



HEAD OF FUNDRAISING

Job Title: Head of Fundraising

Location: Northfleet and home working (hybrid)

Reports to: Chief Executive Officer (CEO)

Salary: £42,000 - £45,000

Line manages: Senior Fundraiser and Fundraisers

Contract Type: Permanent - Full-time

Hours: 37.5 hours per week based around core office hours Monday-Friday, 9:00am-5:00pm, with regular monthly evening meetings and occasional weekend events.

Application closing date: 23/02/25

Interviews: Week commencing 10/03/25

Summary of the role

The Head of Fundraising will lead and manage all fundraising activities for ADSS as part of the senior leadership team to ensure financial sustainability and the delivery of high-impact fundraising campaigns. This role is pivotal in driving the Charity's income generation strategy through diverse revenue streams, including individual giving, major gifts, corporate partnerships, community fundraising, and trust and foundation support. The successful candidate will bring creativity, innovation, and strategic thinking to ensure that the Charity achieves its ambitious fundraising goals.

Who we are

ADSS (Alzheimer's and Dementia Support Services) believes in enabling those who live with dementia to live well. ADSS is Kent's biggest independent charity dedicated to providing support to people affected by dementia. Following a significant expansion in 2022, the team is now supporting more people than ever before. We are currently Kent Charity of the Year and Kent Disability Charity of the Year, and have a proven track record in delivering high impact services.

Main Purpose of Job



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ADSS has created the role of Head of Fundraising to consolidate growth and ensure ADSS can care for the people they support into the future. Reporting directly to the CEO, the role represents an exciting opportunity for an experienced, creative and dynamic fundraising leader.

The Head of Fundraising will provide subject matter expertise in fundraising and will implement and evaluate the fundraising strategy in support of ADSS's mission and vision.

The Head of Fundraising will join the Senior Leadership Team (SLT), participate in committees and working groups with the Charity's Board of Trustees and lead the Fundraising function within the Charity.

An excellent communicator and relationship builder, the Head of Fundraising will lead the production of compelling cases for support. Digitally adept, with a wealth of knowledge across the charitable sector, with the insight, analytical ability and creativity to build on the Charity's strengths. The role will require cultivation of new funding streams, whilst providing the highest standards of stewardship to existing donors. It will be key to have an understanding of fundraising processes and how a charity can systemise.

The Head of Fundraising will have skill and experience as a manager of people, projects, and fundraising campaigns and initiatives along with a consistent record of meeting targets. The role will require development of relationships with key stakeholders, supporters and major donors, stewarding these relationships to maximise income generation.

The successful candidate will work with the CEO and Trustees to consolidate existing support and build new relationships to fund the implementation of the Charity's new strategy up to 2030.

Principal Responsibilities

Strategic Leadership

- Implement the new fundraising strategy with a target income increasing to £1.5 million by 2030.
- Monitor and report on delivery of the strategy to senior leadership and Board of Trustees.
- Revise and update the strategy based on evaluation and learning.
- Develop and grow the Fundraising Team to deliver the strategy and maximise income.
- Represent the Fundraising function on the Senior Leadership Team.



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- Play a leadership role in committees and working groups with Trustees and colleagues.
- Be an Ambassador for ADSS: embody its values and be a role model for the organisational culture.

Fundraising

- Lead on delivering the Fundraising Strategy.
- Agree fundraising targets with the CEO and support the team in meeting them.
- Create compelling cases for support and fundraising campaigns.
- Build a Fundraising Team that will be able to meet the Charity's fundraising ambitions.
- Develop the use of Salesforce as ADSS's fundraising database and record management system.

Management

- Recruit, lead, manage and develop the Fundraising Team, including providing support, guidance and training; appraise and manage performance, ensuring the team workflow is managed effectively towards meeting targets.
- Identify individual and team training needs and plan accordingly through appraisals.
- Create a volunteer team who can support the workload and ambitions of the Fundraising Team.
- Ensure staff adhere to the policies and procedures established by ADSS.
- Manage projects, programmes and campaigns through their lifecycle to time and budget, including oversight of external supplier delivery where necessary.

Compliance/governance

- Support the CEO to ensure the Charity complies with legislation and other requirements for the Charity's operations, including GDPR, Fundraising Regulations and Charity Commission rules
- Ensure we meet our HMRC obligations and understand tax relief and liabilities in relation to different modes of fundraising.
- Support the CEO and Trustees in ensuring that Policies related to Fundraising are up to date and fit for purpose.



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General Responsibilities

- Abide by organisational policies and practices including Equal Opportunities and Confidentiality.
- Participate in your own appraisal with your line manager. Work with your line manager to review professional development and undertake training as agreed.
- Provide management support and coaching for staff on Fundraising and Communications matters as required.
- Contribute through ADSS meetings, training and outreach/events to the development of ADSS's services.
- Contribute to and attend internal/external events and support the COO/SLT with the promotion of the organisation's workplace culture.
- Carry out any other duties which are considered commensurate with the post.

Dimensions and Limits of Authority

- This job description does not form part of your contract of employment. The duties laid down in this job description may change over time, following reviews and in consultation between the post holder and the CEO.

Person Specification

	Criteria	Essential/ Desirable
Qualifications	Accredited Fundraising qualification or equivalent experience.	Essential
Knowledge	Relevant legal, regulatory and guidance frameworks for fundraising and communications within the charitable sector.	Essential
	Understand the wider context of delivering services to people living with Alzheimer's and Dementia.	Desirable



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Experience	At least three years of Line Management with strong performance against team targets.	Essential
	Significant contribution to the SLT of a high-growth, values-led organisation.	Desirable
	Track record of achievement in leadership at least two of the following fundraising disciplines: <ul style="list-style-type: none"> ○ Individual Giving. ○ Community Fundraising. ○ Digital Fundraising. ○ Corporate Fundraising. ○ Events Fundraising. ○ Legacy Fundraising. 	Essential
	Familiarity with diverse funding streams through leading a multi-disciplinary team.	Desirable
	Consistent high performance in income generation, able to provide examples of individual success against targets as well as in the context of leading and participating in teams.	Essential
	A track record of identifying, developing and optimising new streams of funding alongside consolidating and growing "steady state" funding.	Desirable
	Delivering projects through their life cycle to time and budget.	Essential
	Optimising supplier, stakeholder, supporter & major donor relationships to deliver value to the charity.	Desirable
Skills	Ability to act as an ambassador for the SLT, the Fundraising and Communications Team, ADSS and its values.	Essential
	Subject matter expertise in Fundraising.	Essential
	Excellent written and verbal communication skills.	Essential

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	Creative vision in communicating and planning.	Desirable
	Ability to engage and build strong working relationships with a wide variety of stakeholders.	Essential
	Ability to drive continuous improvement and solve problems in a team environment.	Desirable
	Strong numerical and data analysis skills for planning and strategic decision making.	Essential
	Ability to work independently and as part of a team.	Essential