



Job Description

Post title:	Head of Fundraising – Charlton Farm
Responsible to:	Director of Fundraising
Responsible for:	Fundraising Team within region
Salary:	CHSW Points 36-40
Hours of Work:	As per contract (37 hours FTE)
Location:	Charlton Farm (with options for hybrid working)

1. Overall Purpose of the Role

- 1.1 The Head of Fundraising will be responsible for developing and leading the fundraising team based out of Charlton Farm to inspire and engage our existing supporters, recruit new supporters and ensure the delivery of excellent fundraising.
- 1.2 In partnership with the Director of Fundraising, the Head of Fundraising will take responsibility for setting, monitoring and achieving against annual income and expenditure budgets for their region, whilst contributing to the leadership of region-wide fundraising.

2. Main Tasks

- 2.1 To work closely with the Director of Fundraising to deliver continued growth and increased ROI for fundraising activity in the region.
- 2.2 To have operational responsibility for all income and expenditure budgets for their region
- 2.3 To recruit, train, manage, motivate and appraise staff within their team. To give regular support, supervision and constructive feedback to staff on their performance through regular reviews and annual PDRs.
- 2.4 To develop and manage proactive Community and Corporate fundraising activity within the team, leading them in seeking partnerships with local commercial and voluntary organisations/community groups across the region to deliver against set targets.
- 2.5 Through the Area Fundraisers, to develop the network of Friends' Groups across the region, ensuring they are properly supported in their fundraising activities and meeting the requirements of internal and external fundraising standards and regulations.

- 2.6 To oversee and develop a programme of events, with the Events Fundraiser, to ensure their appropriate delivery and financial success.
- 2.7 To contribute to the development of regional fundraising activity and to ensure consistency of message and coordinated approaches are made to existing and potential supporters.
- 2.8 To take the lead on major donor fundraising – including research, cultivation and relationship development/management for key supporters in the Charlton Farm area.
- 2.9 To proactively evaluate and monitor agreed KPIs, income and expenditure budgets to ensure delivering against targets.
- 2.10 To represent the Charity at selected third party events, presenting the Charity's work, to support higher-level community, corporate and event activity, ensuring that this is focused and cost effective.
- 2.11 To ensure attendance at corporate networking events to raise awareness of CHSW and develop relationships, which may result in corporate support locally and/or regionally.
- 2.12 To lead on the growth of region-wide challenge-based fundraising for CHSW.
- 2.13 To work with the Marketing team to ensure that relevant marketing and promotional materials are produced and delivered in a timely way, having regard to departmental workloads.
- 2.14 To work with Database Team (DBA) and members of the wider fundraising team to ensure that donors are thanked in a timely and appropriate way.
- 2.15 To champion the use of the customer relationship management database (Salesforce), ensuring that the whole team are keeping contact and relationship data up to date at all times (and in line with relevant legislation including UK GDPR and Data Protection Act 2018).
- 2.16 To develop and monitor annual KPIs and income targets and play a key role in financial forecasting for future targets.
- 2.17 To ensure that all fundraising activities are in line with the vision and values of CHSW.
- 2.18 To ensure that all fundraising activities meet with the Fundraising Regulator and Charity Commission requirements, the Charities Act, the Data Protection Act, insurers' requirements and all other relevant legislation.
- 2.19 To ensure compliance with all necessary health and safety legislation for every event and activity.
- 2.20 To work collaboratively with the Charlton Farm Head of Care, the local care team and the local hospice site management team to ensure effective delivery of site-wide activities and to resolve site operational issues and problems as and when they occur.

2.21 To participate in all relevant CHSW Head of Department meetings, training and activities to support the delivery of the charity's strategic plan.

3. General Responsibilities

- 3.1 CHSW expects of its employees the highest standards of behaviour in carrying out their duties and responsibilities, which are in accordance with legislative requirements. CHSW employees are expected to act fairly and with consideration, treating others as we would wish to be treated ourselves and uphold CHSW's values and behaviours at all times.
- 3.2 To be responsible for ensuring compliance with CHSW policies, procedures and contractual requirements.
- 3.3 To comply with CHSW's Equality, Diversity and Inclusion Policy.
- 3.4 To safeguard children and vulnerable adults. All staff must be familiar with, and adhere to, the CHSW children and vulnerable adults procedures and guidelines. To be familiar with your role and responsibility around safeguarding children and to ensure that you have completed training at a level commensurate with your role.
- 3.5 To be aware of the responsibilities placed on you under the Health and Safety at Work Act (1974) and any subsequent relevant legislation and follow these in full at all times ensuring that they act in line with all agreed procedures at all times in order to maintain a safe environment and identification of potential risks for all employees, children, families and visitors, taking action as and when required.
- 3.6 To regularly update and maintain your knowledge of safety rules; fire drills; internal security; and accident procedures and adhere to these at all times. To be aware of the safety needs of children, siblings, parents and other staff and adopt a preventative safety approach at all times. Report all accidents and incidents accurately and promptly to the appropriate responsible person.
- 3.7 To maintain confidentiality of information about clients, children, families, staff, and other CHSW business and at all times, meet the requirements of the UK Data Protection Act (2018), as well as comply with all CHSW Information Governance and Data Protection policies.
- 3.8 Maintain personal and professional development to meet the changing demands of the job, participate in an annual appraisal and appropriate training activities, encourage and support staff development and training. To complete mandatory training.
- 3.9 To ensure that statutory professional updating and revalidation requirements are maintained and proof of renewed registration when this is due.
- 3.10 To work within infection control guidelines to ensure that work methods do not constitute a risk of infection to other work colleagues, children, families, or to any persons working/visiting in CHSW premises.
- 3.11 Take responsibility for your own emotional well-being; taking steps to maintain a balance

between work and home life; and to be aware of the importance of maintaining professional boundaries.

