



Job title:	Head of Fundraising
Department:	Fundraising
Reporting to:	Chief Finance Officer
Responsible for:	Charitable Trust Fundraiser, Fundraising Administrator
Working hours:	4 or 5 days per week
Safeguarding:	Basic Awareness & Safer Recruitment training
DBS required	No
GDPR training:	Yes

Overview

The Head of Fundraising manages a small team, and leads the Cathedral's fundraising activities in line with frameworks agreed with the Senior Management Group and Chapter. The Head of Fundraising is responsible for the delivery of the Cathedral's agreed fundraising strategy and for securing the income targeted in our budgets and financial plans.

The key parts of the role are to (a) sustain and develop recurring income streams, (b) strengthen and develop areas of fundraising, and (c) lead on securing resources for large projects.

It is important to us that all of our fundraising activity is done ethically and to a high standard. The Head of Fundraising therefore makes sure that we comply with the law and good practice.

The following sets out the key responsibilities and requirements for this role. You may be required to perform further duties other than those specified below. Any change to this job description will be by agreement with the postholder.

Responsibilities:

1. Sustain and develop established income streams

Work with the Chief Finance Officer to ensure that established income streams continue to be well managed and administered.

- Nurture and manage existing relationships with supporters and donors by communicating engagingly and with appropriate frequency.
- Encourage and recruit new supporters and donors, making use of a range of approaches, platforms and events – and integrating sensitively with Cathedral activities.
- Ensure, with colleagues, that invitations to donate are integrated appropriately and sensitively for the visiting public, attendees at events, and on our website.
- Oversee and develop an annual pattern of communication and engagement with:
 - Members of the Order of St Etheldreda (in agreement with Ely Cathedral Trust); and
 - other supporters and donors, (in agreement with the Senior Management Group).
- Work effectively with The Friends of Ely Cathedral in a spirit of collaboration.
- Ensure that there is effective reporting to, and engagement with, established donors and grant-makers, involving colleagues as appropriate.

- Support Cathedral clergy, when required, to refresh the Cathedral's approach to stewardship and giving by members of the Cathedral congregations.
- Ensure that the fundraising database is kept complete, accurate and up to date.
- Deal promptly with executors of estates where legacies have been left to the Cathedral or to Ely Cathedral Trust.

2. Strengthen and develop areas of fundraising

Lead the fundraising team in growing the Cathedral's income, and pipeline for the future, in areas agreed with the Senior Management Group and Chapter.

- Support and oversee the work of the Charitable Trust Fundraiser in growing and managing a strong pipeline of grant applications both for recurring expenditure and for small and medium-sized projects identified by the pipeline of projects requiring funding.
- Ensure that the Cathedral's legacy materials are up to date and periodically, and sensitively, communicated.
- Develop and co-ordinate the Cathedral's work in drawing in sponsorship for events and activities from local businesses, in line with agreed policy.

3. Lead on securing resources for large projects

Work closely with the Senior Management group and other colleagues to co-ordinate and secure funding for large projects, working with Ely Cathedral Trust and Members of the Order of St Etheldreda when appropriate.

- Collaborate with colleagues to identify major projects in good time, agree these with the Senior Management Group, and enable them to be factored into Cathedral plans.
- Design and deliver realistic fundraising approaches (which complement established fundraising) for major projects.
- Convene and support fundraising groups established for particularly large projects.

4. Ensure compliance with the law and good practice

Lead the fundraising team in:

- Adhering to the Fundraising Code of Practice and applying guidance issued by the Fundraising Standards Board.
- Complying with the Cathedral's brand guidelines and our policies on:
 - data protection,
 - accepting and refusing donations; and
 - sponsorships.
- Dealing promptly, professionally and courteously with any complaints, and doing so in line with the Cathedral's complaints policy.
- Respecting the wishes of donors and supporters for confidentiality (within the law) and preferred ways of communicating with them.

5. Management and accountability

- Provide line management support and appropriate training to members of the fundraising team and other colleagues as appropriate.
- Manage the pipeline of projects requiring funding and convene meetings of the group that oversees this pipeline.
- Draft papers for, participate in, and report to meetings of the Senior Management Group, the Trustees of Ely Cathedral Trust and Chapter, as required.
- Participate in meetings of the Senior Leadership Team.

- Collaborate with colleagues to understand and optimise the demands and opportunities for fundraising.
- Work effectively with the Chief Finance Officer to agree and deliver realistic annual fundraising income targets.
- Uphold and comply with the Cathedral's policies and the law in relation to health and safety, equal opportunities, safeguarding, data protection and other adopted policies and procedures as required.
- Ely Cathedral is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults, and requires all employees to undertake safeguarding training and adhere to our safeguarding policies and procedures.

Person specification

Essential requirements are shown in normal type. *Desirable requirements are shown in italics.*

Education & qualifications

- *In possession of a fundraising qualification from a recognised body such as the Institute of Fundraising.*

Knowledge & experience

- Experience in fundraising from a variety of sources (particularly regular supporters, major donors, grant-making trusts and foundations, and legacies) in a small or medium-sized charity.
- Experience of planning and prioritising the work of a small fundraising team to optimise its long-term impact.
- Experience of raising funds for capital projects of between £100,000 and £2million.
- Experience of working with colleagues to identify demands and opportunities for fundraising.
- Proficient using Microsoft Office products and fundraising platforms (we currently use Raiser's Edge) and comfortable with learning new technology.
- Experience of managing others.
- *Experience of fundraising within a church setting or the heritage sector.*
- *Experience of leading a step-change in the income raised by a fundraising team.*

Skills & attributes

- Comfortable managing priorities to meet deadlines, with a proactive approach to work.
- A collaborative and collegiate approach to working with colleagues.
- Ability to analyse, interpret and present data and financial information.
- A clear and confident communicator with strong presentation skills and a high standard of written English.
- Aligned with the work and mission of Ely Cathedral.
- High standards of integrity, and comfortable handling confidential information.
- *An interest in the activities, conservation and finances of cathedrals.*

August 2024