

Head of Fundraising and Business Development

Recruitment Pack



Protecting human rights in childbirth

Message from the Chief Executives

Firstly, thank you for your interest in working for Birthrights. If you are interested in centering anti-oppression in your fundraising work, in embodying an abundance mindset and working in ways that resist fundraising cultures that too often results in burn out, please read on.

The maternity system in the UK is in crisis and the experiences and outcomes for many women and birthing people, and their babies, are alarming; our work has never been more urgent.

Birthrights was founded in 2013 with the understanding that at the heart of the poor experiences and outcomes of maternity care for so many, is a consistent failure to listen to the voices of women and birthing people and a complete disregard for their fundamental human rights.

Over ten years Birthrights has grown from a tiny volunteer-led organisation to the UK's leading authority on the human rights of women and birthing people during their pregnancy and birth.

We started as new CEOs of Birthrights in January 2023. This past year we have focused on strengthening our foundations, including developing a new strategic framework for the next 10 years which centres racial justice in all that we do. We are seeking to create a real step-change in how we influence meaningful change in maternity care, and we need sustainable funding to do this.



Birthrights champions the fundamental human rights of women and birthing people during pregnancy and birth across the UK.



“When we set out, human rights weren’t part of the conversation in maternity care, but our work has changed that and made a real difference to the lives of women and birthing people.”

--- Elizabeth Prochaska, Birthrights Co-founder

Until now, fundraising has been led by the CEOs and we want to build our organisational capacity and expertise. We are looking for a talented fundraising professional to help us develop and deliver a fundraising strategy that aligns to our new strategic framework and builds our long-term organisational sustainability.

It’s an exciting time to be joining the Birthrights team, as we have recently expanded with new team members bringing dedicated Communications and Policy & Campaigns capacity to the organisation. We are buzzing with energy and ideas on how we can work collaboratively towards long term, systemic change and addressing the entrenched inequalities in maternal healthcare, whilst carving out the time we need to be strategic and boundaried in our work so we can really care for ourselves and each other.

We hope that you will consider applying, even if you feel you do not meet all the criteria of the job description.

Two handwritten signatures in black ink. The first signature is 'Shanthi' and the second is 'Janaki'.

Shanthi Gunesequera and Janaki Mahadevan
Co-CEOs, Birthrights

About Birthrights

In the UK and around the world, women and birthing people are standing up and fighting for reproductive justice and against the erosion of their reproductive rights. Birth justice is a core part of that reproductive justice movement.

Birth justice exists when women and birthing people have the right to give birth with whom, where, when and however they choose and when laws, policies and practice enables all women and birthing people to access those rights. These rights exist in international human rights law and UK laws, but access to exercising these rights is under threat in the UK for all women and birthing people and is particularly restricted for the most marginalised women and birthing people.

Our vision is of a world where women and birthing people can access safe maternity care that fully respects their right to bodily autonomy and self-agency, free from discrimination, coercion and violence.

Our mission is to champion the fundamental rights of women and birthing people during pregnancy and birth across the UK.

Birthrights is the leading authority on the fundamental human rights of women and birthing people during pregnancy and birth and our work has never been more urgent. Our work is critical to not only transforming the experiences and outcomes for individuals, but also in shifting wider policy, practice and systems.

We do this by empowering and supporting women and birthing people, training healthcare professionals, holding systems and institutions to account and making visible the diverse experiences of maternity care.

We believe pregnancy and birth should above all be about your body, your birth, your rights.

