



## Job Pack Head of Fundraising

Thank you for your interest in this role. In this pack please find:

- Information about CPAG and about the role
- Terms and Conditions of Employment
- Job description
- Person specification
- Application form

To apply, please return the application form, taking particular care to provide full details of how you meet the person specification.

Please send your application to [recruitment@cpag.org.uk](mailto:recruitment@cpag.org.uk)

**Closing date for applications:** 9am, Monday 18<sup>th</sup> November 2024

**Interview will be held on:** Monday 25<sup>th</sup> and Wednesday 27<sup>th</sup> November 2024

If you require further information or need us to make any adjustments to enable you to participate in the selection process, please contact [recruitment@cpag.org.uk](mailto:recruitment@cpag.org.uk).

Some examples of adjustments that have been offered to candidates include:

- changing the time or location of interviews
- providing interview questions in written format
- providing interview questions in advance of the interview
- a sign language interpreter
- additional time in timed tests, interviews or other assessment activities
- advice about assistive technology

This is not an exhaustive list and we will consider any adjustments that you might need.

### RECRUITMENT MONITORING

In the interests of monitoring our recruitment procedures we would be grateful if you complete our recruitment monitoring form at the end of the application form.

The form should take no longer than 5 minutes to complete and will not form part of the selection process.



## **Job Pack**

### **Head of Fundraising**

#### **About CPAG**

Child Poverty Action Group works on behalf of the more than one in four children in the UK growing up in poverty. It doesn't have to be like this. We use our understanding of what causes poverty and the impact it has on children's lives to campaign for policies that will prevent and solve poverty – for good. We provide training, advice and information to make sure hard-up families get the financial support they need. We also carry out high profile legal work to establish and protect families' rights.

#### **Our vision**

Our vision is of a society free of child poverty, where all children can enjoy a childhood free of financial hardship and have a fair chance in life to reach their full potential.

#### **Our mission**

Our mission is to promote action to prevent and end poverty among children and families with children in the UK.

#### **Our beliefs**

CPAG policy positions have stood the test of time for six decades. We hold that child poverty is relative to the society families live in and is characterised by a lack of resources. It is neither necessary nor inevitable and is responsive to policy action. Policy solutions should focus on adequate incomes, prioritise prevention rather than relief, and means-testing should be avoided wherever possible. When governments adopt our solutions, child poverty falls.

#### **Our values**

- Ambitious – child poverty isn't inevitable, and we won't stop until no child grows up in financial hardship.
- Voice – our work is informed by the voices of children and families
- Evidence based – we advocate solutions to child poverty based on the evidence
- Leadership – we are the leading advocates for children and families in poverty in the UK
- Independent – we are not afraid to speak out

#### **Our theory of change**

- By promoting our values, we advance the public and political will for a society free of child poverty
- By developing evidence-based solutions, we encourage policymakers and practitioners to act to prevent and end child poverty
- By campaigning, we work towards social and political change that will keep families from poverty
- By developing and sharing our social security expertise, we help maximise families' resources and inform our evidence for change.

#### **What We Do**

##### **Policy and campaigning**

We seek to achieve positive outcomes through our high-profile campaigning work – using evidence to influence government and media. We publish research and information on the causes and effects of child

poverty (including briefing materials on our website - [cpag.org.uk](http://cpag.org.uk)) and seek radical and practical solutions. Our journal *Poverty*, published three times a year, carries articles and features to inform and stimulate debate on poverty, its causes and consequences, and the action required to tackle it.

### **Rights and Advice**

We provide expert advice, training and information to welfare rights advisers, lawyers and others on all aspects of the social security and tax credit systems. Our staff in London and Glasgow respond to around 7,300 queries a year from advisers. Our bi-monthly *Welfare Rights Bulletin* keeps them up-to-date on new legislation and developments. During the year we reached 12,300 beneficiaries through our training, conferences and seminars. Through carefully selected test cases, we challenge unjust legislation, unfair or discriminatory decisions.

### **Publishing and Resources**

CPAG publishes the major handbooks used by thousands of advisers, community workers, lawyers and members of the public. The *Welfare Benefits and Tax Credits Handbook* gives full coverage of all aspects of social security and tax credits. We publish handbooks and resources on housing benefit, child support, fuel rights, debt advice, benefits for migrants, council tax, student support and personal finance. CPAG Welfare Rights (<https://cpag.org.uk/welfare-rights>) is our home for all our welfare rights information, advice, and tools for advisers.

There are currently two offices from which this work is undertaken, the main office being in London and CPAG in Scotland, located in Glasgow. There is a recognised union to which most permanent staff belong.

