

Recruitment Pack

Director of Fundraising & Communications

In this candidate information pack, you will find further information on our search for the Director of Fundraising and Communications role, together with details on the application process with Moon Charity Practice



An Introduction From Our CEO, Julian Mines



Thank you for your interest in this new Director opportunity at Bristol Charities. The charity is entering an important and exciting time, and our new Director of Fundraising & Communications will work alongside other members of our refreshed Senior Leadership Team to deliver meaningful change and lasting impact.

Our organisation has transformed and enhanced the lives of those in need in the Bristol area for over six hundred years and has rich heritage in driving impact across the city. Now in 2024 the charity itself is being reimagined and transformed as we embark on the delivery of a new 5-year strategy to transform lives and neighbourhoods across the city.

These exciting developments mean that the charity's strategy for the coming years will focus on how we can connect our longstanding Social Housing and Grant-Making activities with our ambitious Community Transformation programme.

We have taken steps that will allow us to use our strong financial capacity to direct resource into a place-based model and into areas of our work that need it the most. We are about to launch three Community Hubs that will allow us to accelerate and amplify our charitable impact on communities facing high levels of deprivation.

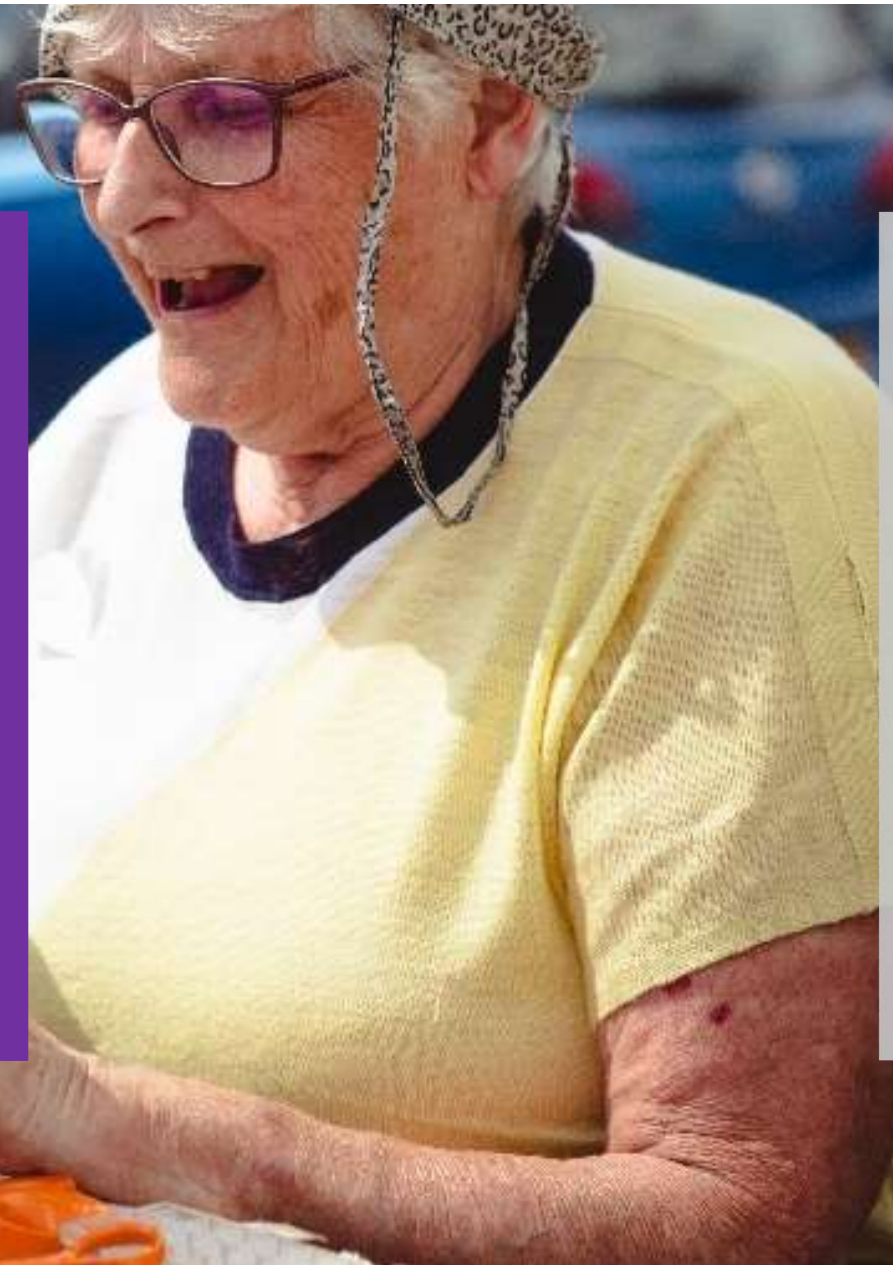
What we need now is a team of people with the vision, passion, and commitment to drive this transformational change forward, and specifically we are looking for a person who can help us secure the resources we need to launch, grow, and sustain this ambitious plan, who also shares the determination to deliver life changing impact on people's lives and local communities.