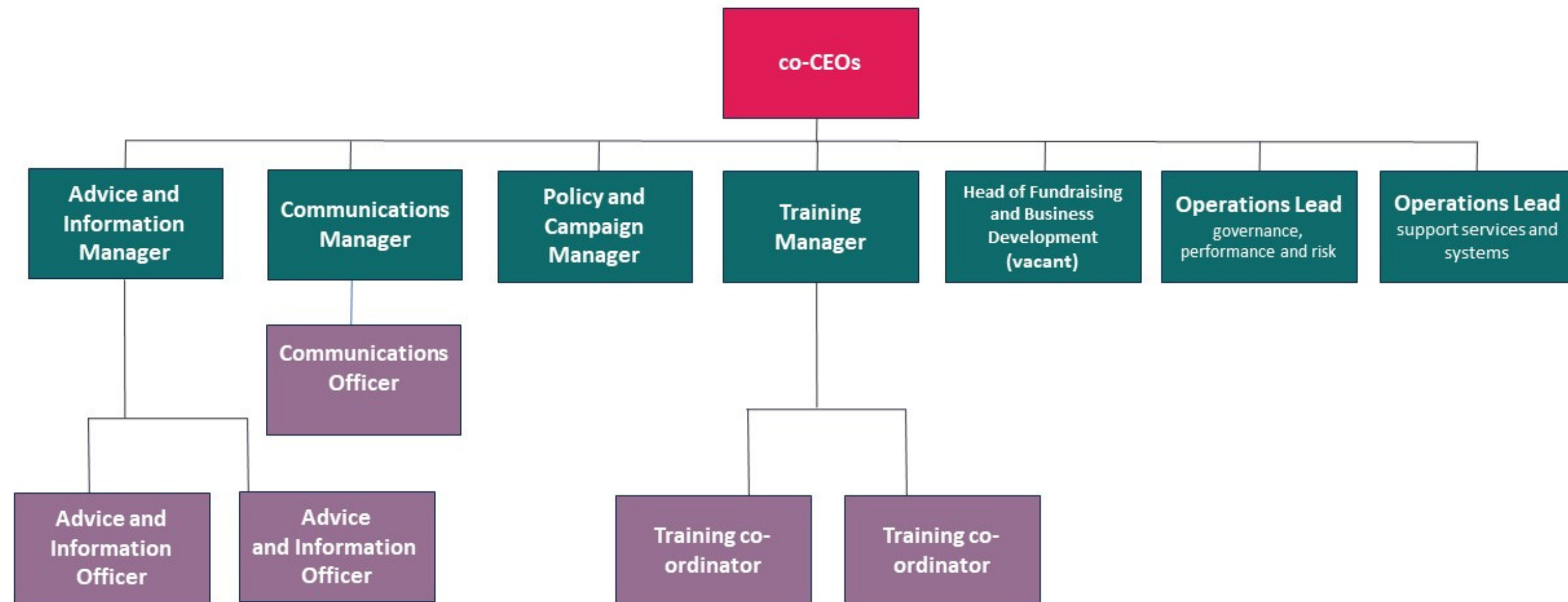


About our team

Birthrights has a small, dedicated and passionate team committed to improving the outcomes and experiences of women and birthing people throughout their pregnancy and birth.

We are recruiting to enable us to increase our reach and impact, particularly in the communities with significantly worse maternal outcomes than the wider population.

As well as our staff team we are supported by associate trainers with legal and frontline health experience.



Working with Birthrights

Birthrights has a committed and supportive team of part time staff who all work remotely and are spread across the country. While this role is fully remote, we do organise quarterly team meetings and away days in different locations, but most regularly in London and Birmingham.

As a charity we are committed to promoting a positive working environment and recognise that balancing work and home life requires flexibility.

- We believe a focus on team and individual wellbeing is central to our ability to deliver the best results for women and birthing people.
- We are committed to building a diverse and inclusive team where we all feel comfortable to bring our full selves to work.
- We believe this is core to our ability to be an organisation that is an accessible, inclusive and safe space for everyone who needs us.

All Birthrights staff members receive:

- 30 days annual leave (pro rata), excluding bank holidays and Christmas closure.
- A monthly £26 work from home allowance
- Enhanced maternity/paternity/adoption/shared leave provision.
- Investment in your continuous professional learning.
- Investment in your health and wellbeing through our Employee Wellness Strategy.



“I felt empowered and ready to stand up for the birth I deserve”.

--- service user

About the role

This is a hugely exciting role that will be part of Birthrights Senior Leadership team and play a key part in helping Birthrights' meet its ambitions and achieve its potential.

We are seeking an experienced fundraising and business development professional responsible for co-ordinating Birthrights fundraising ambitions.

You will be resourceful and organised, with the ability to build great relationships and have excellent co-ordination and administration skills.

