



AAW GROUP



Fundraising Director – Job Description

Welcome from Sara Thakkar, Chief Executive

Welcome to Camphill Village Trust and thank you for your interest in the role of Fundraising Director.

You have taken the first step in joining a really exciting, innovative charity. One where we will want you to have a strong sense of belonging, where we will support you to thrive in your role and where you will have lots of opportunities to add value as we continue to improve and grow.

You will be joining our unique national charity in our 70th anniversary year as we embark on our bold plan to shape a new long-term future for adult social care within vibrant and thriving community settings.

Here at the Trust, we believe everyone has the right to live an independent, healthy, active and equal life. To enable this, we are committed to quality support and housing choice, impact and outcomes focussed green care opportunities, becoming a beacon of land management and sustainability and using our enterprise portfolio to drive social value.

Our ethos is one of co-production and the voices of the people we support actively contribute to the work of the Trust, the way that services are developed and delivered and the decisions that we take.

How we do this is set out in our three-year strategy called **A Brilliant Future** (<https://www.camphillvillagetrust.org.uk/key-documents/our-strategy/>). To succeed in achieving our goals we will Honour our Past, Provide for the Present and Lead the Future.

You will be joining a charity with a strong history and reputation for donor-centric (friends) fundraising, currently raising over £5m per year and a huge potential to unlock stewardship, potential and growth.

You join us following a period of change. This role comes to the market with open flexibility to suit the right candidate. You may now be looking for your first Director role or you may have significant experience that demonstrates your ability to take on more responsibilities. I am open to exploring your full potential here at the Trust.

You will adopt a clear Fundraising Strategy and supporting annual priorities. You will have a great team in place, each expert in their field. You will be working with a renowned agency and will lead the development of our fundraising proposition.

If you have the skills, passion and experience to lead the Trust into a position which results in voluntary income moving from £5M to £10M through solid foundations and transformation, this is the job for you. To do so, can you demonstrate experienced knowledge and proven track record in Individual Giving, Legacy and Philanthropy?

You will be adept at horizontal leadership and be a natural collaborator. You will support the Executive Team and leaders across the Trust in delivering amazing outcomes and you will deeply respect our cause. You will ensure that the framework and tools for impact driven stakeholder engagement drives positive outcomes for the Trust as a whole.

We are a provider charity (our primary income through commissioned services and rental income) but we depend on our fundraising to enable us to support more adults with learning disability, autism and other mental health challenges to have the right to live an autonomous, healthy and active life using the proven benefits of nature and the natural environment.

Our ambition is big. If your values match ours, if you have great skills, experience and passion to drive change, if you truly want to make a difference and help us achieve our vision, then we would love to hear from you. Read our pack and give it a go. You could soon be saying exactly the same as me; *"I have the best job in the world" ...*

Kind Regards



Sara Thakkar
Chief Executive



About Camphill Village Trust

Established in 1954, Camphill Village Trust is a charity that supports adults with learning disabilities, autism and mental ill health support. In our 70th year we honour our past, provide for the present and will lead the future. Our focus on humanity and nature was inspired by our past and remains as key to the Trust's ethos today. This is reflected in our focus on social and green care integration, valuing everyone's contribution, enabling personal pathways to development, celebrating the changing seasons, and respecting the rhythm of natural life.

We operate in both rural and urban communities, building on our care (social) farming legacy. Our historical focus on enabling potential for people with support needs through farming, organic horticulture and enterprise centred on nature and traditional skills, continues to play to our strengths.

We continue to support adults with learning disabilities, autism and mental health challenges to live their best, independent lives. By applying our core values to modern social care, we ensure that our provision remains relevant to supported people and social care commissioners today.

Our Vision

To be a national leader in Social and Green Care Integration, enabling more adults with learning disabilities, autism and mental health challenges to live healthy, active and independent lives.