If you would like to join us in this next stage in our adventure, then it would be great to hear from you.

Our Vision and Mission

We believe that it is possible to challenge and tackle deprivation and disadvantage, but it will take resources, partnerships, innovation, and determination. We have a vision to see communities that have struggled most with the injustice of deprivation thrive, working in partnership to fight inequality.

We will do this through our newly formed holistic Community Hubs that will provide opportunities and support to people and communities through grants, housing, community projects, family support, youth work, wellbeing activities and services, and social enterprises, across all age groups.



Our existing services

- **Housing** - We are Registered Provider of housing and currently operate three sheltered housing schemes for older people providing 76 one- and two-bed homes. Our housing schemes are modern and bright buildings with great amenities for staff and residents
- **Grants** - The Charity gives grants to individuals of all ages living in Bristol for essential household appliances like cookers, fridges, and beds. We also use grant funding to support targeted projects including Education, family support, and support for Carers.
- **Community Development** – our new Community Hubs provide holistic support and services to local people.
- **Charity infrastructure** – as owners of the Vassall Centre we provide accessible and affordable barrier-free work and meeting space, particularly for the benefit of third sector and community organisations.



The future – Community Hubs and Housing

Going forward all our work will be delivered through a distinctive and coherent Community Hub model, which will be holistic, person-centred, integrated, joined-up, and promote a partnership approach. Our Community Hubs will promote this new way of working and include a menu of innovative activities/services, with a mix of place-based and outreach work. Each Hub will follow a common approach but will have the flexibility to adapt to any host setting (Housing Scheme, School, Community Centre), or through a partner organisation.

Our Hubs will include directly delivered Bristol Charities programmes/projects, services delivered by local partners, and services delivered by our strategic partners. Our Community Hub model will be designed to be replicable, with the flexibility to reflect local needs and priorities, and could be delivered in Bristol Charities settings or through partner owned settings.

At the heart of our community work will be targeted engagement work underpinned by a locally developed portfolio of place-based support services and activities. Capacity building through robust community involvement, infrastructure building, and volunteer development will enable our Hubs to expand provision rapidly and sustainably.

We are also looking to increase the number of housing units we manage either through development of our existing sites, through acquisition of new sites or through partnership working with other local housing providers, and any new Housing Schemes will incorporate the new Hub model.

The future - Supporting the Voluntary, Charity, and Social Enterprise sector in Bristol

Bristol Charities purchased The Vassall Centre in 2021, with long term plans to redevelop the site for community benefit.

In the short term we plan to relaunch the Centre as a standout, accessible, and affordable workspace venue for charitable organisations.

We will also re-purpose part of the site to create a place-based programme of events, activities and facilities which promote the development of a Community Hub at the Centre.





