



COMMUNITY FOUNDATION

Candidate Information Pack

Head of Fundraising &
External Engagement

£38,588 – £51,818
Full Time Equivalent
Happy to talk about flexible working.
Permanent Contract

Closing Date for Applications
31st July

About

Cardiff City FC Community Foundation




Cardiff City FC Community Foundation is the official charity of Cardiff City Football Club. We use the inspiration of Cardiff City FC to change lives and transform communities.

We tackle inequality and overcome barriers by fostering a sense of belonging to achieve our hat-trick of goals;

- » Improving health and wellbeing
- » Supporting learning & skills
- » Building stronger communities



About the Role



The Head of Fundraising and External Engagement is responsible for telling our story and powering our work. You will oversee fundraising, partnership development, marketing and communications.

You will provide vision, leadership and a hand-on approach to inspire a small team working in a fast-paced environment. This role represents an opportunity to join a leading sport for development charity that uses the inspiration of Cardiff City FC to change lives and transform communities.

You will have experience of implementing fundraising, marketing and communication strategies and delivering growth. You will be and expert in cultivating relationships with partners and key stakeholders.

As a member of our senior team, you will contribute to the strategic leadership of the organisation, to ensure the achievement of our goals and deliver maximum impact for our service users.

We're interested in your potential and want to build a strong high-performing team full of complementary experiences, not a group of people with the same perspectives. We're looking for the best candidates so we're happy to talk flexible working to suit your circumstances.





How to apply



If you are interested and possess the right attributes required of this role, then please complete all the information listed below in the correct order using the **attached link**. [Head of Fundraising & External Engagement](#)

Please submit a covering letter outlining your experience and achievements in relation to the role description and person specification and complete the following Forms:

- » Equal Opportunities Form
- » Self-Declaration Form
- » Job Application Form

**Please note, we will be unable to assess your application unless all the above items are completed.*

Our workforce is our most important asset, as such we are committed to Equality, Diversity & Inclusion. We are therefore open to applications from people from a wide variety of backgrounds, who can bring unique skills and experiences to connect with people and our communities.

Cardiff City FC Community Foundation is committed to equality and the safeguarding of children and vulnerable adults. Positions that involve working with such groups are therefore subject to safer recruitment protocols, including an enhanced DBS check. This role is also subject to the receipt of satisfactory references.

For an informal discussion about the role please e-mail HR@cardiffcityfc.org.uk



Job Description



Position:	Head of Fundraising & External Engagement
Responsible to:	Foundation Director
Responsible for:	Fundraising Officer, Marketing & Communications Officer
Based at:	Cardiff City House of Sport, Clos Parc Morgannwg, Cardiff, CF11 8AW
Contract Type:	Permanent
Contracted hours:	37.5 hours per week
Salary:	£38,588 – £51,818 Full Time Equivalent

Job Purpose

The purpose of the role is to provide leadership of fundraising, partnership development, marketing and communications functions to drive the growth of the charity's income.

Key Accountabilities

- » Fundraising
- » Partnership Development.
- » Marketing & Communications.

Key Responsibilities

Strategic Leadership

1. To demonstrate a commitment to our vision, mission, goals and values.
2. To contribute to a people first culture which values inclusion and celebrates diversity.
3. To be an active member of the senior leadership team working with colleagues to achieve strategic goals.
4. To lead the development and delivery of a growth plan which tells our story and powers our work.
5. To be an ambassador for the Cardiff City FC Community Foundation with a strong external focus.



Operational Management

6. To maximise income across the income spectrum including trusts and foundations, corporate fundraising, consumer income and individual giving.
7. To build a strong pipeline of future opportunities with excellent forward planning.
8. To identify, cultivate and manage relationships with potential partners.
9. To coordinate stakeholder engagement activity.
10. To be the guardian of the Cardiff City FC Community Foundation brand.
11. To develop and deliver marketing and communication strategies.
12. To work with the Head of Finance & Resources to build, set and monitor budgets.
13. To provide leadership and management of the fundraising, marketing and communications team.
14. To be responsible for the analysis and evaluation of performance information, monitoring and reporting against outputs, outcomes and KPI's.

