

Head of Fundraising and Engagement

Job Purpose

As Head of Fundraising & Engagement, you will play a key role in developing a cohesive fundraising, communications, and engagement strategy to secure sustainable income and further elevate our profile

Job Role profile

Strategic Development

- Provide leadership, strategy and direction for the Charity's fundraising, marketing and communications team.
- Be part of the Senior Management Team (SMT), contributing to the vision and strategic direction as well as provide updates and reports for the SMT and Trustees.
- Act as the organisational expert on fundraising, marketing and communications issues, providing advice and guidance to Trustees, SMT and other senior staff members.
- Work closely with the CEO and SMT to ensure that fundraising and marketing respond to and reflect the vision and agreed priorities.
- To bring innovation and an entrepreneurial approach

Fundraising

- Implement a five-year fundraising strategy (target income c.£1.5m pa), and be accountable for the delivery of operational plans, defining targets and identifying new sources of income.
- Support the diversification of fundraising income to include statutory funding and commissioned contracts with local and national government
- Develop and implement fundraising policies and procedures ensuring all fundraising remains safe and legal.
- Create a strong culture of integrity to deliver effective supporter journeys across all fundraising areas.
- Analysis of current fundraising trends and standards as well as historic analysis of our own activities to optimise all fundraising approaches.



Jasmine Mother's Recovery, Blossom Women's House, Sunflower Women's Centre and Daffodil Family Centre
are services provided by registered charity, Trevi

A: 29 Sutherland Road, Plymouth, PL4 6BW | T: 01752 255758 | F: 01752 275917 | E: office@trevi.org.uk | W: www.trevi.org.uk
Company Ltd Guarantee Registered in England and Wales Registration No. 03719502
Registered Charity No.1075433

Communications and Marketing

- Oversee the development of the marketing and communications strategy.
- Working with the Communications Manager, develop and implement a marketing plan for our residential services to support high performing occupancy.
- Lead the Communications team to develop the social media strategy, both as a communications and a marketing tool.
- Oversee the website, ensuring accessible content, a strong visitor experience and increasing donations via the site.
- Oversee the strengthening of our internal communications and in particular the flow of project and general information between our services and central teams.

Budgeting and Reporting

- Manage the fundraising, marketing and communications budgets.
- Work closely with the Head of Finance to agree the details and targets of unrestricted and restricted projects to be funded each year.
- Implement accurate and robust systems for reporting on outcomes to funders and our annual impact report

Leadership and Line Management

- Provide strategic direction to all areas of fundraising, marketing and communications, nurturing team members to develop their knowledge and expertise, and maintaining a passionate and engaged group of staff committed to delivering excellence for Trevi.
- Coach, inspire and motivate direct reports and other members of the team as well as providing guidance and direction to deliver their objectives and develop their skills and expertise in their roles.

To undertake such other duties as are reasonably appropriate to the post.



Person Specification
Essential Knowledge & Qualifications
<ul style="list-style-type: none"> • Educated to degree or relevant experience • Knowledge of legislation, regulations and best practice in fundraising and marketing • Strong understanding of fundraising, marketing and communication fundamentals • Knowledge of PR techniques and digital marketing • Branding/style trends and standards • Understanding of the social media landscape • Strong understanding of GDPR
Desirable Knowledge & Qualifications
<ul style="list-style-type: none"> • Knowledge of the womens sector and issues affecting women such as VAWG, criminal justice and mental health • Membership of a relevant professional body • An appreciation of strategic issues – and how marketing can inform them
Essential Experience
<ul style="list-style-type: none"> • Significant experience at a senior level with a successful track record in a charity fundraising environment • Developing and implementing strategies and operational plans successfully for fundraising, marketing and communications • Setting, managing, and reporting on six figure+ budgets • Experience of donor management and building relationships • Experience of leading, motivating and managing a successful team • Experience of brand development and management • Demonstrable experience of shaping organisational objectives • Using analytics and consumer behaviour to shape activities
Desirable Experience
<ul style="list-style-type: none"> • Experience of working with a charity CRM database. • Experience of developing merchandise and successful sales record



Essential Qualities and Skills

- Excellent written and verbal communication skills
- Strong attention to detail
- Extensive IT skills, including MS Office
- Strong interpersonal and people management skills
- Ability to influence and persuade a diverse range of stakeholders
- Ability to multi-task, prioritise and solve workloads on own initiative
- Strong negotiation skills
- Ability to speak passionately about our work including public speaking and motivating
- Creative thinker, enthusiastic and flexible
- Strong analytical skills to interpret data and develop outcome measures

Desirable Qualities and Skills

- Confident utilising marketing specific tools such as Adobe Creative suite and CANVA
- Innovative and commercially minded

