

Job Description

Job Title	Head of Fundraising
Responsible to	CEO
Responsible for	Fundraising Team
Hours	Full-time (35 hours)
Salary	£60,000 pa, depending on experience
Contract	Permanent
Location	Woman's Trust premises including co-location with statutory partners and community partnership locations. Woman's Trust operates a hybrid working model with a minimum of 50% to be on-site
Date Revised	July 2026

This job description may change to reflect the changing requirements of the role.

About Woman's Trust

The charity was established in 1996 to meet the gap in specialist mental health services. Woman's Trust is led by and for women and aims to ensure that women affected by domestic abuse can live a life free from further harm and abuse. Our approach is trauma-informed and person-centred, empowering survivors on their journey to recovery from the trauma. We are committed to a positive, inclusive and equitable environment for our staff, service users and volunteers.

Alongside delivering our existing 1-1 counselling, self-development workshops and therapeutic support groups for women who have experienced domestic abuse, we are focused on developing our innovative mental health services for young women and girls, delivering new peer-led support groups and providing therapeutic groups to children and their mothers. We are also committed to developing further awareness-raising workshops and training for professionals, building on our research and policy to improve systems nationally.

Background

As a charity funded entirely by donations and charitable grants, Woman's Trust continues to provide women with up to 18 free individual sessions of counselling, as well as group therapy and workshops in a safe, non-judgmental environment, allowing them to share their experiences and begin the healing process. However, as demand for our services grows, we rely on ongoing support to continue delivering this essential

Job Description

care. To reach and support more women as outlined in our strategic aims, we will need to grow our income.

We are well on our way to achieve our target to grow our income to £1.4m by end 2025/26. We are reaching for £3m by 2027/28.

Based on our experience so far, we are confident that our dedicated fundraising team, combined with continued collaboration across the Senior Leadership Team and the wider organisation, will achieve this target. Over the last 2–3 years, the charity has experienced a period of growth. As a result, we have been investing in our leadership and fundraising capabilities and have identified specific opportunities to further increase our income across a range of revenue streams.

These opportunities include:

Statutory Funding: Increase statutory fundraising activity by identifying funding, contract and partnership opportunities through increasing and strengthening relationships with statutory agencies such as the London Violence Reduction Unit, Youth Endowment Fund, Mayor's Office for Policing and Crime, NHS Health Boards, Youth Justice Service and Home Office etc.

Trusts and Foundations: Continue applying and building relationships with a range of trusts and foundations, focusing on larger funders who fund five- and six-figure multi-year grants and partnership opportunities. There may also be some cross-over with high-net-worth donors giving through private foundations.

Corporate fundraising: Identify and seek funding to increase our corporate partnerships with local or regional prospects; pursue warm leads and continue to develop our case for support to align with CSR agendas.

Community Fundraising: Capitalise on opportunities to partner with other organisations supporting women, to develop stakeholder activities e.g. Women's Institutes.

Purpose

The Head of Fundraising and Development role offers an exceptional opportunity to shape Woman's Trust's income strategy, develop new partnerships and play a central role in the organisation's next phase of growth.

We are seeking an established income-generation leader who combines strategic and commercial judgement with a willingness to remain hands-on. The successful

Job Description

candidate will have a strong record of securing significant income, identifying new opportunities and building effective relationships with funders, commissioners and partners. They will also be a constructive and positive senior colleague: someone who works collaboratively, communicates clearly, takes ownership and contributes actively to the success of the wider organisation.

The role will oversee the development and implementation of the fundraising strategy and funding pipeline. Additionally, it will ensure the maintenance and growth of excellent relationships with both existing and prospective funders, including the stewardship of grants and timely reporting. Responsibilities will also include reviewing, updating, and developing service budgets, as well as overseeing or coordinating the submission of high-quality bids, funding approaches, and events.

As a member of the senior leadership team, this post will work cross-departmentally and will contribute to the overall strategy of Woman's Trust, working closely with the CEO and the Board of Trustees. You will lead and line manage the Trust and Statutory Fundraising Manager, Fundraising Manager and Data Impact and Insights Manager. You will deliver a direct income target for each year, with a focus on the development and tendering of statutory commissioning.

Responsibilities and Duties

The list below describes the main responsibilities and duties of the role but is not a finite list. You will be required to undertake any other duties commensurate with this post.

