

**Job Description      Head of Fundraising**

**Reports to:            Director of Fundraising & Communications**

**Direct Reports:**

- 1 x Senior Fundraiser – Regional
- 1 x Senior Fundraiser Trust & Foundations
- 1 x Senior Fundraiser Major Gifts & Legacies
- 2 x Senior Fundraisers Corporate and
- 1 x Fundraising Administrator

**Responsible for:**

Corporate, regional major gift, trust and foundation and legacy fundraising activity.

**Job Summary**

Working closely with the Director of Fundraising & Communications and Fundraising Management Team to develop and implement a strategy to maximise funds for the charity. To provide leadership to the Regional, Corporate, Business Development and Fundraising Assistant posts.

**Key Responsibilities**

- To work with the Director of Fundraising & Communications and Fundraising Management Team colleagues to develop the strategy and operational plan to achieve income targets for the Fundraising team and Senior Fundraisers.
- To provide leadership to members of the Fundraising team including coaching, development and training.
- To work effectively with other members of the Retail, Marketing & Communications, Donor Insight & Support, and Volunteers services teams ensuring the effective use of resources, optimising opportunities to raise the Trust's profile and income generation.
- To provide relevant and timely reports and insight to the Director of Fundraising & Communications, Fundraising Management Team and Board of Trustees as required.

**Key Tasks**

- To further develop and implement an operational plan and strategy to increase Regional Fundraising and Corporate Income.
- To provide an excellent level of service to supporters on behalf of the Trust, managing fundraising relationships (excluding trusts, major donors and events).
- To manage the Senior Fundraisers and Fundraising Administrator and have oversight of use of volunteers - monitoring and evaluating progress against operational plans.

- To be an active and contributing member of the Leadership Management Team comprising peer managers across the Charity to assist in the development and delivery of organisational wide plans.
- To be fully conversant with Donorflex (fundraising database), ensuring that maximum use is made of IT systems to monitor and record income generation and management of projects.
- To be responsible for the team expenditure budget.
- To work with peer managers within the Fundraising Management Team to ensure collaborative working methods and processes are in place and actively delivered across teams.
- To represent the Trust at proposal, pitches, media-calls and other public events as necessary, conducting speeches and presentations as required.
- To provide advice, guidance and coaching to the team with regard to best practice developing process and procedures for effective Fundraising (in terms of administration, risk assessments, licences, GDPR compliance etc.) whilst maximising income and profile.
- To work with the Fundraising Management Team to capitalise on supporter acquisition by identifying and nurturing supporter journeys and providing supporters with an exceptional level of service.
- To provide “hands-on” support, advice and guidance with regard to event organisation and fundraising product development.
- To maintain accurate records and provide reports and management information as required by the Fundraising Director or Senior Management Team.
- To work closely with the Finance and Administration team to develop processes ensuring donations are dealt with appropriately on Donorflex with follow-up as required.
- To work closely with the Head Insight & Supporter Services to ensure fundraising efforts are efficient and insight driven.
- To provide input to marketing and communications content in collaboration with the Head of Marketing.
- To take responsibility for own administration and general correspondence.

### **Skills and experience**

- Proven skills and experience in Fundraising and excellent understanding of relevant channels - knowledge of wider sector, developments and initiatives.
- Strong analytical skills – demonstrates sound judgement, able to assimilate complex information and evaluate actions and impacts.
- Strong financial awareness – full understanding of budgeting processes.
- Demonstrable effective communication skills – able to persuade and negotiate, empathise and enthuse with appropriate conviction. Expert in both verbal and written communication.
- Proven leadership and management skills – demonstrates values of the organisation, motivates and mentors team, strives for success.
- Highly developed relationship awareness and emotional intelligence – is sensitive to changing needs, able to assess the impact of actions, maintains a positive approach and a sense of perspective, willing to tailor approach to fit situation.
- Strong planning and organisation skills – well organised, able to prioritise own work and that of others. Driven to improve and innovate.
- Highly developed personal motivation - positive approach, desire to deliver results and service, flexibility and resilience to operate in a changing and challenging environment.

**Our Values** reflect and demonstrate how we **ASPIRE** to deliver our promise to the children, young adults, and families we support, to all our colleagues, our volunteers, supporters, and donors.

We **ASPIRE** to be:

**Agile**

By taking the initiative, being innovative, showing flexibility and always listening and learning

**Supportive**

By being committed to helping others and by acknowledging and rewarding contribution

**Proud**

By recognising and celebrating our colleagues, the work we do and the difference we all make

**Inclusive**

By creating an environment where everyone feels valued, empowered, respected, and heard, where everyone feels they belong

**Responsive**

By being committed to taking responsibility, taking action, and getting results

**Encouraging**

By inspiring everyone to do their best, to get involved and to strive to improve

**This job description does not attempt to describe all the tasks and responsibilities of the post, but rather illustrates with examples the main role of the post-holder. It is therefore subject to alteration and development and will be reviewed jointly with the post-holder and the Director of Fundraising and Communications.**

**Where the post holder has a responsibility to safeguard children, young people and adults at risk, they will be trained to the appropriate level as determined by the post.**