



HOME OF THE
CHELSEA PENSIONERS

Assistant Director of Fundraising Candidate Brief



Introduction to the role

The Royal Hospital Chelsea has been the home of the iconic veterans of the British Army, the Chelsea Pensioners for over 325 years. We offer excellent accommodation, comradeship and the highest standards of care in recognition of their loyal service to the nation. Any former soldier of the British Army over the age of 65, who is facing spending their advanced years alone, can apply for residence as a Pensioner.

Some 300 army veterans live at the Royal Hospital today, including those who have served in Korea, the Falkland Islands, Cyprus, Northern Ireland and World War II. Others may not have served in campaigns, but all understand what it means to be a soldier and the potential sacrifice that it entails.

The Royal Hospital is a Grade I and II listed site, a beautiful architectural legacy left to us by Charles II and Sir Christopher Wren. Maintenance of the site continues today with ongoing restoration work to ensure that this legacy lives on into the future.

At a time of significant growth within the fundraising team, the newly created role of Assistant Director of Fundraising is responsible for developing and executing a series of national fundraising campaigns to support the Royal Hospital.

You will be responsible for developing and growing relationships with U/HNWI prospects and donors and developing the Hospital's supporter engagement programming. It offers you the opportunity to work with a high-profile Appeal Steering Committee to shape major campaigns to support the Hospital's exciting future plans.

As our Assistant Director of Fundraising, you will develop a new philanthropy programme and build a dedicated team to deliver strategic outcomes, working collaboratively to maximise income and ensure a world leading donor experience is in place to reflect the iconic brand of the Royal Hospital Chelsea.

You will also be able to contribute to a wide portfolio of projects, including a planned major national campaign around veterans' outreach, working with senior stakeholders across the site.



Our mission and vision

Mission

To provide Army veterans with the support and comradeship they need in recognition of their service to the Nation, and to safeguard their historic home for the veterans of tomorrow.

Vision

To remain a much valued and loved national institution, providing the highest standard of support to the Army veteran community.



Our values

The Royal Hospital Chelsea is a unique and important national institution with a military based culture.

It was founded by Charles II in 1682 for “the succour and relief of veterans broken by age and war”, and over 3 centuries later its significance remains as great as ever. It stands today as a symbol of the esteem in which those who fight for our freedom are held, and a demonstration of the nations’ obligation, and its wish, to look after them in their old age and infirmity. This tradition of caring for the nation’s veteran soldiers has been handed down through successive generations and been inherited by us.

At the heart of the Royal Hospital’s vision lie two core ambitions. First, to ensure it remains recognised as being relevant to the Nation. Second, for it to be acknowledged as a beacon of excellence in the care of the elderly. These ambitions can only be achieved if Chelsea Pensioners and staff alike recognise they have obligations as well as privileges.

The ethos of the Royal Hospital is thus one that puts a premium on selflessness and companionship: and the values laid out in this note underpin that ethos. They apply equally to all members of our community.



Nurture belonging – unite through comradeship

United in a shared purpose, we live and work together as a community. Everyone has a place in our diverse social, military, and historical traditions. We build strong relationships through trust and loyalty.



Respect individuals – listen and act

We believe in the dignity and experiences of everyone. Each of us listens with humility and speaks with courage. Always acting with integrity, we treat each other with decency and care.



Encourage pride – commit to high standards

We show appreciation and give people reason to take pride in what they do. We each welcome challenge and support others to improve. Together, we honour the mission of the Royal Hospital.



Enjoy life – make people smile

We each enable people to lead happy, healthy, and fulfilling lives. The well-being of others is what motivates us. We delight in the difference we make within our communities and Nation.

Those who live and work at the Royal Hospital Chelsea are privileged to do so, and all have an obligation to contribute to its success to the best of their ability.

For more information



Find out about [what we do](#)

Read about the [history and heritage](#) of the Royal Hospital Chelsea

Context for the appointment

The role holder is expected to be able to work independently and provide expert advice, direction and support to the Governor, Appeal Steering Committee, Commissioners, Senior Management and colleagues to secure personal introductions and meetings with prospects and to secure major gifts from existing and new supporters.

The role holder will also be expected to lead on developing new ways of working, policies and procedures for the department around philanthropic fundraising and public fundraising campaigns.



