

Head of Fundraising – Job Description

Contract:	Permanent
Hours:	28-35 hours per week
Salary:	£53,000 (or pro-rata for part time)
Location:	Home-based with regular travel to London and occasional National travel
Leave:	22 days + bank holidays, plus 3 days at Christmas

The Charity:

Just Finance Foundation (JFF) is a national charity dedicated to improving financial wellbeing across the UK through financial education. JFF provides schools with innovative financial education programmes that equip the next generation with the skills, knowledge and confidence to make informed money choices. We also support families to feel confident teaching and talking about money at home, and advocate for financial literacy to be prioritised in education outcomes. We believe that education is key to improving financial equality over the long term.

Our Lifesavers programme trains teachers and supports schools to deliver meaningful financial education in a memorable and sustainable way. All our education resources are developed by teachers for teachers and are easily adapted for children of every ability and all backgrounds. As a growing and impact-driven charity, we are at a pivotal point as we embark on a new 3 year strategy designed to increase our reach and impact in schools, develop our work with parents, families and communities and use our knowledge, skills and influence to advocate for a meaningful societal shift that sees financial education given the focus it needs.

Background

The Head of Fundraising is a newly-established and critical role that will build on strong foundations to develop a new strategy aimed at securing the resources to fulfil our vision of financial wellbeing for all. You will lead a small and dedicated team to secure funding that supports our strategic objectives. These include growing and diversifying our work in schools and community settings, supporting parents and families to teach about money at home and campaigning to ensure all children receive a meaningful financial education at an age when its impact will be greatest. You will work closely with the Head of Financial Education, Head of Communications and Public Engagement and JFF's Director. You will also build relationships with our committed and well-connected Board of Trustees, and an extensive network of advocates.

The opportunity

We have a unique and exciting opportunity to create and implement JFF's Income Generation strategy in line with the organisation's new 3-year business strategy and objectives to support JFF's financial education experts to drive change and impact through their work.

About you

You will be attracted to this role because:

- You understand the importance of financial education and want to work in an organisation where you can achieve lasting impact.
- You are supported to succeed with ambitious but realistic targets, based on existing knowledge and research.
- You will enjoy direct impact and ownership of our fundraising success.

You will succeed in this role because you are an ambitious fundraising, business development or sales professional with experience in the following key areas:

- You understand the importance of levelling the playing field through the education and empowerment of children and young people, and want to be part of a change-driven organisation where you can achieve impact.
- A great track record of income generation and an entrepreneurial mindset.
- Experience leading a team and managing budgets.
- Ability to form excellent working relationships, internally & externally.
- Excellent internal and external stakeholder management skills.

Job Description

The Head of Fundraising is responsible for developing and implementing JFF's income generation strategy in line with the organisation's business strategy and objectives.

Key responsibilities

Fundraising Strategy:

- Develop and implement a comprehensive fundraising strategy aligned with JFF's overall strategic objectives, with a particular focus on corporate partnerships within the asset management and financial services sectors.

Income Generation:

- Drive income growth, securing funding to meet ambitious annual targets and provide a stable financial base for JFF's mission and programmes.
- Proactively identify and pursue funding opportunities from corporate supporters, including grant applications, sponsorship, and in-kind donations.
- Develop a pipeline of potential funding and lead on income budgeting and forecasting.
- Monitor and evaluate fundraising performance against established goals and metrics.
- Prepare regular reports on fundraising activities and outcomes to inform strategic decision-making.

New Business Development:

- Identify and maximise new funding and partnership opportunities that align with JFF's mission.
- Develop compelling cases for support that inspire investment in our mission and work.

Relationship Management:

- Build and maintain strong relationships with corporate donors, foundations, and other key stakeholders, fostering a culture of partnership and collaboration to secure long-term funding commitments.
- Develop opportunities for employee engagement and volunteering from corporate supporters to support the goals of the charity, raise awareness of our work and create deeper opportunities for partnership within funding organisations.
- Work closely with the Financial Education and Communications and Public Engagement teams to achieve JFF's goals, support the development and achievement of our fundraising potential and co-develop and live our inclusive financial education values.
- Develop and maintain appropriate working relationships with external key decision makers and influencers of relevance to JFF's work.

Leadership:

- Lead and manage a small team of fundraising professionals, providing guidance, support, and mentorship to ensure effective fundraising operations and collaboration with colleagues in other functions.
- Be part of JFF's strategic leadership group, working collaboratively across the team proactively identifying Public Engagement opportunities and offering advice and support as needed.
- To contribute significantly to the business management of JFF and be a key part of the organisation's wider business planning processes.
- Attendance and reporting to the JFF Board and related Committees, as required.

Other:

- Serve as a key spokesperson for the charity at fundraising events, conferences, and meetings. Effectively communicate the charity's mission, impact, and fundraising needs to potential donors.
- Ensure consistency with JFF's values, policies and ethics across all aspects of fundraising.
- Carry out duties with due regard to JFF's policies including Data Protection, Diversity & Inclusion and Safeguarding Policy.
- Undertake other duties as may be reasonably requested.

Person Specification

Essential Skills and Experience

- **Passion for financial education:** A commitment to JFF's mission of empowering young people with financial education for life.
- **Fundraising expertise:** Proven track record in corporate fundraising or business development, with an understanding of the asset management and financial services sectors.
- **Entrepreneurial drive:** A self-starter who is proactive in developing and implementing successful income generation strategies and initiatives.
- **Relationship-building:** Demonstrated ability to build and sustain strong, effective partnerships and work collaboratively with a range of stakeholders.

- **Communication skills:** Outstanding written and verbal skills, with the ability to craft compelling narratives and deliver persuasive presentations.
- **Leadership:** Strong leadership and management abilities, with experience leading and motivating a team.
- **Financial acumen:** Strong understanding of budgeting, forecasting, and financial reporting, with the ability to use insights to refine strategy and maximise returns.
- **Collaborative work style:** Proven ability to work autonomously as well as collaboratively as part of a driven team, demonstrating initiative, resilience and flexibility.
- **Organisational and time management skills:** Highly organised with excellent time management skills; capable of balancing multiple priorities and projects effectively to meet deadlines and drive progress.

Desirable Skills and Experience

- Experience in financial education or related fields.
- Knowledge of grant writing and proposal development.
- Experience in event planning and management.
- A strong understanding of the UK charity sector and relevant regulations.

Personal Attributes

- Strategic, creative and entrepreneurial thinker.
- Proven negotiation and influencing skills.
- Excellent relationship management and networking skills.
- Ability to work both independently and collaboratively within a multidisciplinary team.
- Ability to work to deadlines.
- Professional, approachable and compassionate.
- A flexible attitude with a curious mindset and ability to keep learning.