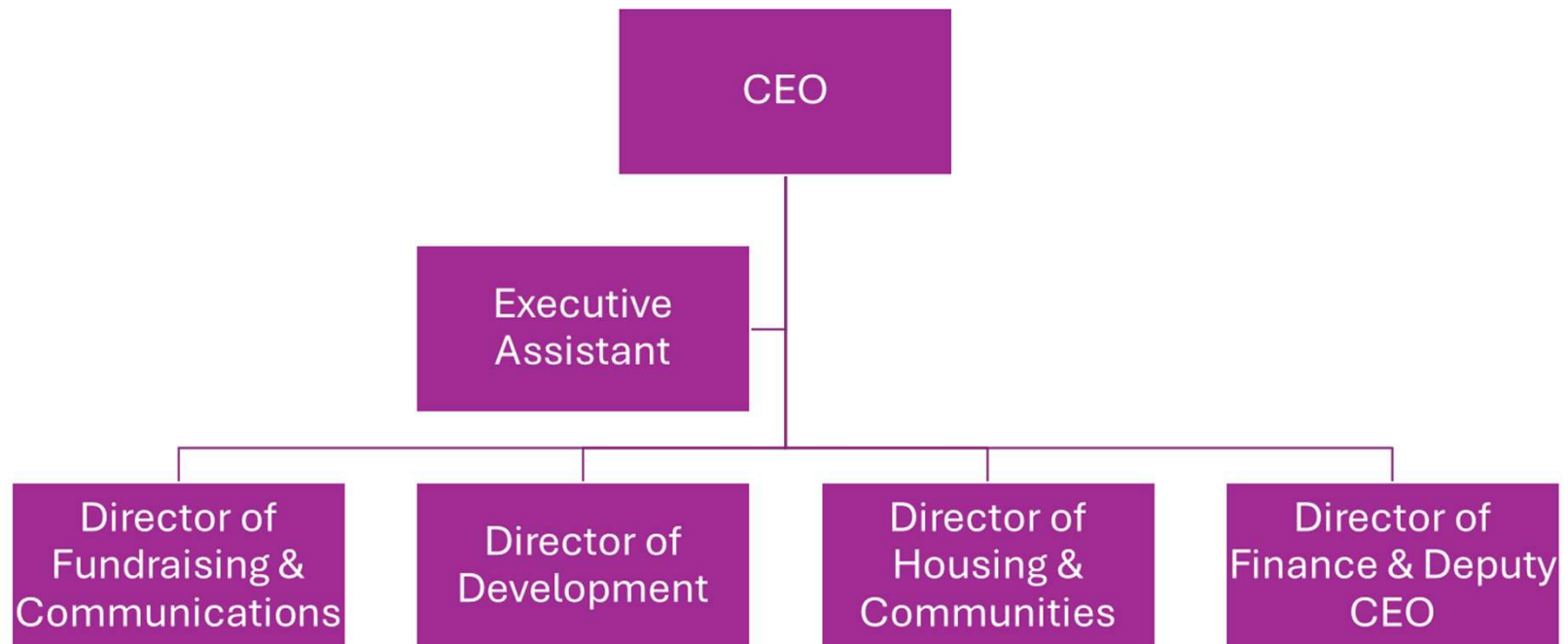
About the team

To deliver our ambitious plans we are growing a team of dynamic, passionate people who care about the communities we work in and bring energy and enthusiasm to the work we do.

Through creating varied and interesting roles across the charity and investing in a people first attitude to working, we have a supportive, friendly staff team who work hard but remember to take time to enjoy each other's company.



Organisational structure (Senior Leadership Team)



What to expect from your place of work

We have our Head Office at the Vassall Centre in Fishponds, Bristol which is an inspiring building, and home to 25 different charities and social enterprises.

The Vassall Centre hosts conferences and meetings and part of the site is being transformed into a new community hub space through the work of Bristol Charities. The Centre is vibrant and busy with a hugely diverse range of people working on site and coming through the doors each day. The building is fully accessible, has a friendly atmosphere and great café with low-cost options for lunches. It's close to Oldbury Court Estate Park for nearby green spaces and to Fishponds Road for shopping/transport access.

