



Job Description

Title: Director of Income Generation and Marketing

Accountable to: Chief Executive Officer

Direct Reports: Head of Retail, Head of Communications and Marketing, Head of Community and Events

Key working relationships:

Internal:
Director of Finance, Director of Housing, Director of PM Online, HR Manager, Line Managers and Trustees
External:
Income Generation and fundraising colleagues in other charities, Suppliers of Services, Network to explore new business opportunities, Corporates and Businesses, High Net Worth Individuals, Grant Making Trusts.

Location: Home Based with travel to National office (Leamington Spa) and locations around the UK.

Contract Type: Permanent

Working Hours: Full Time - 35 hours per week

Benefits: 25 days holiday plus bank holidays (pro rata), Pension Scheme, Flexible working arrangements, Birthday leave after 2 years' service, Paid mileage for travel to locations other than base location.

Main purposes of the job:

The Director of Income Generation and Marketing is a new post and will lead our fundraising, retail, and marketing teams to achieve our ambitious five-year strategy and deliver growth of sustainable income. You will drive forward our plans to grow our income and to reach more people facing pregnancy or pregnancy loss across the UK.

As a member of the Senior Leadership team, you will play a key role in shaping the future of Life and developing and implementing the Charity's income generation strategy, playing your part in ensuring financial sustainability of the Charity. You will have overall responsibility for the delivery of Life's non-statutory income generation (which includes Marketing, Retail, and Fundraising)

We are looking for a creative, innovative, dynamic, and ambitious individual with excellent networking and communication skills. You will need to communicate the vision of what can be achieved and have motivational and compassionate leadership skills to inspire the income generation teams (staff and volunteers) to be ambitious and deliver stretching targets.

You will embrace digital opportunities, maximise efficiencies and return on investment of our income streams whilst raising the profile of Life.

You will have the ability to facilitate change, deal with uncertainty and optimise opportunities which create flexible, responsive, and agile performance. In doing so, you will find new and engaging ways of sharing our story and how our impact is felt.

You will need to bring a proven track record of delivering growth and diversification. We are looking for strong leadership and management skills, with the ability to motivate and develop teams across different disciplines and locations. You will work as part of a collaborative team and will share a commitment to the Mission, Vision, and Values of Life.

Key achievement areas:

- Working with the Senior Leadership Team to identify additional income streams, which then can be explored, scoped, and assessed for commercial viability and value for money.
- Lead the new Income Generation team (Fundraising, Marketing and Retail) to develop, implement and deliver a robust income generation strategy, managing and monitoring performance against agreed budgets, business plans and KPI's
- To develop new income grant making trusts and foundations and other formal application funding streams, identifying and constructing strong proposals for small to medium sized funding opportunities.
- Encourage and facilitate creative thinking 'can do' attitudes of the teams to identify solutions to raise income, improving return on investment and additional contribution for the Charity.
- Devise realistic but challenging income and contribution targets and motivate the income generation teams to ensure delivery against these.
- Working with the Senior Leadership team identify, develop, and implement hard hitting campaigns, these will be outward facing long term initiatives that highlight a specific predetermined goal, with an aim to change the way people think and win hearts and minds.
- Encourage the teams to continuously review how they operate to identify quality improvements and efficiency savings.
- Provide direction, expertise, guidance, vision, and leadership to all teams on income generation activities, in a way that enables the teams to own the delivery of strategy and plans.
- Horizon scan and keep abreast of fundraising and Retail Business innovations and developments and challenge the teams to adapt to a changing environment to ensure income and contribution is maximised.
- Develop a clear donor journey for all supporters of Life, with a strategic focus on valuing supporter engagement. Ensure this is implemented and monitored on a regular basis.
- Oversee the development and maintenance of efficient fundraising and retail

systems including the ongoing development of Civi CRM (Life's donor database)

- Ensure all targets within business plans and budgets, and key performance indicators are met.
- To have a particular focus on corporate and major donor fundraising and develop a plan to raise its contribution to fundraising.
- Work with the Director of Finance to develop and maintain accurate systems for recording, monitoring, and reporting income and expenditure and KPI's
- Ensure all retail activities are carried out under the guidance of the Charity Retail Association and Charity Commission.
- Ensure all fundraising lottery activities are carried out in a manner that meets the charity commissioners' requirements, gambling regulations and is compliant with statutory and regulatory requirements (Data Protection and Fundraising Regulator, GDPR, Information Governance etc.)
- Ensure that risks are appropriately identified and managed across income generation and marketing and communications activities.
- Encourage and support the Marketing and Communications team to use innovative forms of social media and the more traditional media to engage, communicate and market messages related to the business of Life.
- Actively use and encourage usage of data to segment the market to develop targeted communications.
- Implement a strategic approach to internal and external communications ensuring that this is aligned and supports the overall Charity strategy.
- Attend and represent the Charity at relevant networking events and opportunities and act as an ambassador for the organisation.
- Develop and implement plans for increasing awareness and understanding of income generation across the Charity to encourage all Life employees and volunteers to make an active contribution towards income generation and promotion of Life.