Our Guiding Principles

Promoting healthy living

The Trust provides the opportunity to live a healthy, active, and meaningful life within a supported living model. This means the people we support live an active life, understand the benefits of making healthy choices and can contribute to the wider community on an equal basis through the opportunity to learn skills, develop pathways to employment and volunteering and engage in therapeutic interventions that respects traditional craft skills based on nature and the land around us.



Environmental respect

The Trust values and cares for the environment. This means that we understand the connection between the environment we live in and our well-being and that we actively promote living and eating sustainably, in harmony with the natural world. We want to play our role in making an impact on climate change and carbon neutrality. We want to maximise our long-term sustainability through our land and care farming history and as a landlord of choice.

Social impact

We believe that our people, resources and actions should make a positive contribution to society in relation to health, wellbeing, education, and the environment. This means we support and develop initiatives to challenge issues faced by vulnerable members of society which in turn, enable the people we support to achieve greater integration into the wider community beyond the reach of the walls of the Trust.

Enabling potential

The Trust supports our people (our staff and those we support) to develop, grow and be heard. We aim to build confidence and create an environment that supports active engagement, building skills and providing opportunity through high-quality active support, learning and co-production.



Where we are based:

Our support and services are presently organised within three broad geographical regions:

North:

- Larchfield Community
Middlesbrough
- Botton Village
Whitby, North Yorkshire
- Croft Community
Old Malton, North Yorkshire

Southwest / Central:

- Oaklands Park
Gloucestershire
- Grange Village
Gloucestershire
- Taurus Crafts
Old Lydney, Gloucestershire
- Stourbridge
West Midlands
- Shared Lives

Southeast:

- St Albans Community
St Albans, Hertfordshire
- Delrow Community
Aldenham, Hertfordshire



1. Larchfield Community
2. Botton Village
3. Croft Community
4. Stourbridge
5. Oaklands Park
6. Taurus Crafts
7. Grange Village
8. St Albans Community
9. Delrow Community
10. Shared Lives

Job Title: Fundraising Director

Background & Purpose

As the Trust approaches its 70th year and following significant changes in both its operating model (2015/16) and its re-emergence from the pandemic, the Trust has reviewed its purpose and has positioned itself to return to its roots as a national leader in Green Care and Environmental Sustainability with a desire to maximise its impact to create active, healthy lives for adults with a range of learning disability and Autism/mental health challenges.



The role holder will work to the Chief Executive and will demonstrate an experienced and mature approach to horizontal leadership, working in collaboration with the Executive Management Team (Directors), Senior Leadership Teams and wider Board and stakeholder groups. The role holder will make a significant, measurable and effective personal contribution to the overall leadership and long-term sustainability of the Trust.

The role exists to drive significant income generation through a sustainable funding model which will deliver the strategic direction and enable the Trust to deliver its' long-term objectives; to provide adults with learning disability and other mental health challenges to lead healthy, active and independent lives through maximising our relationship with the environment, active support and education/therapeutic activities. The Trust's aim is to ensure that the people we support have fulfilled lives and promote their potential for independence, choice, inclusion, and control.

The role will be responsible for developing and leading the Trust's Fundraising and Communication Strategies to enable and deliver significant growth in the Supporter base, Income Generation and Brand positioning of a national charity providing Learning Disability and Mental Health Services in a Green Care Context.

- Delivery of step change strategies for Voluntary Income Generation & Communication and the development and delivery of a long-term sustainable Fundraising Model (transforming to achieve minimum £10M p/a).
- Outward facing role in realising potential in high-value relationship-led fundraising.
- Responsible for meaningful stakeholder engagement, sector partnerships and networks that add value to the Trust's vision.
- Accountable for Quality Standards, Risk and Regulation, Value for Money and excellence in Governance.
- An Ambassador for Green Care and Social Farming and Environmental Excellence.
- Trust Brand and Brand Identity and associated collateral.

