

Head of Fundraising

Candidate Pack 2024



About



Introduction

We are the researchers, data scientists, strategists, and activists, fixing the problems Britain faces after Brexit.

- ✓ We conduct polling to help politicians lead debate, not follow it.
- ✓ We design policy for whoever is in government, today or tomorrow.
- ✓ And we give voters the tools to speak to, and persuade, those in power.
- ✓ We believe that when we change minds we change politics for the better.

And that all of this is Best for Britain.

This is a new role as we look to expand our fundraising and stakeholder engagement activities. You will have the chance to build on your fundraising experience and expand your network in Westminster.

Role Overview

Head of Fundraising

Main purposes

- 1** Supporting the Executive Director of Marketing in the delivery of fundraising goals/targets with particular responsibility for managing relationships with regular supporters, donor club members, and major donors.
- 2** Grow Best for Britain's donor base through instructing the email & digital team, securing one-to-one meetings, and creating and organising fundraising events
- 3** Improving the organisation's user journey to maximise conversion of subscribers into donors.

Key tasks

- Contributing to reaching, or exceeding, the overall organisation income target
- Achieving a personal six-figure new business target
- Evaluating the political, parliamentary and legislative landscape for opportunities to make contact with existing supporters and prospects
- Prospect research into organisations, HNW individuals, and occasionally grant-making organisations, to prepare for pitches.
- Converting prospects into mid and high level donors
- Production of high quality fundraising pitches and proposals
- Keeping the organisation's database of donors and prospects up to date, in compliance with data protection regulations and internal policies.
- Managing guest lists for existing prospecting events, and creation of new events and conferences that support Best for Britain's fundraising targets, and the organisation's wider goals.

Person Specification

Head of Fundraising

Essential

- Previous HNW Fundraising Experience (Candidates with experience in Sales and Business Development environments will also be considered) securing six-figure donations
- Experience of using CRM tools such as Blackbaud Raiser's Edge, Salesforce, Donorfy or similar
- High organisational skills, managing a busy diary of meetings
- Managing small HNW donor events, and large-scale conferences
- Excellent copywriting skills
- Strong attention to detail
- High visual design and presentation skills
- Eligible to work in the UK
- Affinity with Best for Britain's political aims and values

Desirable

- Familiar with G Suite including Google Docs, Google Sheets and Google Drive
- Professional experience of working in a political environment
- Intellectual curiosity about politics and current affairs



Benefits and Wellbeing

At B4B we invest in the health and wellbeing of our team, and believe it is key to organisational success and sustainability.

We offer a range of benefits, summarised below:

- **Hybrid working** B4B understands the benefits of working from home and offers staff hybrid working with 3 days per week in the office. Additional leave - the office is closed between Christmas and New Year, and staff are given Friday afternoons off in August.
- **Pension** B4B enrolls staff in the NEST pension scheme and contributes 4.5%.
- **Staff events** B4B holds events for staff at Christmas and during the Summer as well as regular team building exercises throughout the year.
- **24/7 GP helpline.**
- **EAP** B4B offers an employee assistance programme (EAP). Staff can speak to accredited counsellors via a 24/7 confidential telephone support line with advice on handling stress, relationship difficulties, bereavement, family issues, anxiety, emotional problems as well as financial and legal support.
- **Wellbeing fund** B4B will pay up to £100 per member of staff per financial year towards the costs of an activity that promotes physical fitness and mental health.
- **Cycle to work and Home scheme** - this allows you to purchase a bike, furniture and tech and pay back over 12 months via salary sacrifice.
- **Office environment** B4B will provide basic breakfast and lunch items in the kitchen including hot drinks, fruit, cereal, soup and bread.



How to apply

Valued Recruitment is working exclusively with Best for Britain to recruit for this role. We are an ethical recruitment company, intent on hiring inclusively and transparently.

The closing date for this role is
Monday 1st July 2024

To apply, we welcome a CV and a supporting statement. Please send this to anna@youarevalued.co.uk

Accessibility is incredibly important to us here at Valued Recruitment and at Best for Britain. If you would like any accessibility amendments or support throughout the application and interview stage, please don't hesitate to let us know.

No question or request is too big or too small. We want this process to be comfortable and enjoyable and a chance for you to bring your best self to the process.

Role Details

Job Title – Head of Fundraising

Location – London with hybrid working (3 days in the office minimum)

Contract – £50,000 per annum, full time (flexible working options considered)

Direct Reports – Staff shared/seconded from other teams. Future team member, subject to funding

Reporting to – Executive Director of Marketing