People Management:

- Effectively manage the team to maximise motivation, skills, development, and performance of the team ensuring that all staff have regular one to ones and are appraised annually and receive timely agreed objectives for the year.
- As part of the appraisal process assess short, medium and long term performance issues and development needs. Identify prioritised plans for team members and coach team members on a wide range of issues.
- Identify team development opportunities to maximise the effectiveness of the income generation teams.

- Ensure volunteers are fully integrated within Income generation and marketing and communication teams and that relevant guidelines policies and procedures for volunteers are developed as required.

Personal responsibilities:

- The post holder must assume responsibility for their own professional and personal development (supported by Life where appropriate) to ensure their continuing competence to deliver Life's requirements.
- A key component of development is being fully aware of regulatory and legal requirements impacting on operational services and ensuring that all staff within those services are aware of and deliver their individual responsibilities

Safeguarding Children & Adults at Risk of Harm:

- Safeguarding is everyone's responsibility, and all employees are required to act in such a way that at all times safeguards the health and wellbeing of children and adults at harm of risk.
- Familiarisation with, and adherence to, the appropriate organisational Safeguarding policies and any associated guidance is an essential requirement of all employees as is participation in related mandatory/statutory training.
- All employees must ensure that they understand and act in accordance with this clause. If you do not understand exactly how this clause relates to you personally, then you must seek clarification from your immediate line manager as a matter of urgency.
- Equally, all managers have a responsibility to ensure that their team members understand their individual responsibilities with regards to Safeguarding Children and Adults at Harm of Risk.

Corporate behaviours:

All staff are expected to:

- Work towards the charity's aims and objectives, and uphold it's vision and mission
- Operate in line with our core workplace values which are:
 - Humanity – All people are special and equal
 - Solidarity – We're with you and for you
 - Community – We're better together
 - Charity – Doing good for one another
 - Common Good – Building a better world
- Demonstrate respect for others and value diversity
- Act responsibly regarding the health and safety of themselves and others
- Focus on the client and customer, both internally and externally, at all times
- Make an active contribution to develop the service
- Learn from, and share experience and knowledge

- Keep others informed of issues of importance and relevance
- Consciously review mistakes and successes to improve performance
- Act as an ambassador for the charity and always maintain professional standards
- Use discretion and sensitivity and be aware of issues requiring total customer confidentiality
- Demonstrate a flexible approach to their work
- Abide by and take responsibility for the obtaining, storage, processing and sharing of any personal data within the meaning of the General Data Protection Regulations 2018 and as defined in the relevant Life policies for all aspects of service delivery and working practice, paying particular attention to the protection of personal information in any form and by whatever means it is accessed by you.

In addition, all managers and supervisors will be expected to:

- Value and recognise ideas and the contribution of all team members
- Coach individuals to perform to the best of their ability
- Delegate work to develop individuals in their roles and realise their potential
- Provide support, feedback and guidance to all team members and encourage their team to achieve work/personal life balance

This job description is not necessarily an exhaustive list of duties but is intended to reflect a range of duties the post holder will perform. The job description will be reviewed regularly and may be changed in consultation with the post holder.

Post title: Director of Income Generation and Marketing

Personal skill characteristics	Essential (Tick)	Desirable (Tick)
Values & Behaviours		
Ability to demonstrate, understand and apply our workplace values. These are embedded in all roles and employees must evidence their attitudes/behaviours	✓	
Committed to the vision, mission and values of the charity	✓	
Strategic Ability / Innovation		
Ability to lead individuals and teams to achieve key objectives	✓	
Ability to think creatively and identify business development opportunities	✓	
Excellent networking and communication skills	✓	
Experience / Knowledge / Qualifications		
Academic or professional Management qualification or evidence of relevant experience	✓	
Evidence of continuing personal and professional development	✓	
Senior Management experience in commercial marketing or professional fundraising at multi-million-pound level	✓	
Marketing/ Charity Retail/ Fundraising strategies and methodologies	✓	
Proven ability to lead and motivate high performing teams	✓	
Communication		
Excellent verbal and written communication skills	✓	
Capable and confident in public speaking- meetings speaking engagements and social events	✓	
Experience of communicating effectively with a wide range of people to identify their needs, preferences and demands	✓	
Ability to promote the charity to a wide range of individuals and external contacts	✓	
Personal		
Commitment to quality, customer service, best practice and best value in all aspects of the charity's operation	✓	
Dynamic	✓	
Ambitious	✓	
Ability to work on own initiative	✓	
Handles pressure of meeting deadlines and supports others where possible	✓	

Motivated	✓	
Commitment to own personal and professional development	✓	
Ability to motivate others and work as part of a team	✓	
Ability to negotiate and influence	✓	

Internal Use Only

Approved By: Kerry Smart

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