Location & Travel

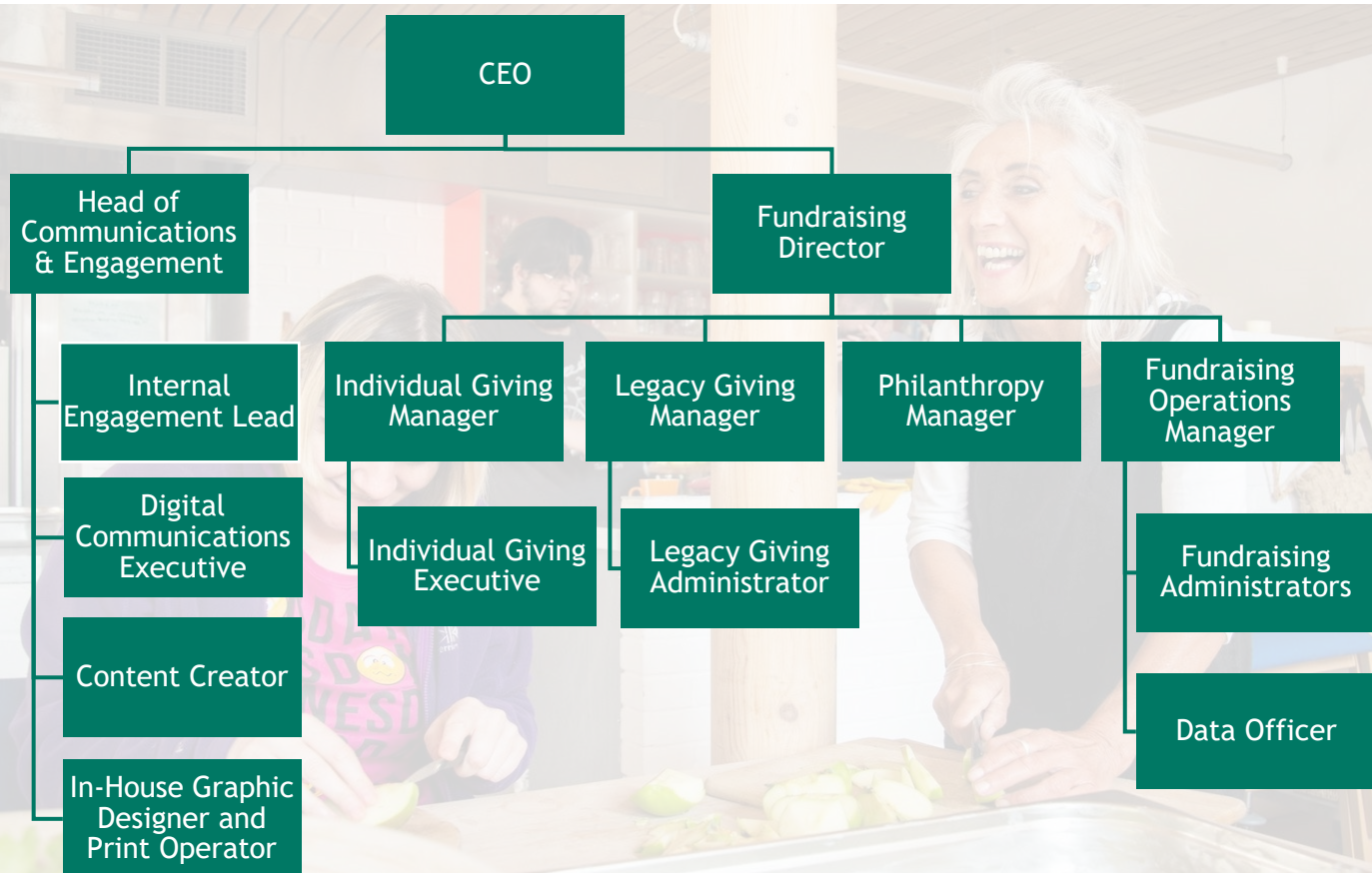
Remote based - Home

Home worker with travel to attend meetings in London, York and Manchester and visit Communities run by the Trust in Hertfordshire, Gloucestershire, Yorkshire, and Worcestershire.