### **Background to the Post**

CPAG's fundraised income has grown significantly, and the team raises over £2 million annually. This is a pivotal role, responsible for managing all aspects of fundraising income generation, and leading and supporting a small fundraising team.

The role is hands-on, working to grow income across a diverse fundraising portfolio, currently comprising just under £2 million in grants income (trusts, foundations and some statutory/ contract income), and around half a million in income from legacies, individual giving, community and corporate giving.

## Terms and conditions of employment

- Job title:** Head of Fundraising
- Contract:** Permanent
- Location:** You will be based in London, and you may be able to agree a pattern of regular remote working with your line manager.
- Salary:** £48,980 – £54,136
- Hours:** 35 hours per week. Normal working hours are 9:30 a.m. – 5:30 p.m. (including a one-hour unpaid lunch break). Overtime is not payable, and CPAG operates a 'core hours' and flexi/TOIL (Time Off In Lieu) policy.
- Annual leave:** 30 days a year annual leave (plus additional 4 days during the Christmas/New Year period).
- Other benefits:** Interest free travel loan, automatic enrolment into CPAG's nominated Group Personal Pension Scheme, income protection insurance and 'death in service' provision, and a range of leave entitlements for family and other reasons and other wellbeing benefits (details are on the attached sheet).

There is a six-month probation period for this post.

## CPAG's commitment to equity, diversity and inclusion (EDI)

Everyone has the right to be treated with fairness, dignity and respect and to live free from discrimination. We recognise there is an organisational responsibility to tackle inequality and encourage diversity in respect of both the work we undertake and the people we employ and also that every employee of the organisation has personal responsibility to abide by and promote the policy.

CPAG recognises that discrimination can occur and will promote anti-discriminatory practices for people who may be discriminated against on grounds of race, colour, nationality, ethnic origin, religion, belief, gender, class, HIV & AIDS, age, disability, marital status, pregnancy, people who are gay, lesbian or transgender, people who have dependents or people who are using mental health services.

We are proud to be an organisation that is not afraid to point out injustice and inequality and have policies in place that recognise the importance of equality and diversity. However, we know as an organisation that there is always room for improvement. We acknowledge the problem with racial diversity within the charity sector and we are committed to taking action to change this. In trying to achieve social change, greater fairness and equality, we must also hold ourselves to account. We want to build a diverse group of talented people working towards our shared vision.

To this end we have set up an Equity, Diversity and Inclusion (EDI) group to advise on and help lead this work. Championed by our Board and leadership, we aim for EDI to be embedded throughout our organisation and strategy. We are committed to making change where it is needed and look forward to being part of a sector that prioritises diversity and equality.

We are prepared to invest resource, to where possible recruit for potential rather than seek perfection and recognise the need for a better understanding of racial and other biases in order to reflect the communities we work in. We continue to value the insights brought to the organisation through lived experience. CPAG needs to be a safe place to work, to challenge and feel safe to have uncomfortable conversations.

## **CPAG is a great place to work**

Ensuring access to high quality fair work, especially for parents and carers, is critical to our goal of ending child poverty. There is a recognised trade union that staff are encouraged to join. All staff have a personal development plan agreed with their manager, and the organisation budgets to support training and development needs.

CPAG have been an accredited Living Wage employer since 2012. The real Living Wage is the only rate calculated according to the costs of living. It provides a voluntary benchmark for employers that wish to ensure their staff earn a wage they can live on, not just the government minimum.

We understand that people have different needs and aim to support our team so that they are able to manage work and home responsibilities effectively. Enabling our team to balance work and their personal life in ways that benefit everyone is in line with our values and enables people to contribute to their best ability. We regard flexible working as important and we try to accommodate flexible working practices where possible and practical. Many of our staff work flexibly in many different ways, including part-time or hybrid, and requests can be made from day one. This means we would be happy to discuss alternative working hours, days and patterns, and any additional needs or requirements.

## **Additional Information on Terms and Conditions of Employment**

- 30 days annual leave
- 4 additional days paid leave during the office Christmas closure
- 9 bank holidays (English & Welsh bank holidays + 2<sup>nd</sup> of January Scottish bank holiday)
- 26 weeks paid maternity leave and 13 weeks of maternity leave at the current rate of SMP
- Shared Parental Leave
- 6 weeks paid leave for staff whose partner has or adopts a baby
- 6 weeks paid paternity leave including a maximum of 2 weeks statutory paternity pay
- 13 weeks unpaid parental leave for parents or guardians of children up to age 16 (18 weeks for parents or guardians of disabled children)
- 10 days paid leave for staff members who have to care for a dependent
- 5 days paid leave for urgent domestic reasons
- 5 days paid leave for staff who carry out public duties
- 10 days paid study leave subject to agreement by CPAG
- An unpaid career break of up to 6 months available to staff after 2 years' service
- Time off in lieu, flexible working options and flexitime to allow staff to work flexibly
- Access to Employee Assistance Programme and BUPA Healthy Minds counselling
- Occupational Health Service
- Group Personal Health Insurance
- Flu jab vouchers
- Eye sight tests and vouchers
- Season ticket loan
- Cycle to Work scheme
- Monthly staff socials and regular staff away days and Christmas lunch