We still want to hear from you even if you don't meet all our criteria. Please tell us about experiences that have not been included here, but that you feel might be relevant to this role

Role Purpose	To manage and co-ordinate Birthrights' fundraising work To work in collaboration with the co-CEOs to successfully prospect, engage, cultivate and steward major, foundation and corporate donors To develop, deliver and report on a fundraising strategy to support organisational growth and diversify the income streams of Birthrights
Reports to	Chief Executives
Management responsibilities	Programme budget subject to funding
Salary	£45,000 pro rata for 4 days per week (actual salary £36,000)
Hours	30 hours per week based on a 37.5 hour working week. Employee-led working schedule but hours will need to overlap with the whole team at least one day per week.
Location	Home-based (UK and able to travel to some meetings and events predominantly in London and Birmingham).
Benefits	30 days annual leave pro rata (24 actual), highly flexible working, enhanced sick pay and parental leave policies.
Contract	12-month fixed term contract, with possibility of extension subject to funding

Job Description

Leadership and Management

- To be an active member of the Senior Leadership Team (SLT), able to take swift, independent decisions on key strategic issues, as well as the maturity and self-confidence to encourage and appreciate the contribution of others
- As a member of SLT, actively model anti-racist practice and ensure racial justice is at the heart of all Birthrights work
- As a member of SLT, hold strong stakeholder connections and act as spokesperson, representing the organisation at events, meetings and media opportunities where appropriate
- To manage any associated staff and model inspiring, empathetic and collaborative leadership
- To manage and report on budgets and performance, including programmes
- To support the CEOs to effectively engage with prospective and existing funders

Fundraising and Business Development

- To develop and deliver a long-term strategy to support organisational growth and diversify income streams, working with the CEOs and Senior Leadership Team to identify emerging gaps in funding
- To identify, research and engage potential major, foundation and corporate donors and partnerships

- To work with CEOs, Trustees and the Senior Leadership team to cultivate and solicit major, foundation and corporate donors to secure five- and six- figure gifts, providing briefings and best practice guidance
- To form and maintain relationships with donors and key philanthropic connecting institutions such as banks, family offices, funders and law firms and support CEOs to effectively do this where appropriate
- To draft and edit funding proposals and pitches, developing template and bespoke Case for Support, Case for Need and Impact Statements to appeal to a variety of funding audiences and working closely with CEOs and the Senior Leadership Team to develop budget proposals
- To prepare stewardship report templates and bespoke reports for donors and partners, working with the Operations Lead – Governance, Performance and Risk and the Senior Leadership Team
- To co-ordinate, track and report on fundraising progress against targets, preparing reports and delivering presentations to the Senior Leadership Team and Board
- To keep abreast of changes to the fundraising landscape and developments in progressive practice including how to raise organisational funds in line with our values and commitments to anti-racist practice
- To keep donor and funder records up to date on our CRM
- To ensure all work complies with data protection policies and legal requirements, including the Fundraising Code of Practice and maintain high professional ethical standards.

Person Specification

- Ability to research, build and manage a funding pipeline and identify potential matches based on both organisational values and breadth of work
- Excellent communication and influencing skills, with the ability to cultivate relationships with funders (trusts and foundations or major donors or corporates) and to develop and deliver compelling stories to bring prospective funders on the journey, and report on progress to secured funders to support long-term donor relationships
- Experience of preparing applications to funders (trusts and foundations or major donors or corporates) and successfully securing significant funding - relative to organisational size - from one or more of these streams, with an understanding of how to apply these skills to securing income from other income streams
- Excellent organisational skills, with the ability to balance short-term fundraising needs with creating space for longer-term strategic work to diversify income and strengthen organisational sustainability
- Ability to keep up-to-date on trends and priorities in fundraising, philanthropy and corporate impact and how these may affect and influence our fundraising approaches
- Understanding of racial justice, discrimination and intersectionality and a specific understanding of the effects of anti-Black racism
- Collaborative leader, with the ability to work with co-CEOs and wider staff team
- Willingness to approach fundraising with an abundance mindset, care for self and others and calm presence

How to apply

Please send the following by 23:59 on 1st April to careers@birthrights.org.uk with 'Fundraising manager' in the subject line:

1. Your CV
2. Answers to the following questions in any format that suits you for example in writing, voice note, presentation or video – please try and keep your answers succinct and no more than 800 written words in total (for all answers) or seven minutes if verbal.
 - Tell us about your experience of securing funding and meeting income targets.
 - Tell us about your experience of cultivating relationships with and working with funders

Interviews are planned for the w/c 22nd April and will be held virtually via Zoom. We will share questions in advance of interview.

Please contact us if you require any assistance or adjustment so that we can help ensure the application process works for you.

We use positive action in our recruitment. This means that we are actively seeking candidates from underrepresented groups (including people from racially minoritised communities, migrant and refugee communities, LGBTQ+ people and disabled people) and if there are two candidates who are equally qualified, we will choose the candidate with this background.