Regular overnight stays will be required.



Directorate Structure - Fundraising & Communications



Key Responsibilities

The purpose of this role is to support Camphill Village Trust to achieve its vision of seeing more adults with learning and other disabilities lead a life of opportunity by securing significant voluntary income for the Trust and ensuring that the brand and intent of the Trust is recognised across a wide range of associated sectors both regionally and nationally.

Working as a member of the Senior Leadership Team and Director Group, the post holder will positively contribute to the strategy and commitments of the Trust, ensuring that the Trust delivers on its objectives in providing efficient and cost controlled high quality integrated services, homes, and a life of opportunity to adults with learning disability within rural and urban community settings.

This will include actively contributing to culture, values, and the driving goals of the Trust, ensuring that a co-design, co-productive approach in working alongside adults with a diverse range of learning disability and mental health challenges and being cognisant of the role of families and stakeholders in a diverse environment.

Delivering top quality leadership that focuses on aligning people, communicating Trust direction through strong leadership behaviours and values, coaching, motivating and inspiring people to overcome barriers to change.



Duties & Responsibilities

Providing Inspirational leadership and Management.

Model the Trust's values and ensure a strong culture that facilitates collaboration and co-production encouraging creative thinking and innovation that delivers positive impact.

Evidence a passion for transformation and continued improvement and an ability to drive person-centric approaches to decision making whilst balancing the needs of the long term sustainability of the Trust.

Leadership and oversight of Fundraising Team as a central function in a national charity.

Provide leadership and management to a growing team currently up to 12-15 staff working across the organisation to deliver significant voluntary income, high quality brand communications and stakeholder engagement that adds evidenced value.

Delivery of agreed strategies for Fundraising and Stakeholder Engagement.

Working with the CEO and Board; Set the vision and direction for significant Income Generation and stakeholder engagement at the Trust

Realise potential in high-value relationship-led fundraising, close working with CEO and acting as front-line fundraiser for significant relationships.

Identify and manage your own pool of high-value prospects (individuals and trusts) engaging with CEO, Directors and trustees as co-canvassers as appropriate

Continue the culture of collaboration to develop the Trust Wide Communication and Stakeholder Engagement strategy and evolve the Communications Enabling team.

Recognise the role of the Executive and Senior Leaders in Engagement, Communication and Stakeholder Management and identify key stakeholder groups and audiences for the Trust

Responsible for Service and Growth focussed Stakeholder Engagement.

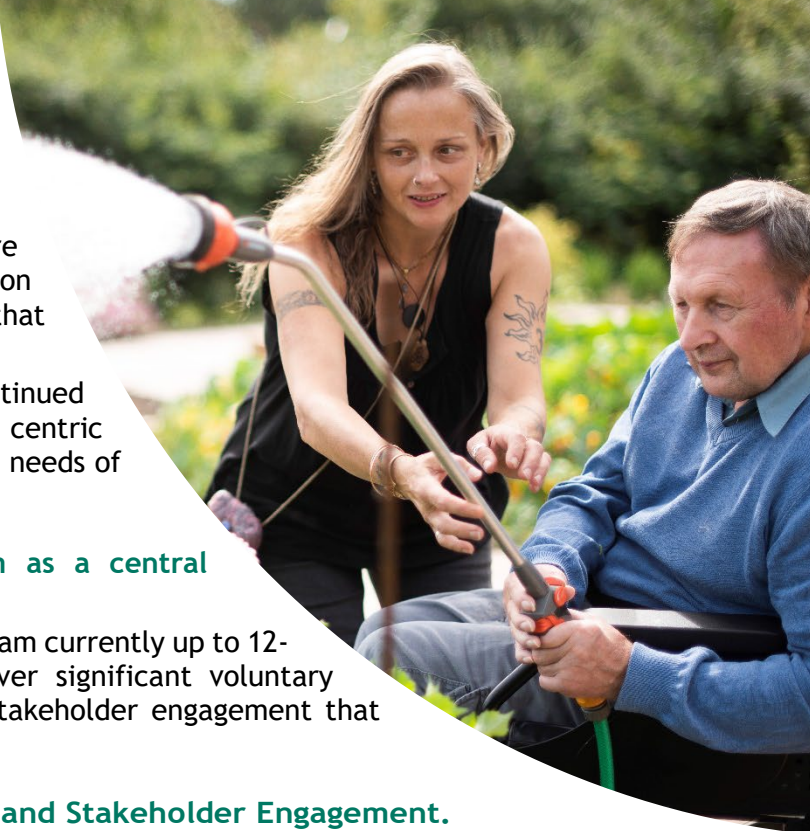
Build strong and meaningful relationships with families of those that the Trust supports ensuring clarity, transparency and clear links to income generation opportunities.