- 3.12 To be aware of the need to use the resources of CHSW wisely and effectively to meet the needs of children, their families and supporters, whilst maintaining a cost-conscious approach to avoid a wasteful use of funds and with consideration for the environment.

4. Working Arrangements

- 4.1 Normal hours of work are from 09:00am to 5:00pm Monday to Thursday and 09:00am to 4:30pm Friday with ½ an hour for lunch.
- 4.2 You are required to work additional hours as necessary which will include unsocial hours outside the above times, which may include weekend work.
- 4.3 You will be expected to flex your time during a working week to keep toil to a minimum.

5. NOTE:

- 5.1 The job description is subject to the Terms and Conditions of service of CHSW, and the post-holder will undertake any other duties which may be required from time to time.
- 5.2 The above outlines the duties required for the time being to indicate the level of responsibility. It is not a comprehensive or exclusive list. Duties, which do not change the general character of the job or level of responsibility entailed, may be varied from time to time.
- 5.3 This job description will be reviewed, in line with the developing organisation and service specification, but any amendments made will follow consultation with the post-holder.

6. Job Description Agreement

6.1 Job Holder's Signature: _____ Date: _____

Name: _____

6.2 Line Manager's Signature: _____ Date: _____

Name: _____

Originator's Reference: PC/DS

Amended: July 2024 PC/CM



PERSON SPECIFICATION

Head of Fundraising

Method of Assessment: **AF** – Application Form, **TI** - Telephone Interview, **IV** – Interview, **R** – References, **P** - Presentation, **WB** - Work based assessment (e.g. Care Shift, Shop Trial), **IH** - In-House Test, **DBS** - DBS Check, **OH**- Occupational Health Check

ATTRIBUTES	REQUIREMENTS	METHOD OF ASSESSMENT
	Essential	
Knowledge & Experience	E1 Proven successful experience in management of regional fundraising/sales activity and proven ability to meet and exceed ambitious fundraising/sales targets.	AF/IV
	E2 Proven experience of setting, managing and monitoring income and expenditure budgets	AF/IV
	E3 Proven line management experience and can offer constructive support to others motivating and enabling your team to improve their impact and performance.	AF/IV
	E4 Experience of using CRM databases.	AF/IV
	E5 Thorough understanding of relevant legislation/charity law affecting fundraising practice, including Health and Safety.	AF/IV
	E6 Strong knowledge of MS Office including Word, Excel, PowerPoint, Outlook.	AF/IV
	Desirable	
	D1 Understanding of child bereavement.	AF/IV
	D2 Line management experience of remote workers.	AF/IV
	D3 Experience of managing relationships with major donors and ambassadors.	AF/IV
	D4 Working knowledge of Salesforce CRM	AF/IV
	Essential	
Skills & Abilities	E7 The ability to create an environment where individuals feel safe, motivated, and empowered to go the extra mile, make suggestions and improvements.	AF/IV
	E8 The ability to develop and maintain strong working relationships, influence at all levels, and negotiate during challenges.	IV/IN
	E9 Excellent written, verbal and presentation skills, with the ability to communicate with a wide range of people at all levels.	IV/IH
	E10 Excellent time management and organisational skills with the ability to prioritise work, handle conflicting demands and meet tight deadlines.	AF/IV
		AF/IV/IH

	<p>E11 A desire to deliver the highest level of customer service to supporters.</p> <p>E12 A creative thinker and quick to respond to opportunities.</p> <p>E13 Have excellent relationship building skills and a track record of managing volunteers.</p> <p>E14 Ability to be passionate and inspiring when communicating about the work of CHSW.</p> <p>E15 Ability and willingness to adapt to changing methods and technology for working and communicating; including remote working when required.</p>	<p>AF/IV</p> <p>IV</p> <p>IV</p> <p>IV</p>
	Essential	
Personal Qualities	<p>E16 An interest in, and commitment to the aims and objectives of CHSW and to work in Fundraising.</p> <p>E17 A professional approach with tact and diplomacy.</p> <p>E18 Resourceful, proactive and creative approach to work.</p> <p>E19 The ability to build rapport, enthuse and motivate other people.</p> <p>E20 Confident in the use of your own initiative and sound judgment.</p> <p>E21 A collaborative approach which is courteous, confident, consistent, approachable and non-confrontational.</p> <p>E22 Flexible, in terms of tasks undertaken.</p>	<p>AF/IV</p> <p>IV</p> <p>IV</p> <p>IV</p> <p>IV</p> <p>IV</p> <p>IV</p>
	Essential	
Other Requirements	<p>E23 Satisfactory enhanced Disclosure and Barring check.</p> <p>E24 Willingness to travel to other Children's Hospice South West premises and throughout the South West Region, with occasional travel throughout the UK (this may incur overnight stays).</p> <p>E25 Flexible approach to working hours including regularly attending events and activities during evenings and weekends.</p> <p>E26 Current UK driving licence or ability to travel extensively within the South West (sometimes at short notice).</p>	<p>DBS</p> <p>IV</p> <p>IV</p> <p>IV</p> <p>AF/Driving License</p>
Qualifications, training & professional membership	<p>E27 Degree (or equivalent) qualification in a relevant subject OR The ability to demonstrate the literacy, numeracy and strategic skills required for this role through relevant working experience.</p>	<p>AF</p>
	Desirable	
	<p>D1 Fundraising qualification at CIOF Certificate/Diploma level (or equivalent).</p>	<p>AF</p>