Arrangements apply pro rata to part-time staff and basic annual leave dependant on start date and hours and runs from April to March.



## Job Description

### Head of Fundraising

<b>Title:</b>	Head of Fundraising
<b>Reports To:</b>	Director of Finance and Resources
<b>Responsible for:</b>	Senior Individual Giving Fundraiser Trusts Fundraiser Fundraiser
<b>Team:</b>	Fundraising
<b>Grade:</b>	E

#### Main purpose of job

- Drive forward CPAG's income generation, ensuring adequate income to sustain the organisation, raising nearly £3 million a year. While raising funds from multiple income streams, the focus areas will be trusts and foundations, securing five or six-figure, multiple-year grants.
- Through active relationship management, work across the organisation to develop programmes, projects and proposals, and maintain and develop excellent relationships with current and new funders and with other stakeholders.
- Lead and support the small fundraising team, line managing the Senior Individual Giving Fundraiser, Trusts Fundraiser and Fundraiser.

#### Tasks and Responsibilities

- Refresh and implement CPAG's fundraising strategy aligned with CPAG's mission and strategic priorities.
- Lead on the implementation and delivery of fundraising across various portfolios meeting fundraising objectives and KPIs.
- Monitor and report on fundraising performance, adapting strategies to meet or exceed fundraising targets.
- Lead and manage the fundraising team, setting clear objectives and ensuring each individual team member's professional development.
- Build and maintain strong relationships with existing and potential funders, leveraging networks and partnerships to extend CPAG's reach.
- Identify and secure new funding opportunities across various channels, focused on grants (the most significant) as well as legacies and individual giving.

- Work collaboratively across the organisation to identify fundraising priorities, develop these into programmes or projects, and then into quality funding proposals and bids.
- Steward grants, reporting back to funders on the impact of funded work, overseeing due diligence and contracting, and ensuring grant conditions are met.
- Effectively manage fundraising income and expenditure budgets, provide information for forecasts and annual organisational budgets, and work with finance colleagues on financial reporting to funders.
- Oversight of the fundraising CRM and digital mobilisation platform, Engaging Networks, together with the Senior Individual Giving Fundraiser.
- Pro-actively promote the work of CPAG to further secure its reputation as the UK’s leading charity fighting child poverty, including helping to put together annual reports.
- Organise and plan effective cover within the Fundraising Team to ensure work streams continue to run effectively and efficiently during periods of planned and unexpected absence.
- Contribute to the wider work and welfare of the Fundraising Team and the whole of CPAG.
- Comply with CPAG’s policies on equity, diversity and inclusion (EDI) and to ensure that our fundraising activities also comply with our policies.
- Take on any other reasonable tasks which contribute to achievement of the job purpose and the aims of CPAG.

## Person Specification – Head of Fundraising

### Experience

Essential	Desirable
Strong track record of creating and implementing successful fundraising strategies that deliver five and six-figure donations or grants	Experience of working in the children’s sector or charities tackling poverty
Significant experience of grants fundraising	Fundraising qualification
Knowledge and experience of producing budgets	Member of the Chartered Institute of Fundraising
Experience of line management	
Knowledge of Code of Fundraising, data protection and recognised fundraising standards and regulation	

### Skills/Abilities/Knowledge

Essential	Desirable
Creative and analytical problem solver	
Outstanding communication skills, written and spoken	
Ability to build and nurture relationships at all levels, internally and externally, eg cross organisation, funders, donors and stakeholders	

Strong self-motivation and the ability to work on personal initiative and under pressure and manage a variety of concurrent deliverables	
Ability to motivate other team members	
Excellent IT skills, a high level of computer literacy, including MS Word, Microsoft Excel, Outlook, PowerPoint, and fundraising CRMs.	

**Personal qualities**

Essential	Desirable
Commitment to CPAG's values, mission and vision	
Commitment to CPAG's Equity, Diversity & Inclusion policy	

**Other Contractual Requirements**

Essential	Desirable
Ability to spend occasional nights away from home on business	