

# Head of Fundraising Application Pack Summer 2024

## Information for candidates

Welcome to InFocus, a charity dedicated to supporting young people with vision impairment and complex needs. Based in Exeter, in the beautiful southwest of England, we offer a range of education, care, therapy, and support services for those who need them most.

Our services cater to young people with all levels of vision impairment, multi-sensory impairment, and a wide range of complex needs.

### Our services include:

- A specialist day and residential college (16-25)
- A Residential Care Centre at St David's House providing a full and active life for young adults needing nursing or social care
- Adult Day Care Services, Jigsaw, allowing adults to enjoy activities and social contact with the full support of trained staff, five days a week
- Supported Living houses offering independence with just the right amount of support in four different properties on the edge of Exeter
- Supported internships, work placements and work opportunities
- Education and community outreach

### Our vision and mission

**Our vision** is a world where young people with visual impairment and additional needs are able to take their place in society, where they are valued for their contribution and their rights and independence are supported.

**Our mission** is to empower children, young people and adults with vision impairment and additional needs to live fulfilling young and adult lives.

### What's it like to work at InFocus?

If you're interested in joining our team, you'll be part of a community of approximately 250 employees, led by CEO Jane Bell and an Executive Team of Directors. You'll work alongside colleagues from a range of disciplines, including classroom teaching, support workers, mobility and therapy, fundraising and marketing, and more.

The work of the charity is governed by an active and engaged Board of Trustees.

We have an ambitious vision for our charity, and you will be joining a dynamic and growing organisation. We are expanding our services in the near future.

You'll get a feel for what we do and what it is like to work for InFocus by looking at [our website](#) and social media channels (you'll find us on Instagram, Twitter, Facebook, LinkedIn and YouTube).

### How we say thank you

- Six weeks annual leave plus eight bank holidays (pro rata for part time hours)
- Occupational sick pay scheme from day 1
- Paid medical appointments
- Comprehensive training and development
- Onsite café
- Access to discounted shopping
- On-site free parking
- 24-hour employee assistance programme
- "Death in service" life assurance and group accident cover
- Cycle to work scheme
- Contributory pension scheme for eligible staff

### About the role

The Head of Fundraising at InFocus is our senior fundraiser. They report to the Director of Income Generation and Business Development (IGBD) who has a varied portfolio that also includes marketing and communications, catering, charity retail, and strategic partnerships. This means that you will be part of a wider team (and all the support that comes with it), but will still have overall responsibility for setting the direction of our fundraising activity.

This appointment comes at a time when we need to consolidate our existing unrestricted fundraising activities and look towards preparing a substantial capital campaign to develop our site.

Our charity receives a large amount of statutory funding and has a relatively small pool of regular supporters and donors. It's essential that the Head of Fundraising can take a strategic approach to growing income, but particularly through researching and writing quality applications to charitable trusts and foundations (which has typically made up a large part of our fundraising mix).

A Fundraising Relationship Officer is in post and is managed by the Head of Fundraising. They will need to be supported to make sure that we continue to grow our emerging individual, community and corporate fundraising streams

### **Working pattern**

37 hours per week in Exeter/hybrid.

### **About you**

You will have practical experience in trusts and foundations, and be prepared to step into a leadership role in a small but friendly team. You'll need to be a confident communicator with donors and supporters, as well as a diverse staff team spread across our large campus at the edge of Exeter (and six charity retail stores).

You will be confident in balancing strategic planning with practical tasks (which will include preparing materials and applications to trusts and foundations). You may already have leadership experience, or you may be stepping up into a more senior role for the first time. Either way, you will have the support of the Director IGBD, CEO and colleagues from across the InFocus team

### **How to apply**

We'd love to have a chat with you about the role or show you around our main site in Exeter. Just email our friendly HR team on [hr@infocus-charity.org.uk](mailto:hr@infocus-charity.org.uk)

To start your application, please [apply online](#). We accept CV's that accompany your completed application form. If you would prefer to complete an application form in word format, you can request this by emailing [hr@infocus-charity.org.uk](mailto:hr@infocus-charity.org.uk)

We are a disability friendly employer and actively encourage candidates with a disability to apply. If you need support with completing your application form, please contact our HR team on 01392 454327 or [hr@infocus-charity.org.uk](mailto:hr@infocus-charity.org.uk)

Remember, **we can only consider complete applications**, so please don't hesitate to contact our HR team if you have any questions.

We look forward to hearing from you!

### **Please note:**

We are committed to safeguarding and promoting the welfare of children, young people and adults and expect all staff and volunteers to share this commitment.

It is an offence to apply for the role if the applicant is barred from engaging in regulated activity relevant to children and adults at risk.

All posts are conditional to an Enhanced Disclosure and Barring check (DBS), satisfactory medical check and references. Staff have a responsibility to inform InFocus of any conviction or prosecution that occurs whilst employed.

