



<b>Job Description:</b>	Director of Engagement, Fundraising & Communications
<b>Special Terms:</b>	Full time, permanent
<b>Salary:</b>	£51,422 + 10% pension
<b>Accountable to:</b>	Director of Development
<b>Accountable for:</b>	Deputy Director of Self-Generated Income; Head of Communications & Marketing; Village Development Coordinator

## Role Summary

LGBT Foundation is the UK's leading LGBTQ+ charity dedicated to the health and wellbeing of LGBTQ+ communities. Our extensive range of established services has made a significant impact on communities, promoting diversity and inclusion. Our work continually adapts to the evolving needs of LGBTQ+ individuals, highlighting the strength, vitality, and central role of our communities in everything we do.

LGBT Foundation is looking for a dynamic person to focus on external engagement in order to maximise our impact. Through taking an integrated approach, the role-holder will be responsible for driving forward three key areas:

- **Engagement:** Build a network of strategic relationships and opportunities to engage with our communities and our stakeholders, increasing our influence and impact.
- **Fundraising:** Create opportunities to significantly grow our unrestricted income and support funding our ambitious Strategic Plan and growth trajectory.
- **Communications:** Ensure we develop impactful communications and campaigns which convert into positive action and increase our reach and profile.

We operate hybrid working, but there will be an expectation for the postholder to work from Manchester at least once a week, with national travel where required.

We are taking positive action to encourage applications from people of colour (PoC) and other racially minoritised communities, trans, non-binary and/or older people (aged 50+), to improve the representation of colleagues from these communities in our staff team.

\* Trans is an umbrella & inclusive term used to describe people whose gender identity differs in some way from that which they were assigned at birth; including non-binary people, cross dressers and those who partially or incompletely identify with their sex assigned at birth.

## **Role Accountabilities**

We're looking for a dynamic and inspiring leader to manage a newly formed multi-disciplinary team bringing together three key existing areas of work into a new directorate. The role will concentrate on three focus areas:

### **Engagement**

- Cultivate and maintain strong relationships with a range of key stakeholders such as current and future partner organisations, decision-makers and influencers.
- Raise local and national profile by attending external engagement sessions and networking opportunities both online and in-person, to build brand awareness and to expand the charity's network of allies, supporters, and influencers.
- Organise and host LGBT Foundation-led opportunities to engage with stakeholders on internally prioritised topics via Networking and Learning events.
- Mobilise activity to ensure presence at a number of key community focussed events such as Pride events, ensuring we reach more people and engage them actively in our work.

### **Fundraising**

- Review and deliver a Fundraising strategy focussed on meeting ambitious funding targets and growing unrestricted income, taking a lead on Individual Giving, Legacy income and Corporate income.
- Ensure outstanding stewardship of our supporters, focussing on retention and development of supporter journeys.
- Grow our portfolio of Corporate Supporters and High Net Worth individuals, personally managing relationships with key relationships and individuals along-side the executive team and Board.
- Lead campaigns for particular funding appeals and sponsorship opportunities.

- Monitor progress against income targets, ensuring an agile approach to mitigating risk and channelling focus of the team in order to maximise return on investment.

## **Communications**

- Review and deliver a communications strategy which focusses on profile raising and audience/supporter development.
- Ensure oversight of our community newsletter and communications journeys with all stakeholders, ensuring growth of our contact database.
- Following a recent rebrand, oversee communications and branding that convey a consistent tone of voice and brand identity.
- Monitor the impact of our communications outputs to bring about positive return on investment.
- Cultivate and maintain strong relationships with locality-focussed and national media outlets, journalists, and influencers, conveying the impact and importance of LGBT Foundation's work.
- Along with others, act as a spokesperson for LGBT Foundation, leading on external affairs and crisis communications.
- Through storytelling, ensure we take a proactive approach to developing media coverage linked to our work and mission.

This role is a key leadership role and as such there are additional management and leadership accountabilities:

- Management and leadership of a newly formed multi-disciplinary team
- Be an active member of the Directors Team, acting as spokesperson for your respective areas whilst also inputting into wider business plans and
- Ensure team budgets are spent and managed effectively.
- Prepare board and sub-committee reports, attending meetings as/when required.
- Leading on Communications Sub-Committee, liaising with Board members, Board Advisors.
- Ensure all targets relevant to the role within our strategic plan are met.