Bristol Charities also owns 3 large scale housing projects in the Henbury, Brentry and Stockwood areas of Bristol. You may find yourself working from these locations as well as visiting the Vassall Centre for meetings and events.



ABOUT THE ROLE

We now need to recruit an experienced, passionate, and entrepreneurial fundraising professional, also capable of not only overseeing a small but growing communications function, but also recognises the importance of aligning fundraising and communications strategies and activity. This a new role that will play a crucial part in shaping the future of the charity as well as securing the resources to deliver sustainable growth in the work and impact of the charity.

You will have the opportunity to build a fundraising function from scratch and lead on the fundraising and communications strategy for the charity, at a time of exciting change. Your work would go across a range of sectors and will provide an opportunity to impact the city in lasting and tangible ways.

Given the breadth of influence and responsibility this role holds, the successful candidate will be a proven fundraising professional, ideally at senior level, with a demonstrable track record of income generation involving a broad and complex range of stakeholders.

The Director of Fundraising will be responsible for setting the long-term fundraising vision for the charity and leading the fundraising strategy to generate income from grant-making trusts and foundations, corporate partners and major donors in line with the strategic plan and annual business plan.

This role will be responsible for creating, developing and implementing fundraising plans to support delivery of all projects and programmes. This involves leading partnerships with funders including proactive approaches to drive further income growth, packaging our programmes and services to attract new funding relationships.

Reporting directly to the CEO, the Director of Fundraising will play a key role in the Senior Leadership Team by providing thoughtful and creative leadership and productive working relationships with other Directors, teams, and colleagues, helping to set the direction for the charity and tackling strategic challenges.

JOB DESCRIPTION

Job Title	Director of Fundraising & Communications
Reporting to	CEO
Location	The Vassall Centre, Fishponds, Bristol
Term	Permanent
Hours/Days	5 days/35 hours per week (with some scope for part-time/flexible working)
Annual Leave	26 days plus Bank Holidays
Salary	Up to £60,000 per annum

Benefits

Competitive salary

Employer pension contribution of 5%

Generous annual leave starting at 26 days (plus Bank Holidays)

Professional Development and Career progression

Staff wellbeing working group

Supportive management

BenefitHub discounts and perks platform

Health Cash Plan

Employee Assistance Programme

Team away days and social events

Flexible working policy

Free on-site parking

KEY RESPONSIBILITIES

Strategic & Leadership

- Working with the CEO and Senior Leadership Team, play an active and at times leading role in developing powerful new narratives as Bristol Charities transitions its charitable work towards new sectors, new priorities, and sustainable impactful change.
- Ensure annual fundraising and communications plans are delivered to budget, strive for ambitious targets, and contain the necessary level of innovation to support longer term growth of the fundraising portfolio.
- As part of the Senior Leadership Team, support the development and implementation of the wider organisational strategy, ensuring our fundraising and communications strategies contribute to our mission.
- Work with the CEO to set the annual fundraising and communications targets, budgets, and reforecasts, providing regular financial, KPI, and commentary reports.

Fundraising

- Build, lead, and support a new Fundraising function to secure the necessary resources, funding, engagement, and support, to grow and sustain its present and future charitable activities.
- Develop a Capital fundraising campaign to support the plans for our place-based community and housing developments, and the redevelopment of the Vassall Centre.
- Ensure the consistent application of best fundraising practice and knowledge across the organisation, including building a fundraising culture among all staff.
- Develop new resources, agreements, and policies, to support the stewardship of corporate supporters and partnerships, in line with Fundraising Regulator best practice, legal obligations, and guidelines.
- Be responsible for ensuring compliance with any relevant legislative or regulatory requirements for fundraising practices and procedures.

