



Will you fly the kite for bereaved parents,
children and young people in the West
Midlands at
Edward's Trust ?

We are looking for a

Head of Fundraising

to join our dynamic fundraising team and
be part of our charity based in Edgbaston,
Birmingham.

Edward's Trust has 35 years of experience and
operate at the highest level, providing qualified
counselling and holistic support for complex or
prolonged grief.

We do not set time limits and the service is
completely free.

Closing date:
25th Sept
5pm



Our Values:

Respect

Hope

Excellence

Support

Holistic



www.edwardstrust.org.uk



Registered Charity No.1105370 & Company Ltd Guarantee in England & Wales No. 3487577



Edward's Trust

Supporting bereaved parents, children
and young people in the West Midlands

Thank you for your interest in this post of:

Head of Fundraising

This pack contains:

- Job description
- Person specification

To apply for this job please submit your CV and a detailed covering letter outlining how your skills and experience match the person specification. (As a guideline, this should be a minimum of 500 words).

Please note, CV's *only* will not be accepted.

We welcome any initial enquiries and look forward to receiving your application. Edward's Trust is an open and inclusive employer.

For enquiries and applications contact: Clare Martin,
CEO at clare.martin@edwardstrust.org.uk

Closing date: 25th Sept 5pm
Interviews: 30th September

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Head of Fundraising

Job title:	Head of Fundraising
Responsible to:	Chief Executive
Place of work:	Hybrid/Office Based in Edgbaston, Birmingham
Hours:	5 days a week (flexible work available with hours to be agreed, hybrid working and due to the nature of the role, there will be occasional out of hours work)
Salary:	Circa £40,000 per annum
Benefits:	24 days annual leave, plus bank holidays and employer contributed pension scheme after 3 months
Length of contract:	Permanent (6-month probationary period)

About Edward's Trust

Edward's Trust is a local West Midlands charity providing support for bereaved children, young people, and parents. We have 35 years of experience and operate at the highest level, providing qualified counselling and holistic support for complex or prolonged grief. We do not set time limits and the service is completely free. We do not get Government funding; therefore, we rely on donations to keep this vital service going.

Our Values

RESPECT

We will act with integrity in all that we do, being mindful and considerate to all. We respect and remember those who have died. Respect is a constant that embraces diversity and uniqueness of experience.

HOPE

A feeling of trust in tomorrow. We embody, instill and empower a feeling of trust in tomorrow. Hope is the hand to hold. We have a vision that one day there will be a universal understanding of life-changing grief.

HOLISTIC

Complete and all encompassing. We acknowledge and respond to the needs of the whole person: mentally, physically, emotionally and spiritually. We recognise the total experience of grief, promoting a holistic approach to bereavement care.

SUPPORT

Enabling with compassion and care. We provide responsive support that is appropriate, relevant and meaningful to each individual. Together in safety and strength. Encouraging society to respond appropriately to people facing loss and surviving bereavement.

EXCELLENCE

Embracing professional integrity and creative innovation. We are passionate about providing exceptional services and maintaining the highest standards in all that we do. Excellence is valuing people. We are committed to driving innovation and change.

You will be working with:

- CEO
- Fundraising Administration Support
- Engagement Manager
- Community and Volunteer Fundraiser
- Service Delivery Team
- Management Accountant
- Database Support (Donorflex and Salesforce)
- Volunteers
- Funders
- Donors

Role summary

The role is essential to delivering Edward's Trust fundraising priorities and achieving its financial targets. The Head of Fundraising will report to the CEO and be responsible for managing the Fundraising Team to develop and implement the Edward's Trust income generation strategy.

You will lead and line manage the small Fundraising Team and be responsible for delivering collective income targets from a diverse range of income areas, in line with a recently commissioned multi-year Income Generation Plan with a target of over £650k per year. You will be individually responsible for Charitable Trusts and Foundations, Legacy and Regular Giving.

You will build strong relationships with members of the Fundraising Team, providing motivational line management and coaching to enable them to reach their individual and collective fundraising targets.

You will build strong relationships with new and existing funders, produce timely reports, monitoring outcomes and evaluating the impact of funding.

Working with the other members of the Fundraising Team you will ensure that the donor experience is the best it can be, relationships are strong and that excellent personalised communication systems are in place, ensuring that donors are communicated with in a timely way and using their preferred methods. You will be required to support other members of the Fundraising Team on fundraising activities where extra resources or senior representation may be required.

You will be responsible for continuing to develop and implement the legacy income and regular giving strategies to increase donor support and income.

You will be responsible for ensuring the database (Donorflex) is maintained by the Fundraising Team, kept up to date and reports are produced.

