

JOB DESCRIPTION

Job Title	Head of Fundraising
Project/Work base	Hybrid-working available with requirement for periodic travel to The Wallich, Cardiff Hub, 18 Park Place, Cardiff, CF10 3DQ
Reports To	Director of Finance
Manages/ Supervises	N/A
Hours of Work	Monday to Friday, with some flexibility required
DBS Disclosure Level and Workforce	Standard
Last Revised	December 2024

ROLE DIMENSIONS

<p>PEOPLE (Service Users) <i>(Number of people responsible for across service remit)</i></p> <p>No direct responsibility</p>	<p>PEOPLE (Staff) <i>(Number and status of direct reports/ number of staff managed in total)</i></p> <p>Direct reports – The role currently has one direct report. It is anticipated that the successful candidate will provide strategic direction on the controlled growth of the committed-giving, community, and event fundraising team(s).</p> <p>All subordinates (including direct reports) – Two: One direct report, one indirect/shared report.</p>
<p>RESOURCES <i>(Physical infrastructure, buildings, materials, supplies, equipment)</i></p> <p>Function/ Department</p>	<p>FINANCIAL (£k pa) Budgetary responsibility and responsibility for income and expenditure of</p> <p>Department overseen</p> <p>This is a new role required to provide strategic oversight of fundraising from unrestricted revenue streams, the successful candidate will negotiate and agree associated budgets with the Executive Team</p> <p>With a Budgetary sign off limit of as set by the Procurement Policy for</p>

	Grade – Senior Management Point – 3
PROBLEM SOLVING/ DECISION MAKING Problem solving issues that affect the business across a major function / department of the organisation whilst making decisions independently that impact the strategy.	ACCOUNTABILITY/IMPACT Accountable for a department, area or function and all services within the scope of this.
COMPLEXITY/ PRESSURE The role will be required to perform duties across the business / working with other specialist departments in order to ensure continuity and regulation across the organisation. Directly responsible for meeting critical targets across a major function on a daily basis. Responsible for legal and regulatory compliance that could have major consequences for the organisation.	RELATIONSHIPS- INTERNAL/ EXTERNAL Required to negotiate relationships at all levels of the organisation, able to influence others outside of the organisation in order to benefit the organisation. Internal relationships – CEO, Directors, Heads of, All departments External relationships – Major funders, high-net-worth philanthropists, key stakeholders, event organisers, all prospective donors

PURPOSE OF THE ROLE

As part of the Senior Leadership Team, you will take strategic ownership of income generation across all fundraising income streams. You will lead the development, implementation and delivery of innovative fundraising strategies to drive growth in individual giving, community and events fundraising, corporate partnerships, and support fundraising from trusts and statutory grants whensoever required.

MAIN DUTIES AND RESPONSIBILITIES

1. Drive the strategic development, budgeting, and oversight of all fundraising income streams, ensuring alignment with the charity's overarching goals.
2. Collaborate as an integral member of the Senior Leadership Team to define organisational priorities, and then developing and implementing innovative and sustainable fundraising strategies across all fundraising income streams.
3. Lead, manage, and develop the Fundraising Team, fostering a culture of excellence, and ensuring full compliance with all relevant regulatory bodies, including the Fundraising Regulator, maintaining the charity's reputation for ethical and transparent practices.
4. Cultivate and steward strategic relationships with major funders, high-net-worth philanthropists, and key stakeholders to enhance the organisation's profile and fundraising capacity.

5. Use data and market insight to test and develop donor acquisition strategies across all channels encompassing individual giving, in-memory giving, and legacy marketing.
6. Develop and lead a culture of delivering an outstanding supporter experience, building loyalty and commitment, and increasing supporter retention rates.
7. Work closely with the Communications Team to support the development and implementation of the organisation's external communications strategy, ensuring that the fundraising message is consistent and fully integrated.
8. The successful candidate will need an awareness of the strategic oversight and support required for high-value grant applications to charitable trusts and foundations, lottery and statutory sources.
9. Deliver regular performance updates to the Senior Leadership Team and Board of Trustees, including detailed analysis of progress against income targets and strategic key performance indicators ('KPIs').

The successful candidate will develop and agree a mixture of financial and non-financial KPIs with the Senior Management Team including, but not limited to, total income fundraised from unrestricted donations, fundraising return on investment, donor growth rate, and donor retention.

10. Monitor and analyse market trends, the fundraising landscapes, and sector developments to inform and refine the charity's fundraising strategy and initiatives.