Communications

- Oversee and develop a small but growing Communications function to raise awareness of Bristol Charities work and impact, and to secure and grow support for its work.
- Be responsible for brand management and development, ensuring that all communications are effective and consistent in style and content.
- Build organisational understanding of our key supporter and beneficiary audiences and ensure we are developing and delivering content and channels that increase our profile within them and their desire and ability to engage with us.
- Support and enhance stakeholder engagement work across the charity, working across all teams to enable better communication with key stakeholders
- Develop internal communications strategies to impact staff wellbeing, build team, and to create a strong sense of mission and identity.

PERSON SPECIFICATION

- Extensive fundraising experience in a compatible context, specifically across key areas of income generation. Must be target driven to achieve income objectives set.
- Relevant professional qualifications or qualified through experience (either fundraising or communications).
- Leadership at a senior executive level with experience of managing relationships with key stakeholders, colleagues and Trustees to deliver fundraising and marketing objectives.
- Ability and knowledge to develop and implement effective strategies to achieve significant income, activity, and expenditure targets.
- Ability to forecast, set, and control budgets.
- Ability to calmly find solutions to diverse and complex problems.
- Strong written, verbal and presentation communications skills directed at influencing a wide range of stakeholders at all levels.
- Experience of working at a strategic level implementing organisation-wide plans and procedures.
- Excellent interpersonal skills and high emotional intelligence giving the ability to communicate well with people at all levels.
- Ability to work at a senior executive level, exercising sound judgement and decision-making, being suitably operationally, politically, and commercially astute.
- Excellent interpersonal and stakeholder management skills and the ability to build effective relationships internally and externally.
- Excellent planning, coordination, and prioritisation skills with the self-driven ability to undertake various tasks simultaneously, flexibly, and work against tight deadlines.
- Resilient and determined to deliver exceptional standards across all areas of responsibility.

HOW TO APPLY: Moon Executive Search has been appointed as the chosen Search Partner for Bristol Charities and will manage the recruitment process.

NB: All direct applications will be forwarded to Moon Executive Search

To apply, please send a copy of your latest CV together with a supporting statement (no more than 2 sides of A4) explaining the following points:

- What is your motivation for applying for the role?
- What are your areas of knowledge and expertise and the value you can bring to Bristol Charities

Moon Executive Search and Bristol Charities are equal-opportunity employers and welcome applications from all areas of society.

Completed CVs and Expressions of Interest should be sent by email to: recruit@moonexecsearch.com

FAO Sandy Hinks, Head of Charity Practice, Quoting Ref: MC2477

Closing Date for applications: Midnight 22nd September

The preliminary interviews will be with Moon Executive Search virtually w/c 17 & 24 September, 2024

Panel interviews with Bristol Charities w/c 14 October. We anticipate one round of panel interviews, however, you may be invited back for a second round, depending on the candidate pool.

We reserve the right to close the vacancy early if we receive sufficient applications for the role. Therefore, if you are interested, please submit your application as early as possible. Bristol Charities has retained Moon Executive Search to manage this campaign and is therefore unable to accept CVs from third-party agencies. All CVs and expressions of interest received will be forwarded directly to Moon Executive Search for consideration. On behalf of Bristol Charities - Moon Executive Search thanks you for your initial interest in this opportunity to become a Trustee.

ACCESSIBILITY If you require this document in an alternative format, please call Moon Executive Search on 01275 371200 or email recruit@moonexecsearch.com

The Recruitment Process

Your application will be considered against the requirements listed in the specification of the role you have applied for. When shortlisting, the recruitment panel will only use information from your application and will not make assumptions or consider any other factors during the process.

Your CV and Cover letter will be assessed to see how your skills, experience, knowledge and qualifications match the requirements for the role.

We cannot shortlist applicants who do not appear to meet the essential requirements in the employee specification.

The interview

The interview panel will be made up of at least two members of staff. The panel will ask the same basic set of questions to each candidate and supplementary questions may be asked based on your answers. We will be looking for you to give examples of what you have done and the experience you can demonstrate.

For some roles we may ask for a technical question, presentation or written assessment to be completed in advance of the interview. This helps to save time on the day and is a great chance to demonstrate your skills and knowledge.