

HEAD OF FUNDRAISING

JOB DESCRIPTION AND PERSON SPECIFICATION

ROLE DESCRIPTION

Introduction

SurvivorsUK is looking for a new Head of Fundraising to join our Management team. You will develop our income generation strategy and help to deliver the next stage of our development.

KEY RESPONSIBILITIES

Main Duties:

- Develop and deliver a fundraising strategy that meets our fundraising goals.
- Research funding leads / identify new grant opportunities.
- Write and submit appropriate and timely funding applications.
- Network and maintain appropriate correspondence with donors, including delivery of any required reporting on use of funds.
- Develop and maintain productive relationships with trusts, companies and individual donors.
- Prepare and present regular reports on progress towards fundraising goals.
- Plan and execute fundraising events, include participation in challenge events and provide support to individual event fundraisers.
- Manage and work with the Communications Officer to optimise donor communications and the donor / user experience.
- Use data analytics to drive fundraising strategies and optimise digital campaigns for maximum impact.
- Ensure a seamless donor experience across all digital channels, fostering long-term engagement and support.
- Keep abreast of digital fundraising trends and technologies, adapting strategies to remain competitive and innovative.
- Align fundraising campaigns with broader organisational messaging and branding.
- Prepare and manage the fundraising budget, allocating resources efficiently to maximise returns.
- Actively contribute to management meetings and participate in staff meetings.

Other

- Adhere to company policies and protocols.
- Attend regular supervisions.
- Where required, attend events to promote the service and the organisation as a whole, including participation in fundraising activities.

While every endeavour has been made to outline the duties and responsibilities of the post, these duties are not exhaustive. The post-holder will be required to carry out additional duties from time to time, and such duties will be commensurate with the role.

PERSON SPECIFICATION

Experience

- 1) Proven experience in a senior fundraising role, with a strong background in digital fundraising strategies and campaigns.
- 2) Experience of fundraising within the charity sector.

Skills and competences

- 3) Demonstrated ability to develop and implement successful fundraising strategies that meet or exceed targets.
- 4) Excellent understanding of digital marketing tools and platforms, including social media, email marketing, and online donation systems.
- 5) Strong leadership skills.
- 6) Exceptional communication and relationship-building skills, with the capacity to engage effectively with donors, stakeholders, and team members remotely.
- 7) Strategic thinker with a data-driven approach to decision-making and problem-solving.
- 8) Strong written communication skills, including computer literacy with strong working knowledge of Microsoft Office packages
- 9) Ability to maintain a high level of confidentiality and discretion at all times
- 10) Ability to interpret data and present clearly in report format
- 11) Ability to take on board constructive feedback
- 12) Knowledge of guidelines and procedures relating to data protection
- 13) Able to empathise with people who have been affected by sexual violence, and an interest in the issues relating to men, boys and non-binary people as survivors of sexual violence