Fundraising strategy and development

- Working with the CEO and Senior Leadership Team (SLT), develop and implement Woman's Trust Fundraising Strategy, ensuring stable and growing income of £1.4m in 2025/26 and £3m by 2027/28. Contribute to the overall organisational strategy development and delivery, together with the CEO, the SLT and the Board of Trustees.
- Support organisational awareness of key strategy and development around VAWG, domestic abuse and mental health for women and girls. Ensure that all bids and approaches are based on up-to-date research data and findings, cascading this knowledge through the organisation.

Job Description

- Lead the development and implementation of a fundraising pipeline for bids, including trusts and foundations, corporate, major donor and community incomes. Develop a comprehensive database across all income streams and partnerships aligned to Woman's Trust mission and its strategic plan.
- Deliver the annual funding targets and ensure they are incorporated into individual targets. Raise £400,000 new income as your own target in the first year, towards the overall target.

Business development and statutory income

- Engage with key statutory stakeholders and commissioners at local, London and central government levels, raising awareness of Woman's Trust's work and the need for services and systems change at the intersection of domestic abuse and mental health for women and girls. Build strong relationships and partnerships across Community Safety and Justice agencies, Health and the NHS, Social Care and Housing teams.
- Identify and develop opportunities for statutory or partnership bids supported by the CEO and service delivery team. Develop proposals and tenders, liaising with commissioners or partners as needed, to increase commissioned contracts and grants income up to 50% of total.
- Promote Woman's Trust services to others who may be interested in funding or working in partnership across the voluntary and other sectors, identify and develop links with potential partners including in the VAWG and Mental Health sectors.

Fundraising and relationship management

- Collaborate with the Trusts and Statutory Fundraising Manager to identify, develop, and cultivate new relationships and partnerships while stewarding existing ones with grants, trusts, and institutional funders, including the Big Lottery and Community Foundations. Support the team in maintaining templates and writing new funding bids/proposals/ tenders to help deliver the income target of £1.4m in 2025/26 and demonstrably set high standards for the team.
- Identify corporate and major donor partnerships, ensuring cultivation is relevant and sensitive, and develop long-term income streams for Woman's Trust, supported by the CEO and the Board.

Job Description

- Ensure that community fundraising is innovative, responsive, and timely, and that supporters are stewarded through the whole process, working with the Fundraising and Communications team.
- Use social media and marketing to enhance fundraising, working closely with the Communications Manager. Support the creation of engaging fundraising marketing material and provide input in Woman's Trust's Annual Report.
- Ensure that all funding applications are presented to the highest possible standard, staying relevant to the funder's needs at all times, and are followed through with efficient and effective stewarding and reporting.
- Ensure that fundraising practices are aligned with the Fundraising Regulators' Code of Conduct. Review the fundraising policy as necessary and act as the organisation's contact point on fundraising concerns as detailed in the policy.

Reporting, Evaluation and Budgets

- Ensure that fundraising, stewardship and reporting systems are efficient. Work with the Data, Clinical and Finance departments to steward grants, gather necessary information for reporting and ensure accurate and timely reports to funders.
- Working with the Data and Insights and Clinical Teams, develop and report on outputs and outcomes for each project, and on evaluation of impact, including producing or commissioning reports.
- Working with the CEO, Finance Manager and SLT, develop full cost recovery budgets for all Woman's Trust's services and proposals, with regular reviewing processes in place, to ensure alignment with financial budgets and sustainability of Woman's Trust.
- Support individual fundraisers with the development of project budgets for individual applications and ensure approval sign off by the CEO and the Board in line with the financial policy.

Job Description

Management and Leadership

- Be responsible for the recruitment, development, retention of the fundraising and development team, including the induction and training of new team members. Contribute to the induction and training of staff, volunteers and trustees as appropriate.
- Directly line manage the team and support their performance, development and training, including providing feedback, supervision and appraisals.
- As a member of the SLT, work closely with the CEO in successful delivery of the Trust's strategy and work cohesively with the SLT to deliver Woman's Trust's strategic aims, objectives and operations.
- As a senior leader, collaborate and contribute to the cross-functional activities and plans, with a whole team focus, to ensure effective delivery of the strategy and a positive, equitable and inclusive environment for all staff.
- Represent Woman's Trust externally, at events and meetings and conduct all work in a way which reflects the aims and principles of Woman's Trust.

