



**Anna Freud**

# Job Profile

<b>Job title</b>	Deputy Head of Fundraising
<b>Reporting to</b>	Head of Fundraising
<b>Employer</b>	Anna Freud
<b>Salary</b>	£63,000 FTE per annum, plus 6% contributory pension scheme
<b>Location</b>	Hybrid (a mixture of home/onsite working): staff are working onsite for at least 20% of their working hours at our London site (4-8 Rodney Street, London N1 9JH)
<b>Working hours</b>	Full-time (35 hours per week): usual working hours are Monday to Friday, 09:00-17:00. A minimum of 28 hours per week will be considered. Flexible working is possible.
<b>Holidays</b>	27 days plus Bank Holidays FTE
<b>Term of contract</b>	Permanent

## About Anna Freud

We are a world-leading mental health charity for children, young people and their families. Our purpose is to take everything that we have learned over the last 70 years, and to transform the mental health of current and future generations of children and young people, to close the gap between mental illness and mental wellness - and to create a more compassionate society for everyone. Our vision is a world where all children and young people are supported effectively to enable them to develop their emotional and mental health, build on their strengths and achieve their goals in life. Our mission is to close the gap in wellbeing and mental health by advancing, translating, delivering, and sharing the best science and practice with everyone who impacts the lives of children, young people and their families.

## **Purpose and overview of the role**

The Deputy Head of Fundraising will play a pivotal role in advancing our mission to transform the mental health of children and young people through innovative research, training, and clinical practice. Working with the Head of Fundraising, they will help lead the fundraising team in developing and implementing strategies to secure the vital funds needed to support our programs and services with a focus on development and new business. The post-holder will be capable of building strong and productive relationships, both internally and externally. There will be some line-management responsibilities.

The post-holder will:

- support the Fundraising team to ensure it meets its annual donation income target of £5 million+ with an emphasis on raising new income from Individuals, Legacies and Community Fundraising;
- focus on the requirement to help grow unrestricted donation income;
- work with the Head of Fundraising and to manage and grow the current portfolio of fundraised income;
- identify and optimise opportunities, working across teams, as well as providing excellent stewardship and relationship management;
- support on the implementation of the Fundraising Strategy and action plan as needed.

## **Main responsibilities of the role**

Delivering income and managing fundraising growth:

- Lead efforts to generate income and meet ambitious fundraising targets, monitoring progress and performance with a focus on new business.
- Support with establishing a more diversified and sustainable income base including individual giving, legacies, community and digital fundraising.
- Collaborate with the Head of Fundraising and senior management to develop and execute comprehensive fundraising strategies aligned with Anna Freud's vision and objectives.
- Support in the planning, execution, and evaluation of fundraising campaigns and initiatives, including major gifts, corporate partnerships, community fundraising, and events.

Relationships and stewardship with an audience focused approach:

- Donor cultivation and stewardship by identifying, building and maintaining relationships with new and existing donors, with an emphasis on individuals, major donors and corporate supporters.
- Implement stewardship plans to ensure ongoing engagement and support, ensuring Anna Freud remains top of mind, relevant and a cause that people want to continue to support during their lifetime and through their legacy.
- Help build a compelling case for support with our Brand, Marketing and External Affairs team (BMEA).

- Support the development of externally facing high-quality materials.
- Lead the development our individual giving portfolio including our committed givers and new Anna Freud Pioneers initiative.
- Support in leveraging Anna Freud’s senior volunteer network to increase fundraised income.
- Ensure that all supporters are receiving the highest standard of supporter care by developing and regularly reviewing processes and standards.
- Manage specific fundraising campaigns and appeals, coordinating cross-departmental efforts to ensure effective implementation and integration with organisational objectives.

