

## Role Description

<b>Job Title:</b>	<b>Head of Fundraising</b>
<b>Department:</b>	Supported Housing
<b>Reports to:</b>	Director of Supported Housing
<b>Responsible for:</b>	Monitoring & Grants Officer
<b>Location:</b>	Head Office, Stockwell Road, Brixton

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### Overall Aim

- To maximise Housing for Women's income through implementing and developing our fundraising strategy, working to raise funds so that targets are met or exceeded and in line with any emerging and evolving needs.
  - To lead on identifying, researching, applying for and securing funding opportunities, including corporate donors, events, legacies, and individual donors.
  - Maximise income building relationships with existing and potential community supporters.
  - Effective management of fundraising campaigns and donor contact
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### Key Responsibilities

#### 1. Strategy and Planning

- Developing and implementing the Fundraising Strategy in line with the Business Plan to ensure that Housing for Women raises a significant annual sum from a range of income streams.
- Manage and monitor fundraising budget and financial targets.
- Regular reporting to the Executive Team and the Board on progress and outcomes and providing information to funders and evaluators as required.

#### 2. Fundraising

- Actively seek new opportunities for funding across all funding streams undertaking competitor analysis and research into potential funding opportunities.
- Develop new bids in line with the funding requirements of our Fundraising Strategy.

- Researching and developing high quality applications for funding, liaising closely with colleagues in Supported Housing.
- Maintain a system of monitoring and evaluation of Grant Funded projects for presentation to both the funders and internally.
- Maintain effective relationships with funders e.g. through face-to-face meetings, email and submission of monitoring reports to improve our reputation as a desirable charity to work with and encourage longer-term partnerships.

### **3. Other fundraising activities**

- Provide support to the Director of Supported Housing with statutory funding bids.
- Coordinate fundraising events.
- Lead on new initiatives including legacies, regular giving, and events.
- Coordinate fundraising activities carried out at a local level e.g. refuges.
- Maintain a fundraising database with details of all donors and fundraising activity.
- Work closely with the Communications Officer to maximise all PR and communications opportunities in respect of our current and prospective funders including publicising our work on Housing for Women's website and through social media.

### **4. Corporate Fundraising**

- Develop and deliver Corporate fundraising plan

### **5. General**

- Maintain excellent working relationships with other departments within the organisation especially Supported Housing and Finance.
- Assist in developing and maintaining an effective Fundraising section of the website in collaboration with the Communications Officer.
- Positively contribute to the effective running of the organisation including taking an active role in the Management Team.
- Undertake any other relevant duties or projects delegated by the Director of Supported Housing which are in line with the responsibilities of the post.
- Ability occasionally work outside normal office hours/flexibly for events or occasional organisational fundraising needs.

To act in accordance with the aims of Housing for Women and in line with our Values

To promote and implement Housing for Women's Equal Opportunities Policy and other policies adopted by the Board.

### **Key result areas**

1. Bringing in new funding from various fundraising streams including corporates, major donors, legacy, and individual giving.

2. Securing gifts and donations.
3. Increasing of voluntary income year on year.
4. Excellent working relationships maintained and developed with key funders to ensure future support.
5. Excellent monitoring and evaluation for funders and organisational use.
6. Effective management of the volunteer programme.

### **Other Duties**

1. To act in accordance with the aims of Housing for Women.
2. Attend meetings, conferences, courses, and training sessions as required.
3. To undertake other duties reasonably expected of the post.
4. To attend occasional evening and weekend meetings and events.

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Please also be aware of and follow Housing for Women's policies and procedures, with particular attention to health and safety, data protection, equality and diversity and customer service excellence. To further your development and knowledge you will be expected to attend training as necessary.

Housing for Women reserves the right to amend this role profile as necessary, after consultation with the post holder, to reflect changes in or to the role.

**Role Experience, Knowledge and Skills Profile**  
**Head of Fundraising**

	Essential	Desirable
<b>Experience &amp; qualifications</b>	<ul style="list-style-type: none"> <li>• Extensive experience in a fundraising role; understanding the principles of trusts and statutory fundraising.</li> <li>• Evidence of significant fundraising experience from a variety of sources</li> <li>• Evidenced expertise and experience in the application process for grants from trusts, Foundations, The National Lottery and statutory sources.</li> <li>• Evidenced experience in building relationships with and stewarding key funders</li> </ul>	<ul style="list-style-type: none"> <li>• Educated to graduate level.</li> <li>• Experience of working with corporate donors and accessing pro bono opportunities</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Knowledge of the voluntary sector, including funding issues and opportunities</li> <li>• Knowledge of grant giving bodies</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding of the housing sector</li> <li>• Understanding of gender-based violence</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Excellent communication skills, both verbal and written, with the presence and authority required to speak at senior levels.</li> <li>• Ability to work as part of a team and on own initiative.</li> <li>• Strong planning and ability to deliver to deadlines.</li> <li>• Computer literate particularly Microsoft Office; Word, Excel, and PowerPoint</li> <li>• Good level of numeracy and ability to produce financial information, budgets, and monitoring reports.</li> <li>• Strong 'people skills' for building relationships and networking with external stakeholders, team members, colleagues, and key contacts</li> <li>• Strategic thinker with the ability to multitask.</li> <li>• Experience of staff management</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Experience working with the Salesforce fundraising database.</li> <li>• Experience organising fundraising events.</li> </ul>
<b>Personal style and behaviour</b>	<ul style="list-style-type: none"> <li>• A genuine and enthusiastic commitment to the Values, Vision and Objectives of Housing for Women and the projects it supports.</li> </ul>	

	<ul style="list-style-type: none"> <li>• Diligent, with a particular regard for attention to detail</li> <li>• Lead by example (be a role model) – make your behaviour consistent with your words.</li> <li>• Flexible attitude - prepared to 'muck in'.</li> <li>• Resilient, able to handle conflict and remains calm under pressure</li> </ul>	
<b>Other requirements</b>	<ul style="list-style-type: none"> <li>• Evidenced commitment to diversity and inclusion.</li> <li>• Commitment to quality customer service, best practice, and best value in all aspects of the Association's operations</li> <li>• Commitment to personal development and continuous service improvement</li> </ul>	