For more information, please see our [Child Protection Policy and Practices](#), and [Employment of Ex-offenders Policy](#).

## Job description

**Post:** Head of Fundraising

**Hours:** 37 hours per week

**Salary:** £41,393.79 to £44,707.18

**Line manager:** Director of Income Generation and Business Development

## Our values

### Operational values

How staff work together as a team:

- Together everyone achieves more (TEAM)
- Even better if...
- Learning happens everywhere
- Celebrate what you want to see more of

### Community values

These things are important to our young people:

- The right support to learn and develop
- A sense of belonging
- Enjoyment and fun
- Respect and kindness

## Main purpose of the job

This job description does not define in detail all duties and responsibilities of the post. These will be reviewed annually and any modification will be in consultation with the post holder

Develop and deliver a fundraising strategy for unrestricted, restricted and capital projects to achieve income targets across a range of revenue streams with a particular focus on trusts and foundations.

## Duties and responsibilities

- Create a fundraising strategy and (together with the Fundraising Relationship Officer and other colleagues) deliver activity that achieves or exceeds annual income targets for projects, capital appeals and core costs.
- Develop and expand on the existing pipeline of trusts and foundations, write/coordinate applications, and evaluate successfully funded projects.
- Manage the fundraising budget and Fundraising Relationship Officer
- Coordinate community and event fundraising e.g. challenge events, collection tins, contactless donation points.

- Prepare supporting materials (e.g. trust applications, case for support, supporter newsletter) and work with marketing colleagues to provide social media, website content and PR content.
- Attend and participate in events, networking and fundraising activity as required, including occasional evenings and weekends.
- Responsible for the fundraising database, ensuring all staff are processing and acknowledging donations, in-kind support and other gifts.
- Ensure that charity shop donors are included in the donor journey
- Work with InFocus colleagues to ensure the feasibility of fundraising projects and to gather information for bid writing and reporting.
- Produce analytical fundraising reports as required
- Work with the finance team to ensure accurate record keeping across fundraising and finance systems, and to prepare regular Gift Aid claims.
- Ensure that all activity meets legal and administrative requirements (including the GDPR, Fundraising Regulator's Code of Fundraising Practice, audit requirements, internal financial procedures)
- Manage an effective team of staff and volunteers, and any contracts with freelance/consultant staff.
- Manage legacy pledges and notifications
- Engage with existing supporters and businesses, and grow our individual giving and corporate partnership programmes (maximising opportunities for Gift Aid as appropriate)

### General duties

- Promote Equality of Opportunity to colleagues, partners, young people and the wider community.
- Attend other meetings as required.
- Work flexibly around activities including evenings and occasional weekends
- Ensure the proper use and security of the office and equipment
- Any other duties that may from time to time be reasonably requested by the employer.
- This job description does not define in detail all duties and responsibilities of the post.

### Safeguarding

- To **recognise** the signs of abuse and immediately **report** abuse or suspected abuse to the Safeguarding Team and **record** on the InFocus IT system
- To protect the confidentiality of all information relating to the young people and not divulge information to anyone who is not authorised to receive it
- To work within InFocus's intervention policies to ensure the safety of staff and young people is maintained

- To accurately record and assess incidents and accidents on InFocus's IT systems

### **Responsibilities of all InFocus staff**

To contribute fully to the InFocus community by:

- Taking responsibility to be a reflective practitioner
- Taking part in personal professional development
- Working within and encouraging the implementation of our Equal Opportunity Policy
- Working within our confidentiality policy
- Promoting the safeguarding of children and adults at risk
- Carrying out the duties and responsibilities of the post in accordance with our Health and Safety policies, guidance and legislation
- Using information technology systems as required to carry out the duties of the post in the most effective and efficient manner
- Undertaking any other duties as directed by the Chief Executive that may be reasonably required

## Person specification

This section lists the qualifications, skills, experience, knowledge and other attributes (selection criteria) which you must possess to perform the job duties.

### Essential requirements

You must meet these criteria in order to be considered for this role. This will be assessed in your personal statement, during interview or during an assessment, task or test.

- Have a proven track record of meeting income targets and building relationships with supporters at all levels
- Proven experience of producing high quality and compelling proposals, reports and correspondence to inspire generous support
- Proven credentials evidencing a broad range of fundraising activities, including trust fundraising (desirable additional experience: donor development, partnerships, legacy or community fundraising)
- Experience of leading and overseeing budgets including setting, measuring and performing against KPIs
- Experience of fundraising strategy development
- Able to work collaboratively to achieve the best for the organisation
- Computer literate with the capability of using Microsoft Office and donor database (e.g. Donorfy)
- Inspiring and engaging communication skills with the ability to inspire both internal and external stakeholders.
- Ability to prioritise workloads, organise tasks effectively and involve other members of the team when needed
- Ability to be strategic, creative, and innovative