## **LGBT Foundation Accountabilities**

- Display a genuine commitment to equality of opportunity and an understanding of the issues faced by all LGBT communities. LGBT Foundation will challenge any discriminatory behaviour or language if it occurs.
- Further, LGBT Foundation has a commitment to using the insight gained through its work to make the organisation more inclusive and representative of all LGBT communities.
- Completion of specific tasks allocated through work plans, project plans and the annual business plan of LGBT Foundation.
- Provision of monthly information (accurate data and informative commentary) within your areas of responsibility for performance management purposes.
- Compliance with LGBT Foundation's policies, procedures, management and monitoring systems.
- We are a learning and development organisation and will consistently provide and support opportunities for staff to exceed theirs and our expectations. In common with all staff, you have a responsibility for drawing attention to your own training needs as well as those of colleagues that you work with that LGBT Foundation will then aim to support you with.
- Any other duties in line with your skills and abilities, as directed by your line manager.

All staff are expected to maintain a flexible approach to their roles and respond to the LGBT Foundation's changing needs. The responsibilities of this post may be changed subject to review, over a period of time. This will be done in consultation with the post holder.

## **Person Specification**

### **Skills & Abilities**

- An excellent oral and written communicator with ability to engage audiences in order to influence and build interpersonal relationships.
- A skilled and compelling storyteller and copywriter with a talent for teasing out compelling stories and narratives to develop attention-grabbing PR ideas and campaigns.
- Excellent ability to think strategically, plan ahead and set goals.

- Self-starter with excellent time-management and organisational skills with the ability to work proactively, meet deadlines and manage conflicting demands in a fast-paced environment.
- Ability to build relationships with a range of key stakeholders.
- An inspiring team player and leader, with ability to drive and motivate teams.
- Demonstrates gravitas and authority in order to represent the organisation and build confidence internally and externally.

## **Experience**

- Experience of working in a senior role in the charity sector, ideally within the communications and income generation fields.
- Demonstrable track record of a broad range of fundraising techniques and experience of growing a range of income streams and meeting ambitious income generation targets.
- Significant experience raising brand profile and campaign leadership.
- Experience in leading on or utilising CRM systems to ensure effective performance management of income targets, and effective integration of communication journeys with key stakeholders.
- Recent experience of leading multi-disciplinary teams.
- Experience of analysing and preparing financial and performance data and presenting it in an accessible format
- Experience of acting as an organisational spokesperson with experience liaising with journalists and media outlets and developing press statements and media briefings.
- Demonstrable experience in cultivating and maintaining relationships with stakeholders such as funders, influencers, decision-makers, partner organisations, media outlets and journalists.
- Experience of acting diplomatically and pragmatically in order to both mitigate risk and develop opportunities.
- Excellent event management experience.

## **Knowledge & Understanding**

- A commitment to equality of opportunity and an understanding of the issues faced by LGBTQ+ communities.
- A demonstrable understanding of strategic communications, marketing and how to raise an organisation's profile and income through a variety of channels.
- Knowledge of the current and emerging external policy landscape.
- Knowledge and understanding of effective budget management.

This role, in common with all staff at LGBT Foundation, will be expected to display a range of competencies specific to their grade and area of work. These will be measured during annual

performance appraisals, and there will be an expectation that staff will be able to evidence the ways in which they have met these competencies over the course of the year.

## Terms and Conditions

- (i) **Hours** – 37 per week– with an expectation of evening and weekend work.  
*As travel across UK is inherent in this role, project related travel costs will be covered by the programme, including all necessary travel associated with evening and weekend work.*
- (ii) **Annual Leave** – 26 Days per year – rising to 31 after 5 years' service (*pro rata where appropriate*) – plus bank holidays.
- (iii) **Probation Period** – Post subject to successfully completing a 6-month probationary period.
- (iv) **Hybrid Working** – As an organisation we follow a hybrid method of working (working both from home and out of our Centre in Manchester). A commute to our centre would need to be self-funded so please bear this in mind if you don't live locally. We anticipate the role being Manchester based at least once a week, with some national travel.

We understand that working for an LGBT organisation could impact on your identity, community and/or culture. If you would like to discuss this or any aspect of the role further, please contact Rachel Bottomley on 0345 3 30 30 30 or [rachel.bottomley@lgbt.foundation](mailto:rachel.bottomley@lgbt.foundation).