



# HEAD OF FUNDRAISING

## JOB DESCRIPTION



## **THE GURKHA WELFARE TRUST**

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**The Gurkha Welfare Trust provides vital support to Gurkha veterans, their families and communities in Nepal.**

We have been working in Nepal for over 50 years, delivering essential financial and medical aid to Gurkha veterans and widows, and working with local communities to provide access to clean water and education. We also build earthquake-resilient homes for our most vulnerable pensioners.

We operate through 19 Area Welfare Centres spread across traditional Gurkha recruiting areas in Nepal, as well as one in India. We have over 500 staff working in the region.

### **WHO ARE THE GURKHAS?**

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The Gurkhas are soldiers from Nepal who are recruited into the British Army, and have been serving our country for over 200 years.

Gurkhas are known to be as fearless in combat as they are good natured in daily life, and are renowned for their loyalty, professionalism and bravery.

### **OUR UK STAFF**

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Our UK office is in the historic Cathedral city of Salisbury and is the base for our Fundraising, Marketing & Communications, Finance and Administration teams. We also have two Gurkha Welfare Advice Centres (GWAC), in Salisbury and Aldershot, which offer advice and support to retired Gurkhas and their families who choose to settle in the UK.



# HEAD OF FUNDRAISING

## THE ROLE

Are you a senior level fundraising professional seeking a new challenge? If so, we would like to hear from you.

We are seeking to appoint an experienced and dynamic Head of Fundraising who will join our senior leadership team and will have overall accountability for Trust's fundraising strategy.

You will need to be a skilled and strategic leader with strong interpersonal and management skills and a proven track record in senior level fundraising. You will also have experience in communications and promoting the brand of an organisation.

Reporting directly to the Chief Executive Officer, this pivotal role will work closely with the wider senior management team (SMT) and inspire and lead the Trust's fundraising, marketing and communications team.

<b>Role</b>	Head of Fundraising
<b>Place of Work</b>	Salisbury, Wiltshire
<b>Salary</b>	£58k - £63k depending on experience and qualifications
<b>Contract Type</b>	Permanent subject to satisfactory completion of a probationary period of six months
<b>Hours of Work</b>	Full-time (37.5 hours per week) Hybrid working (3 days in the office, 2 days working from home) TOIL for occasional additional hours worked as required at events and business meetings.
<b>Annual Leave</b>	25 days plus Bank Holidays
<b>Other benefits</b>	<ul style="list-style-type: none"><li>• Generous contributory pension scheme with up to 10% employer contribution</li><li>• Trips to Nepal to see the Trust's work first-hand</li><li>• Private medical insurance</li><li>• Enhanced maternity/paternity pay scheme</li><li>• 24/7 Employee Assistance Programme</li><li>• Free on-site parking</li></ul>
<b>Application Deadline</b>	9 February 2025
<b>Interview</b>	Please note, we're actively reviewing applications and interviews will be held on a rolling basis. The ad may close early if a successful candidate is found.

# MAIN DUTIES AND RESPONSIBILITIES

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This role's primary responsibilities will be as follows:

## Strategic Development and Implementation

- Provide leadership, strategy and direction for the Trust's fundraising, marketing and communications team comprising 16 in the UK and 3 in Nepal.
- Be part of the Senior Management Team (SMT), contributing to the Trust's wider vision and strategic direction as well as providing updates and reports for the SMT and Trustees.
- As the organisational expert on fundraising, work closely with the Trust CEO and SMT to ensure that all fundraising activity reflects the vision and agreed priorities of the Trust.

## Fundraising

- Implement the Trust's five-year fundraising strategy (income c.£14m pa), and be accountable for the delivery of operational plans, defining targets and identifying new sources of income.
- Develop and implement fundraising policies and procedures ensuring all fundraising remains safe and legal, including all data held within the CRM
- Create a donor-centric culture within the Trust, implementing an accurate and robust system to deliver effective supporter journeys across all disciplines - individual giving, major donor, legacy, trust and corporate, events and community fundraising.
- Keep abreast of current fundraising trends and standards as well as historic analysis of our own activities to optimise all fundraising approaches.

## Budgeting and Reporting

- Preparation of the annual fundraising income and expenditure in line with the GWT budget cycle and management of in-year income and expenditure, including variance analysis of financial performance against budgets and forecasts for the 12-month period.
- Work closely with the Head of Finance GWT and the Finance team in Nepal to agree the details and split of unrestricted and restricted projects to be funded each year.

## Leadership and Line Management

- Provide strategic direction to all areas of fundraising, nurturing team members to develop their knowledge and expertise, and maintaining a passionate and engaged group of staff committed to delivering excellence for the Trust.
- Coach, inspire and motivate direct reports and other members of the team as well as providing guidance and direction to deliver their objectives and develop their skills and expertise in their roles.

# KEY SKILLS, QUALIFICATIONS AND KNOWLEDGE, AND PERSONAL ATTRIBUTES

Applicants for this position should be able to satisfy the following criteria:

<p><b>EXPERIENCE</b></p>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Senior level successful track record in a charity fundraising environment</li> <li>• Developing and implementing strategies and operational plans successfully for fundraising, marketing and communications</li> <li>• Setting, managing, and reporting on six figure+ budgets</li> <li>• Experience of leading and managing a successful team</li> <li>• Experience of brand development and management</li> <li>• Demonstrable experience of shaping organisational objectives</li> <li>• Educated to degree or relevant experience</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Project management qualification or relevant experience</li> <li>• Experience of working in the NFP sector, ideally within humanitarian/development or military causes</li> <li>• Experience of using CRMs</li> </ul>
<p><b>SKILLS/COMPETENCIES</b></p>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Excellent written and verbal communication skills and attention to detail</li> <li>• Extensive IT skills, including MS Office</li> <li>• Budget management, financially literate</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Strong proof-reading skills</li> <li>• Membership of a relevant professional body</li> </ul>

<p><b>KNOWLEDGE</b></p>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Knowledge of legislation, regulations and best practice in fundraising and marketing</li> <li>• Fundraising fundamentals</li> <li>• PR techniques and digital marketing (inc. PPC &amp; AdWords)</li> <li>• Branding/style trends and standards</li> <li>• Fundraising and social media landscape</li> <li>• An appreciation of strategic issues – and how marketing can inform them</li> <li>• Using analytics and consumer behaviour to shape activities</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Prior experience of and/or involvement with marketing &amp; communications.</li> </ul>
<p><b>PERSONAL ATTRIBUTES</b></p>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Strong interpersonal and people management skills</li> <li>• Ability to influence and persuade a diverse range of stakeholders</li> <li>• Ability to multi-task, prioritise and solve workloads on own initiative</li> <li>• Strong communication and negotiation skills</li> <li>• Creative thinker, enthusiastic and flexible</li> <li>• Approachable demeanour</li> <li>• Willingness and ability to work additional hours as required at events and business meetings (for which TOIL is offered)</li> <li>• Empathy with The Gurkha Welfare Trust cause</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Interest in social causes</li> <li>• Interest in Nepal/military.</li> </ul>

## QUERIES

If you have any questions about the job description or terms and conditions, please get in touch by telephone on **01722 323 955** or email **hr@gwt.org.uk**

## TO APPLY

To apply for this position, please send your CV and supporting statement addressing the person specification to our HR team at **hr@gwt.org.uk**.