Responsible for Campaigning and Regulation.

Work with all members of the Executive Team to design the Trust's campaigning agenda and in developing and delivering campaigns, promoting effective collaboration and cross-organisational, multi-stakeholder planning.

Director-level responsibilities within the Trust - governance, policy, transformation and change, active and committed member of Senior Leadership Team and Executive Management Team.

Be a full and active member of the Senior Leadership Team (Heads of, Directors), and member of the Executive Leadership Team (Directors)



Person Specification

Qualifications

Essential

- Relevant Professional Qualification and evidenced professional impact in similar role(s)

Experience & Knowledge

Essential

- Proven track record of senior level fundraising
- Proven experience of leading and managing multi-disciplinary fundraising teams
- Experience in influencing policy and decision making (governance) at a range of levels.
- An inspiring and ambitious leader who is driven to make a positive contribution to the Trust's long-term vision.
- Proven experience in project management
- Proven experience in transformation and change
- Strong written and verbal communication skills - able to coach and train others where required.
- A strong networker and public speaker used to driving networking opportunities that evidence outcomes and impact and a high profile individual
- An ability to convey the Trust purpose simply across a wide range of stakeholder groups.

Desirable

- Understanding of what drives behaviour change
- A love of nature and the environment

Personal Attributes

- A commitment to the objects of the trust and a commitment to working with people with learning disabilities
- A collaborative leader who is open to ideas and able to quickly build trust
- Adaptive to a constantly changing environment.
- A strategic thinker
- A team player

Timetable

Closing date for applications: 30th September 2024

First Interviews: 10th October 2024, remote

Meet the stakeholders: Week 14th October, remote

Second Interviews: 21st October 2024, in-person venue TBC

How to Apply

Please apply by submitting a copy of your Curriculum Vitae (CV) and a covering letter highlighting your suitability for the position and why you are interested, by clicking on this [link](#). For any queries please contact Suzie Groves at suzie@aawpartnership.com.



Key Employment Terms

- **Salary:** c.£80,000
- **Location:** Home worker with regular travel to attend meetings in London, York and Manchester and visit Communities in Hertfordshire, Gloucestershire, Yorkshire, and Worcestershire. Some overnight stays will be required.
- **Hours:** 37.5 hrs/ week
- **Holiday entitlement:** 25 days annual leave statutory plus bank holidays.
- 45p per mile for all work journeys is provided
- Sick pay entitlement after 1 month.
- Standard auto-enrolment pension scheme, with the option to contribute 10% of gross salary for a 6% contribution by the employer.
- Employee assistance scheme that is also available to your immediate family.
- Death in Service benefits: payments made to your beneficiaries should the unthinkable happen.
- Once you join us, you'll be eligible to benefit from "Charity Discounts" where you can enjoy reductions from lots of differing retailers and service providers.
- The appointment is subject to a 6-month probation period.