General

15. To understand and ensure compliance with the regulatory environment and ensure compliance.
16. To champion the highest standards of safeguarding, data protection and health and safety.
17. To meet deadlines agreed with line manager and key partners with regard to reporting of key performance indicators and other targets.
18. To effectively manage and develop strong positive relationships with beneficiaries, key partners and stakeholders.
19. To undertake any relevant training as required by line-manager or in line with expectations of the programme funder.
20. To attend and participate in meetings with Foundation staff, funding providers and other meetings as appropriate.
21. To exhibit and promote company values & behaviours.
22. Promote and celebrate equality, diversity & inclusion.
23. To out carry any additional work and duties that meet the needs of the business.

Key Relationships

Internal

All Foundation Staff and Trustees.

External

Cardiff City FC Directors and Senior Management, Premier League and Premier League Charitable Fund, EFL and EFL in the Community, Major Donors, Corporate Partners, Trusts and Foundations, Grant Making Bodies and other funders, Media, Welsh Government, Local Government any other external stakeholders that support and benefit the work of the Foundation.

Person Specification




Personal Skills/Characteristics	Essential	Advantageous
Experience		
Experience of working with senior management teams.	✓	
Experience of developing fundraising strategies and delivering growth across a wide variety of income streams.	✓	
Experience of cultivating, managing and maintaining partnerships with key stakeholders.	✓	
Experience of developing and delivering marketing and communications campaigns.	✓	
Experience of leading and managing people.	✓	
Experience of working managing budgets including planning, forecasting and analysing performance.	✓	
Experience of working in a small to medium sized charity.		✓
Experience of working with the media.		✓
Skills and Knowledge		
An understanding of fundraising and income generation within the charity sector.	✓	
An understanding of the external environment and how it relates to our work.	✓	
An understanding of key audiences and the ability to communicate effectively with those audiences.	✓	
An understanding of the regulatory environment.	✓	



Personal Skills/Characteristics	Essential	Advantageous
Skills and Knowledge		
Influencing and persuading skills.	✓	
Ability to coordinate, plan and organise effectively, prioritise workloads, work under pressure and meet strict deadlines.	✓	
An understanding of the education, health and community landscape(s) in Wales.		✓
Welsh speaker.		✓
Qualifications and Training		
Evidence of continuing professional development in the area fundraising.		✓
Personal Circumstances		
Ability and willingness to work outside of normal working hours, including evenings and weekends where required.	✓	
Hold a full UK driving licence.	✓	
Personal Qualities / Attributes		
A commitment to the vision, mission, values and goals of the charity.	✓	
A positive attitude coupled with the ability to work as a part of a team and as an individual.	✓	





Core Competencies



1. Attitude

- » Values and Strategy Champion
- » Leads team and individuals in a professional manner, acting as a role model for company values & behaviours
- » Accountability for things that happen affecting the organisation
- » The capability and willingness to lead teams to achieve success in line with organisation plans

2. Communication

- » The ability to communicate clearly and concisely at all levels
- » Obtain and respond to feedback
- » Ability to share information, ideas and arguments with both internal and external stakeholders
- » Ability to listen actively, ask question, clarify points and rephrase statements of others to check for mutual understanding
- » Keeping others informed of plans, clearly identifying what is needed from others

3. Development & People

- » Builder of high-performance teams
- » Coach and mentor teams
- » Ability to evaluate and enhance people's capability to do their jobs and make best use of their skills and capabilities
- » Provide feedback in order to improve future performance
- » Seek opportunities to improve knowledge and skills or self and others

4. Financial

- » Forecast, plan and monitor programme budgets

5. Planning & Decision Making

- » Ensure plans align with organisation's strategic goals
- » Ability to react to local community needs
- » Ability to design innovative and creative programmes to provide solutions to emerging trends

6. Stakeholder & Client Focus

- » Create, develop and maintain positive relationships and influence amongst stakeholders
- » Ability to influence

Values



Respect

We show respect and compassion.

Passion

We are passionate about inspiring others

Inclusion

We promote inclusion, celebrate diversity and challenge discrimination.

Innovation

We imagine the possible and strive for continued improvement.

Collaboration

We work together to make change.



COMMUNITY FOUNDATION

info@cardiffcityfc.org.uk

02920 231 212

www.cardiffcityfcfoundation.org.uk

Cardiff City House of Sport
Clos Parc Morgannwg
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CF11 8AW

  @Cardiff City FC Foundation

  @CCFC_Foundation