



Growing Hope |  
Registered charity 1176358

Growing Hope, 390 Caledonian Road,  
London, N1 1DN | 07496 528506  
info@growinghope.org.uk

## Director of Growth

### JOB DESCRIPTION AND PERSON SPECIFICATION

Growing Hope is a charity providing free therapy for children and young people with additional needs in partnership with local churches across the UK. We aim to grow hope for children, hope for families and hope in Jesus. Growing Hope was founded in December 2017 and has a vision to see 20 clinics set up across the UK by 2030. We have three clinics, King's Cross, Brockley and High Wycombe, and we are currently setting up a fourth clinic in Gateshead and a fifth in Redbridge. Each clinic is a local CIO which runs in partnership with Growing Hope and the local church. We have worked with over 700 children, young people, parents, carers and siblings since we launched. As a national charity Growing Hope has trained over 500 professionals & parents. We are continuing to expand, with the set-up of further local clinics on the horizon.

### Role Summary

Growing Hope seeks a highly-motivated and experienced Director of Growth who is passionate about our mission. This position offers an exciting opportunity to lead and develop our Fundraising, Communications, Marketing and Clinic Growth functions. This will provide support for Growing Hope to continue making a tangible difference in the world and ensure the charity's long-term sustainability and growth. We are looking for candidates who are committed to Growing Hope's vision and values and can demonstrate these both within their interview and as they complete their job role. Growing Hope values:



#### HOPE

We believe Jesus brings hope to children, young people and families, even in the most difficult situations, and that underpins everything we do.



#### COMMUNITY

We are accepting of all and want everyone to know they are seen, heard and belong.



#### COURAGE

We are brave, choosing honesty over comfort, and tackling problems because we want to change lives.



#### INNOVATION

We are innovative, flexible and creative in our approach, always aiming for excellence.



#### GENEROSITY

We look out for others and share our time, encouragement, finances and skills.

### Job Description

**Location:** Central London – King's Cross (2 days office based)

**Hours:** 30 hours per week

**Duration:** Permanent

**Salary:** £50,499PA (including London Weighting, Director, Increment A) (40,399PR)

### Job Purpose

This role will report to the CEO of the charity and will work closely as part of the Senior Leadership team. The Director of Growth will have oversight of Fundraising, Communications, Marketing and Clinic Growth within the charity. This will involve line management of the Fundraising Manager and Executive Assistant in the team. The charity has a vision to champion accessibility UK wide and to set up twenty clinics in partnership with local churches by 2030, there's a current pipeline in progress to achieve this. As the charity grows we want to ensure that we have strong financial strategy and growth plans which enable us to achieve our vision. As a small charity, the role will require balancing practical tasks with strategic planning and management. The role will be based in King's Cross with occasional events outside of the office. We envisage the focus of the role to be split

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with a 40% focus on income generation, 20% on Clinic Growth and 20% on brand, marketing and PR, all aspects of the role will include leadership and management.

### **Main Duties and Responsibilities**

Duties and responsibilities will be discussed and developed as the charity continues to grow, but will include:

#### **Leadership and Management:**

- Working as part of the Senior Leadership team to strategically support the running of the charity.
- Providing line management for the Fundraising Manager, Executive Assistant and other potential members of the team as the charity grows.
- Leading and participating in prayer and worship with the team in line with Growing Hope's Christian values.
- Ownership of income raising of £710,000 for the national charity with a view to growth each year. In addition to this an income of approximately £100,000 for each local clinic and ensuring that income targets are met across the national and local charities.

#### **Fundraising Strategy & Finance:**

- Lead the development and execution of long-term financial plans in close alignment with the charity's strategic goals from a Fundraising perspective.
- Reporting monthly to the Growing Hope senior team and trustee board on income, forecasts and plans to hit income targets.
- Managing the fundraising, marketing and communications budget lines.
- Oversee the process of forecasting and planning income for analysis of the leadership team and Board of Trustees.
- Support fundraising strategy development and long term planning for growth.
- Explore and implement strategies for ensuring best use of charitable funds, and maintaining financial sustainability.
- Explore and implement innovative strategies to ensure that Growing Hope are raising funds as effectively as possible at both a national and a local level.

#### **Marketing and Communication:**

- Overseeing and developing Marketing and Communication strategy across the charity, including PR development, socials and internal and external communications.
- Oversight of projects and campaigns running across Growing Hope.
- Promoting the Growing Hope brand both internally and externally.
- Developing strategies to support staff with understanding and working to the Growing Hope values.
- Oversight of marketing and advertising on behalf of the charity.
- Analysing key marketing performance metrics and using tracking tools to provide market research, forecasts, competitive analyses, campaign results, and consumer trends to formulate actionable insights for the marketing team.
- Formulating unique insights to understand the stakeholders from a marketing perspective.
- Using marketing insights to contribute towards the overall business strategy.

#### **Clinic Growth:**

- Supporting the Senior Leadership Team with strategic oversight of the clinic growth process and the vision for twenty clinics by 2030.
- Ensuring good reach of services across the UK.
- Exploring potential partnership for impact across the UK and beyond.

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#### **General:**

- Sending letters and emails and making phone calls as required.
- Logging all actions on Salesforce database.
- Maintain data protection & confidentiality in line with Growing Hope's policy.
- Ensure adherence to Safeguarding and wider Growing Hope policies.

#### **Person Specification**

The ideal candidate will have a genuine interest in working in the charity sector, an interest in additional needs and inclusion are highly desirable.

##### **ESSENTIAL**

- This role has an Occupational Requirement to be a Christian, as permitted under Schedule 9, Part 1, of the Equality Act 2010.
- Bachelor's degree in a relevant field.
- Experience in fundraising and strategically achieving income targets.
- Proven experience in a senior operations or leadership role, preferably in a charity or non-profit setting.
- Strong analytical and problem-solving skills with a focus on process improvement.
- Excellent communication and interpersonal skills, both written and verbal.
- Strong working knowledge of HR, finance, IT, risk management and governance best practices.
- A collaborative leadership style and willingness to be a hands-on team player.
- Exceptional problem solving, analytical thinking and decision making abilities.
- Deep commitment and passion for the mission and values of Growing Hope.

##### **DESIRABLE**

- Experience, interest in or commitment to a career in additional needs and inclusion.
- Experience working with charities or non-profits.