

Vacancy Information Pack



Head of Fundraising Planning (12 Month Maternity Cover)

Closing date: 6th May 2024



RBL
ROYAL BRITISH LEGION

Thank You

Thanks for your interest in this role and working for Royal British Legion (RBL). At RBL, our fundraising activity is growing and developing. A key part of this has been developing our strategic approach to fundraising, moving to a supporter centric view, and with a recently established central function of Fundraising Planning. We have a maternity leave vacancy for the most critical role here – the Head of the Fundraising Planning team.

This role works closely with the Director and other Heads of Fundraising to develop and implement the fundraising strategy, leading on vital projects such as our work in planning, case for support, supporter journeys, portfolio review, innovation and compliance. As you can see, this is a wide-ranging role and to fill this we are looking for someone expert in mass fundraising and audience engagement, with strong ability to think and operate at a strategic level

If this sounds like you, please read on and consider putting in an application. I look forward to reviewing your experience and motivations and hopefully meeting you in the coming weeks.

Kind regards,

Rufus Cruft
Director of Fundraising



Job Description

Job Title: Head of Fundraising Planning
Reporting To: Director of Fundraising
Responsible For: Fundraising Planning Team – 4 direct reports

Role Purpose:

The role of Head of Fundraising Planning is vital to the development and future success of fundraising at Royal British Legion. Reporting to the Director of Fundraising, this role leads a central team, working across the department with ownership of some key areas to drive our fundraising strategy.

Fundraising at Royal British Legion is at an exciting place. We have a strategy, vision and much of the structure that we can see will lead to significant income growth. We now need to implement the plans to make this happen and continue the good groundwork already done.

Working closely with the Director, this maternity cover role would take forward our Fundraising Planning function, leading the direction of our work across Case for Support, our approach to Integrated Planning within Fundraising, Supporter Journeys framework, the performance and balance of our Fundraising Portfolio including our approach to Innovation, our high level reporting and KPIs and the Compliance of our fundraising activity.

Working with 5 other Heads of Department (HoDs) and the Director, this role will be a key part of the Fundraising leadership team, able to operate at a strategic level and delivering important project work while also leading and developing a high performing, but newly formed team. This role works closely across other divisions and so collaboration and excellent communications skills will be essential, as well as strong influencing ability to help us move forward at pace.

Key Responsibilities:

Strategic Change

- To lead key strategic change programs, including Case for Support and Supporter Journeys work to help us move towards a supporter focused approach.
- To lead understanding and increased focus on supporter experience throughout fundraising
- Support and contribute to the development of the strategic change plan, working with the Director and other HoDs to make sure this is clearly communicated and other work connects up and through this.

Strategy and Leadership

- Support the development of annual and 3-year fundraising business plans and priorities including target/performance setting, ensuring budgets are aligned to the strategy and strategic objectives.
- Have the authority and accountability for fundraising planning with the Director to optimise how activity comes together and champion a supporter centric view in communications planning.
- Accountable for the briefing and management of the monthly KPIs fed up to the Executive Board, and with the Director, challenge performance issues to help all areas remain on track.
- Leading, encouraging and developing cross-directorate fundraising planning with Poppy Appeal, Data & Insight, Marketing, Remembrance, Network Engagement, Operations and Membership.

- Leading on prioritising fundraisings requirements from Marketing, and the prioritised messaging, to meet the strategic objectives and plan.
- Directing the fundraising portfolio development team to evaluate and improve performance of all fundraising products and channels, across all supporter and donor communications, plus a complimentary approach to innovation for fundraising.
- Directing the creation of fundraising supporter messaging and funding propositions needed to meet strategic requirements via the Case for Support team, to deliver a one stop shop case study and impact reporting function to fundraising.
- Develop and implement new ways of working to maximise success and ensure that the team meets its objectives and KPIs

Compliance & Risk management

- Overseeing the compliance of all fundraising activities to meet legal requirements and sector/internal guidelines to deliver on our fundraising promise and policies.
- Support management of the fundraising risk register, development of a framework to help manage and agree fundraising risk approaches and responsible for identifying and reporting risk statuses.

Finance

- Responsible for the financial reporting and monitoring of the fundraising budget, working with the Director, HOD's and Finance Business Partner to meet the strategic organisational funding need.

Data & Insight

- Working with the Data & Insight team to provide evidence of external factors affecting ability to raise funds, and new opportunities to understand our audiences and make the most of opportunities.
- Co-ordination and direction of Fundraising requirements for insight, ensuring this is focussed in the areas to drive best impact and understanding of our supporter audiences and products.

People Management

- Effectively lead, inspire, manage and develop the Fundraising Planning team, with direct line management of the Fundraising Planning Manager, Compliance Manager, Portfolio Development & Innovation and Case for Support Manager
- Lead on the performance framework for staff, aligning objectives to key performance indicators and ensuring that each member of staff is clear of their contribution to the achievement of the Three Giants vision.

This job description reflects the current scope of duties and responsibilities of the role.

The post holder may be asked, and is expected, to undertake any other duties commensurate to the grade of the post. As duties and responsibilities change and develop, this job description will be reviewed and may be subject to amendment.

General

- To live The Royal British Legion's shared values (Service; Collaboration; Passion; Excellence; Valuing our people) in the way you work and engage with others - the fundamental beliefs and qualities of who we are and what we do.

