

## Job Description

### Director of Fundraising and Marketing

#### About the role

Hope for the Future is a UK-based charity which works to support constituents to secure greater and more ambitious action from national and local government - across all levels - by having effective conversations with their politicians.

Hope for the Future is seeking an ambitious and skilled Director of Fundraising and Marketing to lead our efforts in securing funding, increasing visibility, and engaging diverse communities in climate and nature advocacy.

Reporting directly to the CEO, you will be a key member of the senior leadership team, playing an instrumental role in shaping the charity's future. Your leadership will drive our fundraising and income generation strategy, ensuring financial sustainability through grants, trusts, corporate partnerships, and innovative funding streams. Simultaneously, you will oversee the charity's marketing and communications, elevating our brand presence and strengthening our engagement with stakeholders, funders, and the public.

This is an exciting opportunity to not only build sustainable income but also amplify Hope for the Future's reach—empowering citizens across the UK with the tools to have impactful conversations with their politicians on climate and nature. You will lead a high-performing team, foster a culture of collaboration, and work closely with the Board of Trustees to ensure the charity continues to thrive.

#### Terms and conditions

**Hours:** Full-time (35 hpw) with the option for flexible working as outlined in HFTF's [Flexible Working Policy](#). The role may require some evening and weekend work.

**Pay:** £43,235.28 per annum plus £3k London Weighting for staff who live in the qualifying postcode areas.

**Accountable to:** The CEO

**Benefits:** 30 days annual leave, plus statutory bank holidays, employers' Pension Contribution, wellbeing support.

**Location:** Either our Sheffield office (Head Office) or remote anywhere in the UK. National travel as required. See our [Hybrid working policy](#).

**Contract type:** 1 year fixed contract

## Role and responsibilities

Working closely with the CEO and senior leadership team you will be expected to oversee all aspects of HFTF's fundraising and income generation as well as our marketing and communications activities, meeting income targets (set annually with the Board of Trustees) and collaboratively establishing goals, objectives, and operational plans.

**The Director of Fundraising and Marketing will have specific responsibility for:**

### **1. Fundraising and Income Generation**

- a. Lead the implementation and ongoing evaluation of Hope for the Future's three-year fundraising strategy
- b. Work with the CEO and leadership team to set annual targets and operational plans to ensure sustainable funding, maintaining awareness of Hope for the Future's cash flow
- c. Oversee all income streams, including trusts and foundations, individual giving, corporate fundraising and paid partnerships, ensuring high-quality CRM use
- d. Maintain a strong fundraising pipeline to meet income targets, innovating to develop new and existing income streams
- e. Line manage the Partnerships Manager, setting objectives, conducting appraisals, and ensuring fundraising goals are achieved
- f. Lead strategic funding applications, donor stewardship, and best-practice in fundraising activities
- g. Ensure all funding reports and communications clearly showcase Hope for the Future's impact and meet high-quality standards, whilst working to enhance and strengthen our impact measurement capabilities, working alongside other teams
- h. Lead and support a culture of fundraising across the organisation, ensuring all team members understand their role in income generation activities and have the right training and processes in place to deliver these
- i. Work closely with the Board of Trustees and sub-committees to meet annual income targets and present fundraising updates

### **2. External relations and Communications**

- a. Lead the strategic marketing of Hope for the Future's services and events, ensuring clear, compelling, and targeted promotion to maximise engagement and reach
- b. Oversee the implementation of the Communications Strategy, ensuring alignment with delivery and fundraising goals, while supporting the Partnership Manager in its design and implementation

- c. Strengthen HFTF's brand presence by driving awareness and positioning the organisation as a leader in climate advocacy and democratic engagement
- d. Oversee and enhance marketing and communication channels, including digital platforms, press, and partnerships, to increase visibility and engagement
- e. Develop and implement audience-focused campaigns that effectively showcase Hope for the Future's impact, attract new supporters, and strengthen relationships with stakeholders, funders, and partners
- f. Act as a key ambassador for HFTF, representing the organisation at events, conferences, and strategic meetings, while ensuring consistent and professional external communications
- g. Expand networks and relationships with funders and major donors, proactively seeking new opportunities for partnerships and funding growth

### **3. Senior Leadership Responsibilities**

- a. As a member of the Senior Leadership Team, support the oversight of governance by collaborating closely with the Board of Trustees
- b. Write and present strategic options, gain approvals, and ensure compliance with all appropriate Charity Commission, legal and regulatory requirements
- c. Actively communicate with the Board, and contribute to the charity's mission through fostering inclusivity and collaboration in alignment with HFTF's values

### **4. General**

- a. Comply with all HFTF policies and procedures
- b. Implement Board policies, procedures and decisions, and build support for Board decisions amongst staff
- c. Regularly travel around the country to meetings and to the head office in Sheffield
- d. Maintain an awareness of advances in the climate and nature movement and national/ local politics
- e. Ensure [the values of HFTF](#) are upheld across the organisation including fostering a culture that encourages collaborative working and recognises positive contributions, including active involvement in our workstreams which are working towards reaching and representing all sectors of society
- f. Undertake any other duties commensurate to the grade and expectations of the role or reasonably requested by the trustees

***HFTF operates an equal opportunity policy and commits to treating all of our candidates and jobseekers fairly. We welcome and encourage applications from everyone and celebrate age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief. For more details on our policies including data protection and how we store and use your data, please visit the policies page of our website.***

## Person Specification

<b>Essential Skills and Experience</b>
Proven experience (2-3 years minimum) in fundraising and income generation, with a track record of securing £0.5–£1m annually across multiple income streams.
Strong strategic leadership and team management experience, including setting objectives, performance management, and fostering a high-performing culture
Expertise in grant writing, trust and foundation fundraising, corporate partnerships, and individual giving with demonstrable success in income diversification
Strong marketing and communications skills, including brand positioning, digital engagement, and campaign development to drive awareness and supporter growth
Ability to build and maintain high-value relationships with funders, donors, and strategic partners
Experience of working with budgets, financial planning, and CRM systems to track income and donor engagement effectively
Excellent written and verbal communication skills, with the ability to create compelling funding proposals, impact reports, and marketing content
Passion for climate action and democratic engagement, with an understanding of climate and nature policy
<b>Desirable Skills and Experience</b>
Leadership experience within a charity, NGO, or social enterprise
Experience working with Boards of Trustees and governance structures
Knowledge of corporate fundraising and CSR partnerships
Proficiency in digital tools such as CRM systems, marketing software, and social media platforms
<b>Values/ behaviours</b>
Committed to equity, diversity, and inclusion, ensuring accessible and engaging fundraising and marketing strategies
Collaborative and adaptable, able to work flexibly and lead through change
Results-driven and proactive, with a problem-solving mindset and resilience in the face of challenges
Willingness to travel nationally and work occasional evenings/weekends as needed