General Duties

- Uphold, model and drive Woman's Trust values internally and externally. Help create a positive, collaborative and inclusive work environment at all times.
- Follow all Woman's Trust policies and procedures, and be aligned to its values and feminist, anti-racist ethos.
- Participate in individual line management supervision and attend relevant training and team days.
- Undertake other duties as reasonably requested by the CEO or Board of Trustees.

Contribute to the high-performance and work of the Woman's Trust Team

- Contribute effectively to team working and organisational objectives.
- Promote continuous improvement in systems and processes.
- Ensure organisational standards, policies and procedures are followed.

Job Description

- Support a positive, collaborative and trauma-informed working culture.
- Contribute to equality, diversity and inclusion across all areas of work.

Values, Behaviours & Competencies

- Committed to the purpose and values of Woman's Trust.
- Understanding of trauma-informed and survivor-centred practice.
- Flexible and open to new challenges, ideas and experiences, and able to be self-reflective
- Organised, proactive and solutions focused.
- High levels of integrity and accountability.
- Committed to understanding diversity and ensuring anti-discriminatory practice is applied in all forms of our work
- Able to work with sensitivity, professionalism and discretion.
- Collaborative, building relationships with internal and external partners.
- Committed to continuous learning and improvement.

OTHER:

1. Post is open to women only under the Equality Act 2010, schedule 9, part 1

This job description is not designed to provide an exhaustive list of tasks and therefore the post holder is expected to undertake any other reasonable duties within the scope of the post as specified by their line manager.

Job Description

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Agreement to Job Description by candidate accepting the job offer:

In accepting the offer of employment by WT, I agree to work to this Job Description and understand that this may change to reflect changing requirements of this role.

Name:	Signature:
Date:	Start date:

Job Description

PERSON SPECIFICATION – Head of Fundraising

Your application should give clear examples of your experience, knowledge, skills and abilities gained in both paid and/or unpaid (volunteer) work for each of the

Person Specification criteria.

Essential Experience	• Proven experience of developing and implementing an annual income generation plan. • Proven experience of generating an annual income target of £1m+ and securing multiple six-figure multi-year grants and contracts. • Proven experience in engaging with statutory stakeholders and commissioners, bid-writing and securing statutory multi-year contracts/ income. • Senior level relationship management experience, with multiple and diverse funders and donors. • Experience of writing partnership bids, cases for support and theory of change, work programmes, and budgets. • At least 3 years' proven experience of line managing a team and as a senior manager.
Skills and Knowledge	• Excellent written proposals and presentation skills, including effective use of evidence and data analysis. • Excellent communication and interpersonal skills, including relationship building, influencing, negotiation. • Excellent research skills and ability to understand and distil complex information quickly and accurately. • Ability to propose and initiate new ideas and develop and contribute to strategies. • Excellent organisational skills and attention to detail, able to critically evaluate own work, work on own initiative, set and meet targets and deadlines. • Systems and GAI literate, able to maintain Woman's Trust's systems and utilise Microsoft Office 365 suite and others.

Job Description

	• Ability to inspire and lead a team, as well as work collaboratively within the organisation. • Ability to work in and manage staff in diverse settings, including remotely, cope under pressure and deadlines, and ensure self-care. • Knowledge of legal requirements and good practice in fundraising. • Understanding of the issues of confidentiality, record-keeping, GDPR, anti-discriminatory practice.
Attitude and Approach	• An ambitious, growth mindset. • An open and collaborative leadership and working style. • Proactive approach to problem-solving and day-to-day responsibilities. • A commitment to working within Woman's Trust's feminist ethos, including to anti discriminatory practice and a willingness to implement Woman's Trust's Equal Opportunities policy at all levels. • Empathy to the needs of clients and commitment to working to empower women who have experienced domestic abuse to make choices and decisions for themselves.
Desirable	• Experience of either corporate, institutional or major donor fundraising, proposals, presentations and pitching. • Awareness of domestic abuse, its impact on women and children; and the work of the wider VAWG sector.
DBS/Police clearance	A basic DBS clearance is required for this role. Police vetting Clearance may also be required.