Job description

Job title:	Assistant Director of Fundraising
Reports to:	Director of Public Engagement
Responsible for:	Major Donor Manager Supporter Development Manager Trusts Manager
Contract:	Full-time, permanent
Location:	Royal Hospital Chelsea, London SW3 4SR, with hybrid working

Principal accountabilities:

1. Support the implementation of the Royal Hospital Chelsea's wider strategy to secure long-term income and growth and deliver agreed income generation targets.
2. Report directly to the Director of Public Engagement to ensure delivery of aligned goals and coordination of all fundraising programmes (trusts/foundations, statutory funding, legacies, individual giving, major donors, corporate partnerships).
3. To develop and manage a range of new public fundraising programmes linked to the new heritage, outreach and visitor proposition in the Stable Yard and all associated public event programming for supporter cultivation, income generation and stewardship purposes.
4. To develop a new philanthropy focus incorporating operational plans for major donors and corporate partnerships – delivering against agreed KPIs.
5. To lead and grow a new philanthropy team and manage associated consultancy partners in support of new projects and initiatives.
6. In close collaboration with the Appeal Steering Committee, develop and deliver a bold and innovative fundraising campaign for an exciting new venture around Veterans' Outreach at the Royal Hospital and ensure the Committee members are actively engaged in the Royal Hospital.
7. To work with senior stakeholders across the Hospital to present the work of the Royal Hospital and effectively engage new supporters and manage relationships with existing supporters to deliver on agreed projects.
8. Develop and personally manage a portfolio of existing and prospective major donors across the UK and internationally to deliver annual fundraising targets.
9. Inform decision making through analysis, insight and research and monitor charity trends to inform strategic planning.
10. Act as the department's lead on data protection, website development, CRM management, and protection of the Royal Hospital's Intellectual Property – in relation to fundraising.

The above list of responsibilities is not exhaustive and you may be required to undertake other responsibilities and training as requested by your line manager, as well as work some events out of hours (time off in lieu is offered).

Person specification

Essential experience

- Extensive experience of professional fundraising with knowledge/understanding of fundraising best practice, legislation, standards and current trends.
- Strategy planning and implementation
- Major donor cultivation and stewardship and ability to close six and seven figure gift levels with high profile prospects.
- Proven track record of personally securing six and seven figure commitments from a range of donors and funders.
- Experience of working with and coaching key internal/senior people to engage with high value donors and to make an ask.
- Experience of producing bespoke proposals to deliver transformational philanthropic gifts against agreed priorities.
- Demonstrable track record of leading and managing a high performing fundraising team.
- Demonstrable experience of managing relationships across teams and departments at a strategic level.
- Evidenced experience of developing high value fundraising campaigns.
- Budget setting and reporting.
- Interest in and understanding of issues facing the military and veteran communities.

Skills

- Inclusive approach and ability to manage a range of high profile, senior stakeholders.
- Negotiation skills.
- Ability to form and communicate a clear vision of the goals to be achieved.
- Working independently.
- Strong project management and organisation skills, with attention to detail.
- Exceptional work ethic.
- Strong crucial thinking skills, ability to problem solve and resourcefulness.
- Commitment to excellence.
- Research and analytical skills.
- Database/web based technology management.
- Willingness and ability to travel and work weekends/evenings where necessary.

Person specification

Competencies

- Sector awareness – stays up to date with sector trends and what competitors are doing.
- Responsibility – comfortable making day to day decisions and taking ownership of work.
- Relationship Management – managing relationships to secure loyalty and income.
- Teamwork – works well in a team and contributes effectively towards common goals.
- Communication – conveys information in a confident, professional way that is easy for others to understand.
- Results orientated – achieve goals and see projects through to completion.
- Problem solving – calm under pressure and able to identify the most relevant solution.
- Both self-motivated and a team player, willing to work out of hours when needed to support the team.
- Able to work independently and as part of a team.

Qualifications

- Educated to Degree level (or equivalent) and/or able to demonstrate relevant work experience at a similar level of responsibility.
- Evidence of continual professional development relevant to the scope of the role.

How to apply

For an informal conversation about the role and to receive further details, please contact our recruitment partner:

Simon Lloyd
Director, NFP Consulting

07961 988 523

simon.lloyd@nfpconsulting.co.uk

Register online to receive details at: www.nfpconsulting.co.uk/rhc

Application is by way of CV initially and applications will be reviewed on a rolling basis.