ORGANISATIONAL VALUES AND POLICIES

All role holders within The Wallich are expected to live the organisational values and to demonstrate throughout the work they do, and the manner in which they do it, these values. In addition, all role holders are expected to either be compliant with, or act as a role model for, organisational policies and requirements.

The Wallich values are:

Courageous – We speak truth to power, we challenge ourselves and each other. We fearlessly pioneer new initiatives. We and our service users have the courage to drive change

Determined – We will not stop. We will continue to strive to make changes, not only for our charity but for the people we support. We will not lose passion or focus, even when it's hard.

Authentic – We are genuine in our intentions, working on the front line with the people who need us. We walk the path alongside people and use peer experience to inform everything we do.

Compassionate – At all times – always. No matter how many times someone comes to us for help, we will listen, be empathetic and greet them with kindness.

Community – Everybody deserves to belong somewhere. As a team we are family and we embrace partnership. We strive for inclusion and acceptance of those affected by homelessness.

This role requires the following:

<p>VALUES Required to underpin and strategically implement the values of the organisation into your's and the organisation's everyday practice. You will be a role model leading a value led culture across the organisation at every opportunity.</p>	<p>EQUAL OPPORTUNITIES / DIGNITY AND RESPECT Required to provide equality of opportunity into your's and the organisation's everyday practice and be a role model across the organisation in ensuring dignity and respect for all client, employees and volunteers.</p>
<p>HEALTH AND SAFETY Required to maintain Health and Safety standards in your everyday practice and be a role model at ensuring regulation across the organisation.</p>	<p>GDPR Responsible for adhering to GDPR legislation in processing and maintaining information on a daily basis. Acting as a role model across the area, function or department in supervising compliance to GDPR.</p>
<p>CONTINUOUS PROFESSIONAL AND PERSONAL DEVELOPMENT Required to show commitment to your own CPD and to developing and supporting a culture of CPD across the organisation for all.</p>	<p>BE THE CHANGE Responsible for adhering to the Be The Change pledge. Also responsible for ensuring compliance across the whole organisation to the Be The Change pledge.</p>
<p>PSYCHOLOGICALLY INFORMED ENVIRONMENTS Required to underpin and strategically implement psychologically informed approaches into your, and the organisation's, everyday practice. You will be a role model leading a psychologically informed culture across the organisation at every opportunity.</p>	<p>WELSH LANGUAGE Required to positively promote the use of Welsh in your, and the organisation's, everyday practice and be a role model across the organisation in promoting the use of Welsh in line with Welsh Language Standards</p>
<p>ROLE SPECIFIC Required to adhere to the Fundraising Regulator Code of Fundraising practice in everyday practice, acting as a role model across the organisation in supervising compliance to the Code.</p>	

The list of tasks is not an exhaustive one and duties may be varied from time to time by the organisation. This job description is subject to regular review.

Person Spec

ATTRIBUTES	ESSENTIAL CRITERIA	DESIRABLE CRITERIA
Qualifications	Level 5 qualification in a relevant field, or equivalent experience	CIOF Membership / Qualification
Knowledge/ Technical/ Work based skills	<p>Ability to demonstrate strategic thinking, taking into account long-term goals and the impact of decisions on the wider organisation.</p> <p>Working knowledge of the Codes of Fundraising Practice, data protection legislation, and other recognised fundraising standards and regulation</p> <p>Ability to develop compelling written and verbal communications to internal and external audiences</p> <p>High level of IT literacy and working knowledge of fundraising databases and understanding how data can support donor acquisition and stewardship.</p> <p>Knowledge of financial processes around budgeting and forecasting fundraising income.</p>	
Experience	<p>Proven experience of leading, inspiring, and developing diverse teams, fostering an inclusive, supportive, and high-performing culture.</p> <p>Experience in delivering successful individual giving programmes</p>	<p>Experience in developing robust performance indicators, measures and reporting framework.</p> <p>Proven experience in analysing complex data, to inform strategic decisions.</p>

	<p>securing significant funds from higher level / net worth supporters.</p> <p>A proven track record in developing and delivering fundraising strategies and plans that support organisational growth</p> <p>Demonstrable experience of relationship development with influential supporters and funders.</p>	<p>Experience of innovation and creation of new fundraising products, projects and/or appeals</p>
<p>Other</p>	<p>Demonstrate a commitment to equality, diversity, and inclusion, ensuring all team members feel valued and empowered to contribute to shared goals.</p> <p>Proactive, with a high level of initiative and enthusiasm, acting as a role model and encouraging others to do the same.</p> <p>Driven to achieve results and maximise opportunities.</p>	<p>Able to speak and understand Welsh</p> <p>Driving licence and access to own vehicle</p>