

# Head of Fundraising - Job description

## Role information

Department: Fundraising

Job Title: Head of Fundraising

Grade: G

Responsible to: Group Director of Communications and Fundraising

Responsible for: Fundraising Manager, Trusts and Foundations Manager, and Corporate Partnerships Manager

Date: September 2024

## Purpose of the job:

This role is responsible for creating, refreshing and implementing the fundraising strategy. As Head of, you will lead the successful delivery of Family Fund's fundraising work, managing all aspects of fundraising income generation and leading and supporting the fundraising team. You are also responsible for developing and maintaining oversight of governance arrangements, budgeting and processes related to fundraising, ensuring best use of available resource to maximise income.

## Duties and responsibilities

### Fundraising Activity

- Build our fundraising strategy; lead on the implementation and delivery of fundraising, ensuring we meet all fundraising objectives and KPIs.
- Co-ordinate and manage fundraising, comprising individual giving (lottery), events, community, trust, corporate, major donor, legacy and digital fundraising, across the organisation.
- Work closely and collaboratively with the Head of Communications and Marketing and the communications team to deliver high-impact fundraising and digital fundraising campaigns.
- Expand current fundraising activity to create new opportunities for Family Fund, by promoting the organisation with creativity and credibility to potential donors and funders.
- Research and identify potential corporates and build relationships to increase awareness of Family Fund and maximise income.
- Build relationships with high profile and high-net-worth individuals as potential donors to the organisation.
- Build and manage relationships with larger charitable trusts and foundations, whilst maintaining oversight of larger trust fundraising opportunities and providing direction for restricted fundraising activity.
- Research, identify and pursue all income generation opportunities that match the objectives of the wider organisation strategy.
- Attend networking events and meetings with potential donors.
- Collaborate with external partners/stakeholders where this supports income generation.

### **Processes and Procedures**

- Ensure Family Fund is compliant with all relevant aspects of the Fundraising Regulator's Code of Fundraising Practice, law (e.g. gambling commission and data protection law) and the Charity Commission.
- Maintain oversight of fundraising income and sign off expenditure, taking responsibility for phasing, budgeting and forecasting across the fundraising team.

### **Governance/Internal Co-ordination**

- Prepare reports and give presentations on fundraising progress to the senior leadership team and the trustee board, as required. Prepare updates on fundraising for board reporting.
- Ensure appropriate cross-organisational input to bids/fundraising from across the organisation, including working with the Programmes Team for project/service design.

### **Management**

- Provide hands-on direction and leadership to ensure the team achieves income targets.
- Manage staff performance and support staff development needs.
- Contribute to the planning and management of the department's budget.
- Ensure we have a pipeline of talent and that individuals can be developed and stretched.
- Promote effective team working within the team and lead by example across the team.

### **General**

- Work with all relevant staff to ensure that all activities are joined up and complementary.
- Carry out appropriate duties as required, supporting the operational management and strategic direction of Family Fund.
- Carry out other appropriate duties as required by senior management.

## Person specification

Department: Fundraising

Job Title: Head of Fundraising

### Experience

- Preparing fundraising plans and working to targets
- Researching and networking with high-net-worth donors
- Identifying new and appropriate funding opportunities.
- Developing project proposals and budgets to maximise cost recovery.
- Proven track record in creating and writing compelling bids/proposals.
- Understanding and demonstrable experience of managing key fundraising income streams including individual giving, corporate, high-net-worth and events.
- Leadership and management of teams.
- Resource and budget management.
- Voluntary or statutory sector experience.
- Knowledge and understanding of digital marketing and segmentation of data in a fundraising context.

### Desirable

- Familiarity with running charitable lotteries.

### Skills, knowledge, and abilities

- Computer literate with excellent MS Office skills.
- Excellent networking and collaboration skills with the ability to account manage key stakeholders, contact and relationships.
- Excellent written skills, including accurate and high-level document presentation skills.
- Excellent oral communication skills and the ability to engage with a wide range of stakeholders.
- Digital skills with the ability to utilise mobile and online technologies.
- Ability to work under pressure and to meet deadlines.
- Ability to work at the same time independently and collaboratively.
- Leadership, team building and mentoring skills.
- Excellent organisational and time management skills – planning, prioritising and managing workload with the ability to meet deadlines.
- Strong research and analytical skills.
- Project management skills.

### Education/training

- Relevant experience

### Desirable

- Membership of a professional body, e.g. Institute of Fundraising.

## Personal attributes

- Results driven, creative and innovative.
- Open and participative management style.
- Flexible and adaptable to work demands and change.
- Willingness to travel across the UK when required.
- Strong commitment to Family Fund's vision and purpose.
- Commitment to Family Fund's values.
- Commitment to equality, inclusion and fairness for all.
- Commitment to safeguarding.

## Desirable

- Understands the impact of disability and poverty on family life.