

Director of Fundraising, Marketing and Communications

Candidate Information Pack



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About Cerebra

Cerebra is the national charity dedicated to improving the lives of children with neurological conditions and their families. We provide vital research, support, and practical solutions that empower families facing complex challenges.

With an annual income of £3 million, we have ambitious plans to double our income by 2027, ensuring we can extend our impact, reach more families, and drive real change. To achieve this, we are investing in fundraising innovation, income generating ventures, and strategic partnerships, alongside enhancing our brand to increase our national recognition.

Our work is underpinned by our values ensuring that everything we do aligns with our mission to create a better world for children with neurological conditions.

Our Services

Sleep Advice Service

Cerebra understands that if you have a child that doesn't sleep, the whole family suffers. Many children with neurological conditions suffer from disrupted sleep. Our sleep advice service provides bespoke advice and support so that everyone can get a good night's sleep.

Legal Rights Service

Our Legal Rights Service provides help and support to families of children with a neurological condition when they are faced with barriers and difficulties in accessing statutory support services they are entitled to. The service provides information on their legal entitlements.

Book and Toy Library Service

Our specialist postal lending library contains a wide range of books for both adults and children, plus a selection of sensory toys specifically chosen for children with a brain condition.

Innovation and Product Design Service

Our Innovation Service designs and builds bespoke products that cater to the specific needs of children with a neurological condition. The aim of the service is to make products that are desirable and exciting, therefore promoting social inclusion, peer acceptance and enabling the disabled child to participate in everyday activities that are so often closed to them.

Information Products

Cerebra publish a number of different information products to help families with a child with a neurological condition. All of our information products offer comprehensive, up-to-date support and research-driven strategies to assist families with a wide range of issues.

All of our services are provided to families free of charge.

About the Role

Location: UK based - Remote

Salary: £60,000

Reporting to: Chief Executive Officer

Department size: 33 staff

Direct Reports: Fundraising Manager, Call Centre Manager, Data Analysis and Dialler Manager, Communications team

Budget oversight: £1million +

Contract: Permanent / Full-time

This is a pivotal leadership role within our Executive team, responsible for driving fundraising, marketing and communication strategy at Cerebra. We are seeking a values-driven, strategic leader who can:

- Significantly grow our income through diverse and sustainable streams.
- Develop new income generating partnerships to increase our reach and support our long-term impact.
- Position our organisation as a leading voice in the sector and support our ambition to reach more children and families through our services
- Develop our brand profile and recognition to engage new supporters and partners across the UK.

Key Responsibilities

Fundraising & Income Growth

- Develop and implement a fundraising and income generation strategy to achieve our ambitious income targets.
- Lead the development and diversification of our income streams, including:
 - Expanding our individual supporter base, across regular giving, lottery and raffle players.
 - Developing new high value income generating partnerships for our family and professional support services.
 - Expanding our commercial income through product licencing and training.
 - Increasing our income from trusts & foundations and high value supporters.
 - Leading effective digital and community fundraising campaigns and events.
 - Building our Legacy giving campaign.

- Oversee our fundraising pipeline and ensure we meet highest standards for due diligence and a donor management practice.
- Ensure ethical, supporter-centric fundraising practices that inspire and maintain trust and transparency.
- Oversee the management of the Contact centre ensuring effective data-driven call strategies are employed and best practice standards are always met.
- To be the Cerebra registered Gambling Commission licence holder in support of our Lottery and Raffle, including:
 - maintaining our registration with the Gambling Commission and supporting our IT function in satisfactory completion of the annual gambling commission audit.
 - ensuring all licence requirements are fulfilled, and staff within Cerebra are fully updated with any changes, modification to the licence conditions. To ensure all operating policies, practices and procedures are fully aligned to the requirement of the licences.

Commercial & Sustainable Funding

- Identify and develop new commercial and service income approaches aligned with Cerebra’s mission and values, including product licencing partnerships, sponsorships, and earned income strategies to create sustainable revenue.
- Forge innovative partnerships with businesses, social enterprises, and the public sector to extend the reach of our services, while maintaining our ‘free at the point of need’ approach.
- Ensure all commercial activities align with our values, mission, and compliance requirements.

Marketing, Brand & Communications

- Position Cerebra as a leading national voice for children with neurological conditions. including platforming and positioning advocacy campaigns for maximum impact.
- Lead the development of a compelling brand strategy to increase national recognition and awareness of our work and services.
- Ensure our online presence (web, social media and mail-lists) project our brand and values and meet the needs of our stakeholders.
- In partnership with Head of Research, Information and Services, oversee the production of high impact publications and reports.

- Design and employ effective data gathering and analysis to support highly effective PR, digital marketing, and content creation that grows engagement and supporter loyalty.
- Ensure consistent and impactful and inclusive messaging for our stakeholder audiences and across all channels.

Leadership & Team Development

- Lead and inspire a high-performing team across, fundraising, marketing and communication teams.
- Build a strong culture of collaboration, innovation, and accountability.
- As a member of the Executive group, work closely with the CEO, COO, Head of RI&S and Board to align strategies with Cerebra's long-term goals.

About You

We are looking for a strategic, values-driven leader who brings:

Essential:

- Proven experience in senior fundraising, commercial and partnership development within the charitable/not-for-profit sector.
- A strong track record in delivering significant income growth through fundraising and commercial activities.
- Demonstrated success in preparing large programme funding proposals
- Excellent programme management skills, with the ability to coordinate activity across multiple team functions.
- Proven experience in brand-building and strategic communications.
- A natural communicator, able to inspire and engage our diverse audience groups.
- A commitment to ethical leadership, diversity, and inclusion.
- Excellent stakeholder management and leadership skills.
- Passion for the charity sector and a commitment to Cerebra's mission.

Desirable:

- Experience of developing public/charitable service partnerships
- A background in innovation and scale-up approaches
- Understanding or lived experience of supporting children and families living with neurological conditions.

Summary of Benefits

Competitive salary and benefits package.

- **Cerebra Pension options** - The Charity offer a contributory Group Pension. Cerebra will match a maximum of 6% contribution. Can join immediately. We support all employees with their timescale and aspirations should they wish to join or initially 'opt out'.
- **Annual Holiday Leave Entitlement** – 29 days annual leave entitlement (plus bank holidays). You are permitted to carry over 5 days per year. You will be entitled to purchase additional leave (depending on business needs). Additional leave days given for the closure over the Christmas period.
- **Training & Development** – We ask all staff to undertake online training as a minimum, we also endeavour to encourage all staff to review, monitor and to undertake professional development that supports their personal aspirations.
- **Work From Home Allowance** - £300 per annum.

How to Apply

- Email your CV along with a letter of application setting out in no more than 800 words your interest in the role and why your experience makes you a good candidate.
- Closing date for application: Monday 28th April 2025
- Interviews:
 - 1st interviews will be online via Teams on Tuesday 13th May.
 - 2nd interview will be in-person in Bristol on Tuesday 20th May.
 - The interview panel will consist of CEO, Chair Manager.

Applications should be submitted to: enquiries@cerebra.org.uk.