culture of safeguarding amongst our workforce.

The Children's Trust has policies on safer recruitment, the recruitment of ex-offenders and criminal record checks.

Please refer to the People Team for further information. It is an offence to apply for a role in regulated activity with children and young people if the applicant is barred from engaging in regulated activity relevant to children and vulnerable adults.

Equity, diversity & Inclusion

The Children's Trust is committed to achieving equity, diversity and inclusion (EDI) across all levels of the organisation.

For further information,

see: <https://www.thechildrenstrust.org.uk/about/statement-equity-diversity-inclusion>

To help us achieve our ambition to give children and young people with brain injury and neurodisability the opportunity to live the best life possible, we want to accurately reflect the UK's diverse population. We want equity, diversity and inclusion to be at the heart of everything we do, and our people, services and culture to reflect the diverse needs of all. Through our diversity and inclusion strategy, we have made a commitment to increase the diversity of our charity and create an inclusive culture. We

have networks across the organisation working to ensure that these aims are met - including an LGBTQIA2S+ group, Ethnic Diversity Group, and Spark - our broad EDI group. [Read more about our EDI work](#)

We welcome applications from all who share our ambition regardless of background. We will strive to ensure that any reasonable adjustments are made in respect of interview and working arrangements.

Our Promises

Our Promises capture our strengths and aspirations. They guide the way we act, interact and come together to achieve our goals. The journey we took to reach our Promises has been an important one. A highly collaborative and iterative process that has seen each word shaped by our people - our volunteers, employees, partners, trustees, and suppliers. Perhaps most importantly, at the core of this process are our children, young people, and their families. This journey has given us a critical opportunity to give children and young people a voice. As a result, our Promises have been genuinely enriched by them. That's because how we work and carry out our role is as important as what we do, and that's why as part of The Children's Trust, we all need to live by our five Promises.

