

Job Description

Job Title:	Head of Fundraising
Reports to:	Director of Fundraising, Marketing & Communications
Hours:	Full time, Monday to Friday 9-5pm (37.5 hours) Permanent
Location:	Alton, Hampshire but flexible/hybrid working considered (2 office days a week)

About us

3.5 million people in the UK live with chronic kidney disease. One million of these people more don't know that they do.

For nearly 50 years, Kidney Care UK has been at the forefront of supporting people with kidney disease. From our early days when we campaigned to introduce donor cards in the UK, we have worked hard to support and represent the interests of everyone affected by kidney disease.

We continue to provide practical, emotional and financial support for individuals, whilst also working with health professionals to improve care services and campaign for change.

We are here for the young and the old, for those struggling to make ends meet, for families and loved ones and we fight tirelessly, giving our total support, to improve the lives of kidney patients and their families.

It is an exciting time to join Kidney Care UK. You will be a key part of our ambitious plans to ensure no one faces kidney disease alone.

From establishing a fundraising team just 8 years ago, we have achieved significant growth as we seek to establish a sustainable, balanced and mature fundraising portfolio. We've grown significantly over the past 5 years and non-legacy income is now doubling year on year. But this is just the start – we want to triple our fundraising income in the next 3 years as we receive no statutory funding. We have to – there are so many people who need us, which is underlined by the increasing demand for our services. In 2024, we will support more people living with chronic kidney disease than ever before and we need to generate more than £3.2m in 2024 that allows us to do it.

Over the next 5 years, we will need to generate more than £5m per year to sustain our growth to ensure that we can support the number of kidney patients who need our help. You will play an integral role in making this happen.

About the role

Having established a strong fundraising capability and team with significant income growth over the last 2 years, Kidney Care UK is now looking for an exceptional Head of Fundraising to take the Charity to the next level.

You will work closely with the Director of Fundraising, Marketing & Communications to develop and implement a new five-year fundraising strategy for the charity, with direct responsibility for managing Trusts, Individual Giving, Legacy, In Memory, Community, Trade, and Challenge Event income streams. You will lead and inspire a team of 11 fundraisers.

You will lead on developing and delivering the operational strategies, activities and key programmes of work, set budgets, develop supporter recruitment plans and deliver stewardship that offers a best-in-class supporter experience. You will inspire supporters to raise more to help more people with chronic kidney disease.

You will report directly to the Director of Fundraising, Marketing & Communications and be expected to manage 4 Fundraising Managers and oversee a wider team of 11.

You will also personally develop your own six-figure income streams and support the Director of Fundraising, Marketing & Communications across his network of seven-figure prospects and funders.

About you

This is an exciting and challenging role, and an opportunity to take fundraising to the next level in an ambitious and passionate organisation. As such we are looking for an exceptional fundraiser and leader.

With proven leadership skills, you will be enthusiastic, driven, results focused, supportive and creative.

You will thrive under pressure and be able to lead and inspire our committed and passionate fundraising team through a period of exceptional growth.

You will be a fantastic fundraiser in your own right and be able to multitask across a range of different activities and income streams.

Most importantly, you will be a great manager of people who leads by example and can demonstrate the ability to build high-performing teams.

Core Responsibilities

Strategy and Planning

- In collaboration with the Director of Fundraising, Marketing & Communications, you will lead on the development of long-term strategic planning
- You will lead the annual fundraising planning process to produce effective strategies and campaigns to achieve income targets across the range of revenue streams
- You will Identify new potential income streams and producing strategies to access these funds
- You will lead by example, demonstrating your leadership by doing as well as managing the team
- You will oversee the implementation of a new fundraising database in 2024/2025

Financial Planning and Budget Management

- You will produce cost-effective budgets to achieve action plans

- You will develop and maintain income and expenditure tracking and evaluation systems
- You will ensure the Fundraising Department keeps within budget

