



Job Description

Title:	Head of Fundraising (Philanthropy Manager)
Accountable to:	Director of Income Generation & Housing
Location:	Home-Based with frequent travel to supporter locations and occasional travel to Head Office (Leamington Spa)
Contract Type:	Permanent
Working Hours:	Full Time (35 hours per week)
Benefits:	25 days holiday plus bank holidays, Pension Scheme, Flexible working arrangements, Birthday leave after 1 years' service, Paid mileage for travel to locations other than base location.

Main purposes of the job:

This role has been identified by the board of trustees as strategically critical due to the importance of building sustainable fundraising for the future and the need to provide direction and management for the fundraising team. The role will be responsible for ensuring leadership in the development of fundraising, building the foundations of fundraising now and into the future. The post holder will lead in ensuring team members are developing the foundations, relationships, retention and acquisition plans for fundraising and ensuring this translates into income. The approach and ethos of this leadership must ensure we are in line with our brand; advocating for a society that supports parenthood; winning hearts and minds of new audiences through being woman-centred, whilst retaining our current supporter base by reiterating our ethical foundation.

Reporting to the Director of Income Generation & Housing, the postholder will also account manage a portfolio of dedicated major donors who contribute significant funding to the charity, developing and implementing inspiring supporter journeys that encourage repeated/increased support. The postholder will work closely with the Individual Giving Manager and other fundraising team members to identify major donor prospects, ensuring thorough research and engagement to cultivate relationships and solicit major gifts.

The postholder will work within a committed and supportive team environment, working collaboratively to raise awareness of the charity's services, initiating and building mutually beneficial and sustainable relationships to ensure long-term support.

Key achievement areas:

The purpose of the role is to drive and deliver our ambitious fundraising strategy in order to support the work of Life. The Head of Fundraising (Philanthropy Manager) is responsible for shaping and deliver the end-to-end experience of potential donors, cultivating new prospects and delivering a lifetime value based stewardship journey that maximises their potential in all income streams and donor types.

Specifically for the Head of Fundraising

- To take the strategic lead, in conjunction with the Director of Income Generation and Housing, for the development and delivery of the Life's fundraising strategy in support of our goals and ambitions.
- To ensure team members are developing the foundations, relationships, retention and acquisition plans for fundraising and ensuring this translates into income.
- To effectively lead and manage the fundraising team; ensuring that all income stream activity is effective and driving cross-income stream working projects such as campaigns and awareness weeks.
- To ensure fundraising is ingrained in organisational culture, including use of volunteers within fundraising and volunteers in other departments demonstrate a fundraising culture.
- Budget Management: Oversee the department's budget, ensuring efficient use of resources.

Strategy and planning:

- Responsible for reviewing and implementing the fundraising strategy.
- Manage and monitor budgets to ensure that targets are met.
- Lead on overseeing and implementing effective fundraising systems and processes across the organisation.
- Work closely with the Director of Income Generation, Marketing and Housing to develop a clear operational plan, to ensure we meet targets and deadlines, with regular performance reports to the Director.
- Work closely and collaboratively with marketing and with the Service Leads and Project Teams to develop the programmes, outputs, outcomes, budgets and case studies required to secure income.

Relationship building and stewardship:

- Manage the fundraising team in maintaining current and acquiring new key fundraising relationships with a focus on supporter journeys and excellent stewardship across all income streams.
- Stakeholder Engagement: Develop and maintain relationships with external stakeholders, including sector partners, community organisations, and statutory bodies.
- To work closely with the Marketing Department to ensure the development of brand guidelines, Case for Support and other language documents: Ensure brand is adopted and consistent across all communications, collaborating with internal teams to align efforts with organisational goals.

Administration:

- Ensure effective administrative procedures are in place to support and monitor fundraising. This includes ensuring the keeping of donor records and that our database is up to date.
- Ensure all fundraising decisions and activity complies with the current regulations including the Fundraising Regulator, ICO and GDPR.

Major Donors:

- Design, develop and implement a cohesive supporter journey strategy focussed on supporter needs and continuous re-engagement;
- Inspire positive supporter journeys for major donors and potential donors, thereby increasing lifetime value of donors
- Work in partnership with other members of the fundraising team to promote national campaigns and other opportunities, ensuring we maximise ROI

- Work closely with the Individual Giving Manager to identify new major donors in our database and ensure smooth handover and stewardship, including promotion of our legacy literature with the aim of securing bequests
- Be a key point of contact for senior church leaders and contacts who can facilitate introductions and recommendations for related funding / fundraising opportunities
- Effectively manage own time, balancing the needs of the organisation and our Major Donor supporters
- Maintain accurate and up to date records on Life's database so that all relationships and activities are captured effectively
- Undertake all activities in compliance with the Fundraising Regulator's fundraising code, the Fundraising Preference Scheme and in accord with the Institute of Fundraising codes of practice, and to ensure that all communications are in compliance with relevant legislation.
- Build, maintain and develop relationships with colleagues across Life, keeping an up-to-date knowledge of service developments and opportunities to collaborate with colleagues to maximise income and awareness to support service delivery.

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

Charitable Ethic & Fundraising:

Life relies on voluntary income to deliver our vital services. As a result, all staff and volunteers are required to have a charitable ethic, ensuring we are careful with our donor's funds and representing the best value for money in everything we do. This includes being an ambassador for fundraising, retail and marketing when we represent Life in each of our roles; looking for funding opportunities to pass onto the income generation team as well as taking a personal interest in supporting income generation for Life.

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: Head of Fundraising (Philanthropy Manager)

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	✓	
Leadership		
Ability to lead a Fundraising Team in delivering the required strategic aims and everyday requirements of the department	✓	
Ability to be an influential member of Senior Leadership Team, supporting on cross-organisational business requirements as well as guiding the organisation with their knowledge in their specific department responsibilities.	✓	
Business Management / Service Delivery		
Knowledge of the methodology of how to strategically increase fundraising income through maintaining current support and acquiring new support, with a focus on stewardship and supporter journeys.	✓	
Experience of building fundraising processes and procedures that allow for the development of income streams.	✓	
Experience of leading a fundraising team in development of initiatives that are across income streams.		✓
Experience of ensuring all fundraising activities are efficient, ensuring a positive ROI in everything we do.	✓	
Experience of ensuring compliance with all relevant codes and regulations.		✓
Strategic Ability / Innovation		
Experience of development and implementation of a Fundraising strategy.	✓	
Proven track record and an in-depth expert knowledge of major donor fundraising with high level individuals of significant influence and ability to give substantial funding	✓	
Ability to manage a portfolio of major donors and prospects with demonstrable knowledge of support journeys and cultivation	✓	
Demonstrate experience of creative and successful written proposals and presentation pitches	✓	
Experience / Knowledge / Qualifications		
Proven experience of working within a charity or organisation within a similar role		✓
Communication		
Strong verbal and written communication skills	✓	
Communicates effectively and openly at all levels	✓	
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	✓	
Ability to work with people at all levels	✓	
Positive outlook and approachable personality	✓	
Ability to work on own initiative	✓	
Handles pressure of meeting deadlines and supports others where possible	✓	
Ability to prioritise workload and plan time	✓	
Commitment to own personal and professional development	✓	
Ability to motivate others and work as part of a team	✓	

Internal Use Only

Approved By:

Issue No:

Approved Date:

Review Date: