



## **JOB DESCRIPTION AND PERSON SPECIFICATION**

<b>Job Title:</b>	Head of Fundraising
<b>Date:</b>	November 2023
<b>Accountable to:</b>	Director of Fundraising, Marketing, Communication and Digital
<b>Accountable for:</b>	Trust & Foundations Manager, Corporate Partnerships Manager, Major Donor & Patron Manager, Supporter Liaison & Events Executive
<b>Location:</b>	Albemarle Street, Central London, with some remote working
<b>Contract type:</b>	Permanent, part-time, 21 – 28 hours a week. Requests for flexible working are welcome.
<b>Salary:</b>	Grade 11 - £58,000 to £61,000 per annum FTE (pro-rata for part time hours).

### **Background**

With a new 5-year strategy in place, the Ri is looking for an experienced fundraiser to lead a team of fundraising experts to deliver ambitious growth across all areas of fundraising to scale our charitable impact and reach new audiences. You will have the opportunity to design and execute a fundraising strategy and action plan and lead the team to deliver funding growth at the start of a new chapter in the organisation's history. As a new role in an organisation undergoing rapid change, this is an exciting and challenging opportunity, for a self-motivated and experienced fundraiser who can make a real difference to the success of the Ri.

### **Job Purpose**

The Head of Fundraising will play a critical role in developing and executing a fundraising strategy to support the charity's mission and drive our financial sustainability. This role is responsible for leading a team of four fundraisers, managing supporter relationships and realising new funding opportunities.

### **Main responsibilities of the role**

- Develop and execute a comprehensive fundraising strategy and business plan aligned with the organisation's strategy.
- Identify, prioritise and deliver funding sources – including grants, corporate partnerships, individual donors – to achieve the fundraising budgets and deliver agreed year on year growth.
- Build business case to grow new sources of net income generation including committed giving, fundraising campaigns and digital fundraising.
- Write and approve funding proposals across the full fundraising mix.
- Conduct thorough research and analysis to identify potential funding opportunities and stay updated on industry trends and best practice. Identify and pursue new funding opportunities and ways to expand the donor base.
- Collaborate with senior leadership to establish fundraising budgets, timelines and budget allocations.
- Manage the Ri's Fundraising budget, assessing and forecasting financial performance to enable our charitable work.

- Lead and motivate a team of fundraisers across different fundraising functions, providing guidance and support. Set performance targets for individual team members and conduct regular performance evaluations and provide constructive feedback to maximise individual and team performance.
- Cultivate and nurture relationships with potential donors, existing donors, corporate partners, trusts, foundations and high-net-worth individuals.
- Lead and deliver exceptional supporter relationship management, using data to cultivate new supporters, define effective supporter journeys and execute a supporter relationship management plan that delivers elevated levels of supporter engagement and retention.
- Lead and deliver the Fundraising event plan including event management plans to achieve supporter engagement. Due to the nature of the role, it will require occasional evening and weekend working.
- As a Head of Department this role will be an important part of the Senior Leadership Team (SLT) and occasionally have to deputise for the Director of Fundraising, Marketing, Membership & Digital.

#### General responsibilities applicable to all staff

- Understand and support the Ri strategy including the Ri vision, mission and aims
- Promote the Ri values and encourage team working and effective communication with colleagues.
- Help achieve EDIA goals across the organisation and as a senior leader promote diversity and inclusion at the Ri
- Act as an Ri representative and deal with customers, stakeholders and public in a professional manner
- Comply with Ri financial and other policies and practices as applicable including Health & Safety, Safeguarding and GDPR.
- Undertake other responsibilities as may be reasonably requested of your post.

#### Skills, experience and knowledge

Essential (E) Desirable (D)

• Demonstrable experience of fundraising growth and success	E
• Ability to create a fundraising strategy and action plan across all main funding sources	E
• Experience of networking, influencing senior stakeholders and representing an organisation externally	E
• Experience of Ultra/High Net Worth Individual (UHNWI) relationship management and Major Donor Experience achieving regular £1m+ annual funding target from this stream	E
• Excellent written and oral communication skills	E
• Budget and fiscal management skills	E
• Effective team leadership and management skills	E
• Experience of working with Customer Relationship Management software, preferably Salesforce	D
• Experience of working on a Patron scheme	D
• Capital campaign experience	D

• Heritage funding experience	D
• Fundraising public campaign management experience	D
<b>Qualifications</b>	
• Educated to degree level or equivalent demonstrable experience	D
• Fundraising qualifications	D
<b>Personal Attributes</b>	
• Positive attitude and ability to motivate others	E
• Hungry for growth and success with a sales orientated approach to securing new funding	E
• Excellent people skills with the ability to create and build relationships both internally and externally	E
• Able to find pragmatic solutions, seek improvements, and adapt to changing situations	E
• Self-motivated, entrepreneurial and takes initiative	E
• Is a team player and rolls sleeves up and gets stuck in to the day to day activities alongside strategic team leadership	E

**Notes:**

This job description will be subject to review in the light of changing circumstances and is not intended to be rigid or inflexible but should be regarded as providing guidelines and accountabilities within which the individual works.

The role will involve some evening and occasional weekend working