Fundraising

- You will develop and manage an effective fundraising team to achieve and advance fundraising targets
- You will develop a proactive legacy fundraising programme
- You will oversee and drive forward the management of the individual giving, community, challenge, and event programmes
- You will identify, cultivate, and secure new funding streams
- You will develop and maintain effective supporter journeys for the development of relationships and retention

Senior Management

- You will lead on strategic fundraising planning across all philanthropic income streams
- You will foster and encourage team development
- You will work closely alongside senior colleagues across the charity to drive change and advance compelling fundraising initiatives
- You will advise members of SMT on the availability of funds and the viability of obtaining funds to support campaign initiatives
- You will deputise for the Director of Fundraising, Marketing & Communications where appropriate at Finance Committee and Trustees' meetings to report and give advice on fundraising matters

Staff Management

You will line manage 4 Fundraising Managers, including:

- Agreeing objectives and work plans
- Managing workload and performance through regular one-to-one line management discussions
- Planning and implementing personal development programmes for team members in all relevant skills
- Undertaking annual performance reviews

Person Specification:

Criteria	Essential	Desirable
Experience	<ul style="list-style-type: none"> Significant (minimum of 5 years) recent senior fundraising experience of leading teams generating circa £2m+ of fundraising income per annum Significant (minimum of 5 years) recent management experience of leading teams of 5+ Proven track record of maximising income, with demonstrable evidence of meeting/exceeding targets Extensive experience in individual giving, events, and community fundraising in the voluntary sector Experience in developing fundraising strategies with others and implementing them successfully Experience of leading, supporting and managing a fundraising team to achieve targets 	<ul style="list-style-type: none"> Recruiting, developing, leading, and motivating a team of volunteers to engage in fundraising Proven track record of securing funding after submitting bids to Trusts and other funding bodies Successful engagement with corporate partners Experience in identifying and working with high profile and high net worth individuals as potential donors Experience in setting up and developing successful donor acquisition and retention programmes. Experience of planning and activating legacy programmes
Knowledge and Skills	<ul style="list-style-type: none"> Effective leadership and management skills Ability to work autonomously and as part of a team Ability to set and monitor income and expenditure budgets Able to brief at Board level Project management Excellent networking skills Ability to work creatively and innovatively to maximise opportunities to increase income generation Excellent digital skills Thorough understanding of tax and legal issues affecting fundraising and of the current fundraising environment and its implications Excellent written and verbal communication skills 	<ul style="list-style-type: none"> Thorough knowledge of databases, data segmentation and analysis and prospect research methods Analytical Skills Knowledge of charity law and GDPR
Education	<ul style="list-style-type: none"> Educated to degree level or equivalent work experience 	<ul style="list-style-type: none"> Advanced Diploma in Fundraising
Other	<ul style="list-style-type: none"> Flexible and able to work some evenings and weekends as required High levels of self-motivation, professionalism, and resilience Well organized, with an ability to prioritise workloads and meet deadlines Dynamic, committed, passionate, supportive and solution driven 	<ul style="list-style-type: none"> Experience of working in the health sector or with health charities

What we offer

Working at Kidney Care UK is incredibly rewarding and you will see the life-changing impact that the charity has on kidney patients and their families.

- Flexi-time – we are flexible about start and finish times, and flexible about your location.
- Annual and Christmas leave – we offer 25 days annual leave for full time employees plus bank holidays. We also close for three days between Christmas and New Year, and you don't need to take this from your annual leave allowance.
- Pension – you'll be eligible for and auto-enrolled into a pension scheme.
- Health cashback plan – ability to claim back a wide variety of routine medical treatments.
- Employee Assistance Programme – access to a wide variety of support including counselling, health resources and advice.
- Cycle2Work scheme
- Learning and development – you'll be able to access the full benefits of our membership of Fundraising Everywhere and Charity Comms.

Safeguarding Statement

Kidney Care UK is committed to safeguarding and promoting the welfare of children, young people and Adults at Risk and expect all staff and volunteers to actively support this commitment. A DBS check may be required for this role.

We are committed to supporting inclusion and diversity and are always trying to work in more inclusive and equal ways. Everyone is welcome and supported at all stages in their journey with us.