You will be responsible for reviewing systems and processes and ensuring that the Fundraising Team is working efficiently and in accordance with regulatory and legal requirements and best practice.

The role will involve managing and tracking the Fundraising Team budget through direct line management and you will be required to create monthly reports and updates as well as Trustee Reports, and, when needed, to reforecast income/expenditure, liaising with the CEO.

Key tasks and responsibilities

Leadership and Management: to lead a small team of fundraisers to provide the necessary vision, leadership and fundraising skills which will enable the organisation to achieve its fundraising targets. To undertake regular one to ones with support for personal development and undertake annual performance reviews.

Relationship Management: to be available as a senior member of staff to meet with supporters and potential supporters where it will enhance the relationship development by other members of the team.

Research: to research Charitable Trust and Foundations application opportunities and devise a work programme to achieve an income target of circa £300k

Applications: to prepare highly effective proposals and applications core income support and project grants within the appropriate guidelines and deadlines.

Administration: to keep accurate donor and financial records and produce timely applications and reports to funders. To administer legacy income as appropriate and communicate with solicitors or executors promptly. To produce and update income and expenditure budgets and financial reports in a timely manner.

Outcomes: To be responsible for working with the Service Delivery Team to monitor the outcomes of the services and projects funded by Charitable Trusts and Foundations. To raise approximately £300k from Charitable Trusts and Foundations annually.

Regular Givers: To be responsible for delivering on the recruitment and retention of regular givers with the aim of increasing regular giving income.

Legacies: To be responsible for legacy promotion and the administration of legacy income with the aim of increasing legacy income.

Database: To be responsible for managing the Fundraising database (Donorflex). To produce reports from the database to inform fundraising and finance.

Key Accountabilities:

- To deliver on fundraising priorities and growth targets for income individually from Charitable Trusts and Foundations, Legacy and Regular Giving and as Head of Fundraising for all areas of fundraising through line management of the team

- To support and develop individual members of the Fundraising Team, sharing knowledge and experience to help them individually and collectively work as an effective team, delivering fundraising income targets.
- To develop an annual plan for Charitable Trust applications and to submit high quality targeted applications.
- To monitor outcomes and produce timely reports and information as required by Charitable Trusts and Foundations.
- To work with colleagues across the organisation to help shape and develop appropriate projects for funding.
- To collate statistical information on outcomes which help to evidence need in support of Charitable Trust applications.
- To ensure the Donorflex database is kept updated, well maintained and that fundraising staff are trained and are utilising it in the correct way.
- To ensure that regular givers and donors are recruited and retained and that communications are of a high standard to ensure the long-term sustainability of Edward's Trust.
- To continue to develop and implement the Legacies plan to increase income from this area.
- To undertake a range of administrative duties in support of your own work and the teams' work. The use of email, the fundraising databases and IT are an integral part of this post.
- To comply with, promote and contribute to the development of Edward's Trust mission, policies and procedures.
- To support colleagues in the Fundraising Team with Events and the development of fundraising and marketing communication and any other reasonable duties as required.
- The role will involve tracking the Fundraising Team budget by creating monthly reports and updates and reforecasting income/expenditure if needed.

Person Specification

The following table shows the criteria that we will be assessing in short-listing applications.

Criteria
Essential Knowledge
Excellent standard of written English and highly numerate
Minimum of three years' experience in a similar people management role
Minimum of two years' experience in fundraising
Minimum of two years' experience in Charitable Trusts fundraising
A track record of successful fundraising from Charitable Trusts, Legacies and Regular Givers

Experience of working with Fundraising Databases (preferably Donorflex)
Experience of the recruitment and retention of Regular Givers
Experience of creating and monitoring fundraising budgets – income and expenditure
Experience of creating and using reports to improve results
Essential Skills
Excellent written communication skills, being able to present a case succinctly and effectively
Good organizational skills and a systematic approach to work
Excellent attention to detail
High level attention to quality
Proven ability to take initiative and to work independently
Able to work closely with other members of the team in a collaborative way
Good research skills
Ability to understand funding guidelines
Ability to tailor funding applications to funders' requirements
High level proficiency in the use of MS Word, Excel, PowerPoint, Teams, Internet, and Email
Ability to collate information to produce reports
Knowledge of Donorflex or other CRM system
Knowledge of budget creation, management, monitoring, and reports
Knowledge of marketing and comms both digital and non-digital
Personal Qualities
Highly self-motivated, creative, and flexible
Able to work autonomously, take initiative and make decisions
Able to work in a flexible way – this may include occasional evening work
Energy, enthusiasm and flair to work hard, inspire the team and achieve ambitious targets

Commitment to Edward's Trust's Mission and Value