

## Job description

### Head of Public Fundraising

<b>Reporting to:</b>	Director of Fundraising
<b>Salary:</b>	£48k-£50k (plus London Weighting if applicable and contributory pension scheme)
<b>Staff responsibility:</b>	Community Fundraising Manager Events Fundraising Manager Supporter Retention Manager Scotland Fundraising Manager Wales Fundraising Manager
<b>Location:</b>	Homebased – UK wide travelling to London based Hub space located in Kennington as required
<b>Holiday entitlement:</b>	27 days plus three discretionary days between Christmas and New Year and statutory holidays
<b>Terms and conditions:</b>	Full time, 35 hours a week and permanent. The post-holder may be required to work some evenings and weekends. Time off in Lieu will be given in line with the charity's policy

### About Bowel Cancer UK

We're the UK's leading bowel cancer charity. We're determined to save lives and improve the quality of life of everyone affected by bowel cancer. We support and fund targeted research, provide expert information and support to patients and their families, educate the public and professionals about the disease and campaign for early diagnosis and access to best treatment and care.

We currently have around 90 staff based in England, Wales, Scotland and Northern Ireland. Thanks to the generosity of our community, we're in a privileged position to be able to grow our staff team to deliver our ambitious strategy, [On a Mission](#). There are huge challenges facing bowel cancer patients across the UK and our community needs us now more than ever. We're building a strong and united team to bring us closer to a future where nobody dies of bowel cancer.

## **Job summary**

This is a central and strategically important role. The main purpose of the post is to drive and deliver the public fundraising strategy and manage the team to grow income and increase supporter acquisition and retention for the charity from community and events fundraising, mass participation events, products and campaigns and individual giving.

You'll be a key member of the Extended Leadership Team, driving forward cross-organisational projects, embedding team culture and values and ensuring that all public fundraising activities support the charity's strategic aims.

## **Main responsibilities**

### **Strategy and management**

- Set and hold overall responsibility for the team's income and expenditure budget and report to the Director of Fundraising and the Senior Leadership Team
- Lead on the creation, progression and delivery of a multi-year strategy and annual plans for our public fundraising programme as part of the charity's overall fundraising strategy
- Provide leadership to a large team, directly managing team managers and ensuring all team members are supported and grown professionally and aware of best practice and innovation within the sector
- Perform an active role in the Extended Leadership Team and Fundraising Leadership Team, implementing directorate and charity-wide projects

- Drive new fundraising initiatives, particularly looking at cross-sell opportunities across other departments

### **Supporter stewardship and development**

- Oversee the development and implementation of stewardship plans and journeys for all public fundraising supporters
- Ensure the team are maximising use of different communication methods, including post, email, SMS and phone to engage supporters
- Develop and oversee stewardship opportunities for supporters, such as legacy events and ‘thank-a-thons’
- Ensure that all stewardship is analysed to assess effectiveness and that A/B testing is carried out to maximise engagement and impact
- Inspire a culture which seeks to have a progression journey for all supporters, ensuring life-time value and retention is as high as possible

### **Developing new products and engaging new supporters**

- Lead and support the development of new fundraising products, ensuring that effective research is done to establish the most appropriate activities and to maximise return on investment (ROI)
- Work across the organisation, most specifically with Marketing and Communications to guarantee that all new products fit our brand and strategic aims and have effective marketing plans
- Oversee the planning and implementation of acquisition activities across a range of channels as part of an overall strategy to ascertain the most cost-effective donor recruitment methods for the charity
- Ensure all fundraising activities have marketing opportunities to engage new supporters, always seeking to then move them onto a retention pathway

## **Financial Reporting**

- Produce a detailed income and expenditure budget for the financial year
- Work with the Director of Fundraising and the Director of Finance and Resources, to monitor income and expenditure for all income streams, taking responsibility for reaching the budgeted incomes for each and evaluating the success of all public fundraising activity, achieving best practice ROIs
- Produce regular and timely update reports for the Director of Fundraising and, where appropriate, the wider Senior Leadership Team and Board of Trustees

## **Marketing**

- Work closely with the Head of Marketing and Communications and liaise with the communications team to ensure all public fundraising activities are marketed efficiently and effectively through the website and media
- Lead and support the fundraising team to ensure that all advertising channels (specifically paid social media) and platforms are fully utilised to drive and increase supporter engagement
- Support the Communications team in identifying media stories to promote the charity and participation in events

## **Data**

- Be the public fundraising lead on the implementation of a new CRM, ensuring that it meets the needs of the team to enhance supporters' experience, accurately record income and create data analysis
- Lead a culture of data analysis across the team, making sure that all activities are thoroughly researched and assessed, that KPIs are set and monitored and contribute to decision making and that fundraising levels are tracked and understood and shape future activity and targets

## **General**

- Ensure all fundraising activity is carried out in accordance with charity law and meets GDPR requirements
- Be responsible for the public fundraising risk register, identifying and minimising all risks
- Be an ambassador for the charity and attend and network at relevant sector events
- Undertake any other duties as required by your line manager

## **Person specification**

### **Qualifications and experience**

Significant experience of:

- Maximising income from one or more of the public fundraising sources within the remit of the role (including events, community fundraising and individual giving)
- Experience of managing a multi-million-pound budget and maximising ROI
- Leading a team and staff management including developing and monitoring budgets, KPIs and objectives
- Developing and implementing a fundraising strategy
- Working with external and internal stakeholders

### **Knowledge, skills and abilities**

- Ability to work under pressure, prioritise tasks and organise workload to meet deadlines with good attention to detail

- Excellent communication skills, both written and verbal, including proven ability to prepare and make presentations
- Able to inspire a team and motivate them to deliver consistently high-quality results
- Competent in IT packages including Word, Excel, Outlook and Sharepoint
- Experienced in using a fundraising CRM

### **Personal qualities**

- Professional gravitas and credibility with a proven ability to build and sustain relationships at all levels
- Motivated, outgoing and an excellent team player with a collaborative and supportive leadership style
- Understanding of and commitment to the values, aims and objectives of the charity

### **Safeguarding**

Safeguarding is everyone's responsibility and we're committed to safeguarding children, young people and vulnerable adults and we expect all staff and volunteers to share this commitment.

Successful candidates may be subject to either a satisfactory, basic or enhanced disclosure from the Disclosure and Barring Service (DBS - UK), (PVG – Scotland) or Access (NI) dependent upon the role. There is no cost to you and will be processed on your behalf.