- To be responsible for your own health and safety and that of your colleagues, enacting Health & Safety at Work Act (1974) and relevant legislation, including reporting any health and safety hazard immediately you become aware of it.
- To uphold the requirements of the General Data Protection Regulations and Data Protection Act 2018.
- To maintain required levels of confidentiality regarding information that you come to possess in the course of your work which is commercially or personally sensitive.
- To be inclusive and equitable in your treatment of any parties you engage with through your duties, upholding RBL's Diversity & Inclusion policy and ensuring that we act as an equal opportunities employer and in accordance with the Equality Act (2010).

Person Specification

Criteria	Essential / Desirable	How to be measured
Qualifications		
Project Management qualification	D	Application
Knowledge & Experience		
Expert knowledge and significant experience of working within the fundraising sector within a Leadership role	E	Application / Interview
Significant experience of strategic planning and programme management, including monitoring of effectiveness through KPIs and other measurement tools	E	Application / Interview
Experience of setting, managing budgets and multi-discipline teams	E	Application / Interview
Experience of influencing change and creating collaborative solutions	E	Application / Interview
Experience of effectively managing multiple projects	E	Application / Interview
Expert knowledge of income generation activities and processes	E	Application / Interview
Skills & Attributes		
Highly proficient at strategic planning methodologies, able to develop and deliver long term plans to create and maximise opportunities using KPIs and other measurement tools	E	Application / Interview
Excellent skills in complex programme management	E	Application / Interview
Ability to identify risks and under performance across multiple disciplines	E	Application / Interview
Excellent communications, interpersonal and influencing skills, with the ability to engage effectively with a range of audiences	E	Application / Interview
Strong budgetary and financial reporting skills, ensuring appropriate resources are deployed to maximise returns on effort and investment	E	Application / Interview
Drive for continuous improvement, and skilled at recognising opportunities and challenging the status quo to suggest new ways of working that strengthen and protect income generation	E	Application / Interview
Flexible and creative approach to problem solving and identifying opportunities to develop the fundraising portfolio	E	Application / Interview

During the selection process, we will also use values-based competency assessment to understand your alignment with RBL's values.

Service

We support and serve. We are compassionate. We provide great customer care to all the people who come into contact with us. We are accountable and act with integrity.

Collaboration

We value working together and with partners to achieve shared goals. Through strong communication and support, we build trust with each other and treat everyone with respect and honesty.

Passion

We are passionate about our role and contribution. With a positive outlook we are resilient and committed to our work.

Excellence

We strive to be the best we can. We are effective and efficient. We are bold. We are open to new ideas and approaches, challenge each constructively and are willing to learn.

Valuing our People

We support, encourage and provide opportunities for all our people – ensuring we recognise and value everyone’s contribution.

Offer Terms

Work Pattern

35 hours per week, Monday-Friday, 9am-5pm

Location

You will be contracted to our London Hub, Haig House. Under our Future Working framework, there will be some flexibility for working remotely/at home, using our collaboration tools to work with colleagues, but with a minimum expectation of two days/week connecting directly face-to-face with colleagues at the hub

Compensation

£64,122 to £65,780 (Inclusive of London Supplement)

Employee Benefits

- 28 day's paid holiday per year (plus bank holidays), increasing to 29 days after 2 years and 30 days after 5 years. Plus the ability to buy up to 1 working week of additional leave
- Contributory pension scheme – min 2% employee contribution receives 6% employer contribution up to max of 10% employer contribution matched with 5% employee contribution (until 5 years' service reached, when 14% employer contribution achievable)
- Death-in-service Life Assurance, with a benefit of 3x annual salary
- Employee Assistance Programme
- Season Ticket and Rental Deposit Loan Schemes / Cycle to Work Scheme
- Reward Hub online benefits platform with extensive offers and discounts

Working for RBL

RBL employs c 1,900 people across the country campaigning on behalf of the Armed Forces community, delivering support services to them, leading Remembrance on behalf of the nation, raising funds to support our work and developing and running the organisation and our network of membership branches.

We work collaboratively across our workforce and operate flexible hybrid working practices in our major hub offices, using the latest technology to stay connected with colleagues, members, and beneficiaries. We come together around our common [purpose](#), and our values.

RBL is modernising, and we are ambitious to deliver more for the communities we support. We are becoming a more inclusive, flexible, customer-focused, data-driven, and collaborative organisation. But don't just take our word for it. Read our employee stories [here](#), and about our impact [here](#).

It's therefore an exciting time to be part of both changing the lives of our customers and changing the organisation and its future capacity and capability. This presents considerable opportunities for learning within role, and possibilities for career development...And, of course, the satisfaction that comes with knowing that you are making a real difference to the lives of those who serve/have

served our country, to keep us safe and to protect our democratic freedoms and way of life.

Diversity, Equality and Inclusion

We are committed to building a truly inclusive organisation of diverse people and perspectives.

We actively engage in a programme of work to develop our practices and we have set out [our commitments](#) to realise this ambition. We will keep listening, learning, and sharing our progress and impact.

We are Disability Confident employer, signed up to Race Equality Matters and Pride In Veteran standards.

We guarantee an interview to any applicant who declares a disability or/and are part of Armed Forces community on application and whose application demonstrates that they meet the Essential criteria of the role, as set out in the Person Specification.

How to Apply

Your application should be submitted through our jobs site at [Find A Role | Careers | Royal British Legion](#).

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