#### Leadership and culture:

- Provide effective leadership and management to the fundraising team, fostering a culture of collaboration, innovation, and excellence.
- Represent the organisation externally at fundraising events, conferences, and meetings, effectively communicating our mission, impact, and funding needs to a variety of audiences.
- The postholder works closely with:
  - Brand, Marketing and External Affairs team (BMEA);
  - Executive team;
  - Head of Business Development and team;
  - Board of Trustees;
  - Fundraising sub-committee of the Board of Trustees.

#### Information management:

- Ensure that fundraising practice meets regulatory standards and delivers an acceptable return on investment.
- Ensure that robust systems and processes are in place to be compliant and efficient, deliver high standards of stewardship, and acquire and increase the value of new supporters.
- Contribute meaningfully to the project currently underway to bring in a new CRM, ensuring that this system works hard for Fundraising and our growth ambitions.
- Ensure that systems and processes for banking, recognising gifts and meeting regulatory requirements are all in place and monitored regularly.
- Ensure compliance with relevant fundraising regulations and best practices. Prepare regular reports on fundraising activities, outcomes, and financial performance for senior management, trustees, and funders.

#### All employee responsibilities:

- Maintain an awareness of and actively follow and promote Anna Freud’s policies, including Equal Opportunities, Health and Safety, Safeguarding and Information Governance;

- Complete all Anna Freud mandatory training, including but not limited to Safeguarding, Health and Safety, Equality and Diversity and Information Governance, within the required timescales;
- The welfare of the children, young people and vulnerable adults who come into contact with our services either directly or indirectly is paramount and all staff have a responsibility to ensure that best practice is followed, including compliance with statutory requirements.

### To be noted

This is not an exhaustive list of tasks; the employee will be asked to undertake other ad hoc tasks relevant with the scope and purpose of this role. This job description reflects the present requirements of the role, and as duties and responsibilities change/develop, the job description will be reviewed and be subject to amendment in consultation with the post-holder.

## Person Specification

Before starting your application, please read the below in full to understand the requirements of this role. The key criteria which will help us to assess candidates are listed below. There is guidance to highlight at which stage the criteria will be assessed. **Please ensure all criteria listed to be assessed at application stage are evidenced in your supporting statement.**

Criteria	Assessment Method (Application/Interview/Task)
<b>Qualification/training, experience and/or knowledge</b>	
Proven experience in fundraising within the nonprofit sector, with a focus on individual giving and major gifts	Application
Strong leadership and team management skills	Application
Knowledge of fundraising techniques, trends, and best practices, as well as relevant fundraising regulations and compliance requirements	Application/Interview
<b>Skills and/or abilities</b>	
Excellent communication and interpersonal skills, with the ability to build and maintain relationships with a diverse range of stakeholders, including donors, supporters, volunteers, and colleagues	Application/Interview/Task
Strategic thinking and analytical skills	Application/Interview/Task
Ability to implement effective fundraising strategies	Application/Interview

During the interview(s), candidates will be asked at least one question regarding our values, and one question regarding equity, diversity and inclusion (EDI). We

expect everyone to actively demonstrate our values and inclusive behaviours in all areas of their work. **Our values and EDI statement can be viewed [here](#).**

### **Equal opportunity**

We ask our people to share their diversity dimensions with us as it helps us to identify, tackle and prevent any bias appearing across the employee lifecycle at Anna Freud. Monitoring this information allows us to understand how well our efforts to improve diversity, equity and inclusion are working. Your responses will be held securely by our HR team in accordance with our privacy policy and will not be seen by recruiting managers or the interview panel at any stage of recruitment, therefore your responses will not form part of our selection process.

### **Further support**

We want to ensure all candidates can access and apply for our vacancies equitably, if you require any additional assistance to apply or would like to find out more about the role, please contact us on [recruitment@annafreud.org](mailto:recruitment@annafreud.org). We aim to provide reasonable adjustments where operationally possible for the work that we do.

### **Post-interview**

If successful after interviewing, you will be notified verbally with a job offer and pre-employment checks will be initiated.