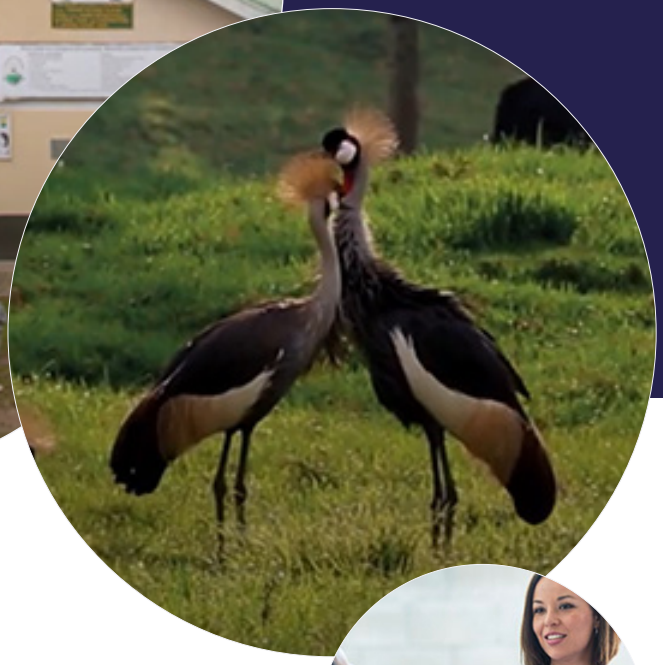

Head of Development

Candidate Brief

December 2021

MARGARET PYKE TRUST

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Welcome

Thank you for your interest in joining the Trust at what is in every sense, a pivotal point in time.

We may be a small charity at the moment, but we have consistently exceeded what has been expected of us by our donors, the health professionals we train and our partners – we are an organisation that gets things done.

The sexual reproductive health training that we deliver here in the UK is best in class and we are a recognised leader by doctors, nurses, midwives and others.

Our family planning and environmental conservation programmes being delivered in Uganda contribute to generating the evidence underpinning our ground-breaking advocacy work that seeks to change global and institutional biodiversity and climate policy to recognise the importance of removing barriers to family planning.

There is now both the opportunity and an urgency for us to increase income from an already healthy financial position and grow our capacity to deliver. This role is one of two new senior leadership positions being established to ensure that we are able to do just that.

I look forward to hearing from you.

D. A. Johnson

David Johnson
Chief Executive

About the Trust

We provide healthcare professionals with contraception and sexual health training. Globally, we promote the critical importance of removing barriers to family planning for both environmental and human health.

Margaret Pyke Trust has been a leader in contraception and sexual health for over 50 years.

Today, in the UK, we train doctors, nurses and other healthcare professionals on contraception and sexual health, providing the broadest range of contraception and sexual health training in the UK.

Internationally, we develop projects with partners in low- and middle-income countries, to improve sexual and reproductive health, focussing on family planning information and services.

We also work to change global policy. We are the only member of the International Union for Conservation of Nature with 50 years' family planning expertise, because barriers to family planning are critical issues for those who are passionate about improving health, gender equality, and empowerment, and for those who are passionate about the conservation of biodiversity, the environment and sustainability.

Vision

Our vision is a world where everyone can choose freely whether and when to have children, and how many: for the benefit of all people and the planet.

Mission

Our mission is to promote sexual and reproductive health knowledge, rights and services, for the benefit of all people, especially women and girls, and to support sustainable development.

Sexual Reproductive Health (SRH) Training

Margaret Pyke Conferences – SRH training for doctors, nurses, midwives and others

Throughout the year we run a series of Margaret Pyke Conferences, which are delivered by speakers of the highest calibre and give succinct and essential information on each topic and cover the latest SRH developments and guidelines.

SRH Essentials – Training for Primary Care Practitioners

SRH Essentials is a one-day interactive evidence-based learning experience. The course provides a solid foundation for those who see patients with sexual and reproductive health needs but who have had little or no formal SRH training, or need a refresher.

Bespoke SRH Training

The Trust has substantial expertise designing and delivering bespoke training courses covering women's health, sexual health and contraception, delivered in person or remotely. Our bespoke training is designed to meet the learning needs as identified by the client and can incorporate comprehensive updates, local SRH issues, new developments and best practice guidelines, all with an emphasis on patient safety.

SRH Partnerships

Internationally, we develop projects with partners in low- and middle-income countries, to improve sexual and reproductive health, focusing on family planning information and services.

USHAPE Uganda – USHAPE is our family planning programme, which we have designed for the specific training and health challenges in rural Uganda. USHAPE (Uganda Sexual Health and Public Education) follows a whole institution approach, meaning all staff receive training whether they are clinicians or support staff.

Family Planning & The Environment

The Trust works to change global and institutional biodiversity and climate policy, promoting the importance for the conservation of nature of removing barriers to family planning. We design and manage projects integrating family planning and conservation action.

We are the only member of the International Union for Conservation of Nature with 50 years' family planning expertise. We also have Observer Status to the UN Framework Convention on Climate Change and UN Environment.

Policy

We seek changes to conservation policy, from inside the conservation sector, to reflect the importance of reproductive health and rights, using our unique status and expertise. We believe that removing barriers to family planning should be a priority within biodiversity and climate policy.

Projects

We run projects with partners integrating family planning and conservation action. Below is a summary, but you can read more on our website and watch videos that explain more about our current projects.

Grey Crowned Crane – Uganda

The wetlands of Rukiga District, Uganda, are critical for both the local human communities (for their food and water security, livelihoods and to prevent flooding) and Uganda's stunning national bird, the Endangered Grey Crowned Crane (for their nesting habitat).

With our partners, the International Crane Foundation/Endangered Wildlife Trust Partnership, Rugarama Hospital, and the London School of Hygiene & Tropical Medicine, we are empowering communities to conserve wetlands and cranes. We recognise the connections between human and environmental health and so, working with the local partner communities, developed a "population, health and environment" project.

Eastern Chimpanzee – Uganda

Although more famous for its population of Endangered Mountain Gorilla, Bwindi Impenetrable Forest in southwest Uganda is also home to Endangered Eastern Chimpanzees. In 2016 the British Zoo, Wingham Wildlife Park, and Emory University in the United States, through its Yerkes National Primate Research Center, began funding our work undertaken with Bwindi Community Hospital, a Uganda Protestant Medical Bureau healthcare institution.

Bwindi has an estimated population of around 300 chimpanzees. These chimpanzees face the same threats as the Mountain Gorillas: habitat loss, communicable diseases and poaching/trafficking of the babies. Although today the world is all too fully aware of the impacts of pandemics and cross-species transmission of viruses, our work around Bwindi has taken this into account since 2016. The work of the Margaret Pyke Nurse at Bwindi Community Hospital focuses on all three of the risk factors, by implementing our USHAPE family planning training programme and providing clinical outreach, and by including within our work education on communicable diseases and poaching.

For more information

Visit **our website** to learn more about Margaret Pyke, a family planning pioneer, the history of the Trust, our team and our work today.

Download our latest **Annual Report**.

Context for the appointment

This is one of two new roles for the Trust being established to bring in extra capacity and expertise, which will strengthen the leadership of the organisation as a whole by creating a new senior leadership team.

The two areas where the new roles are necessary are:

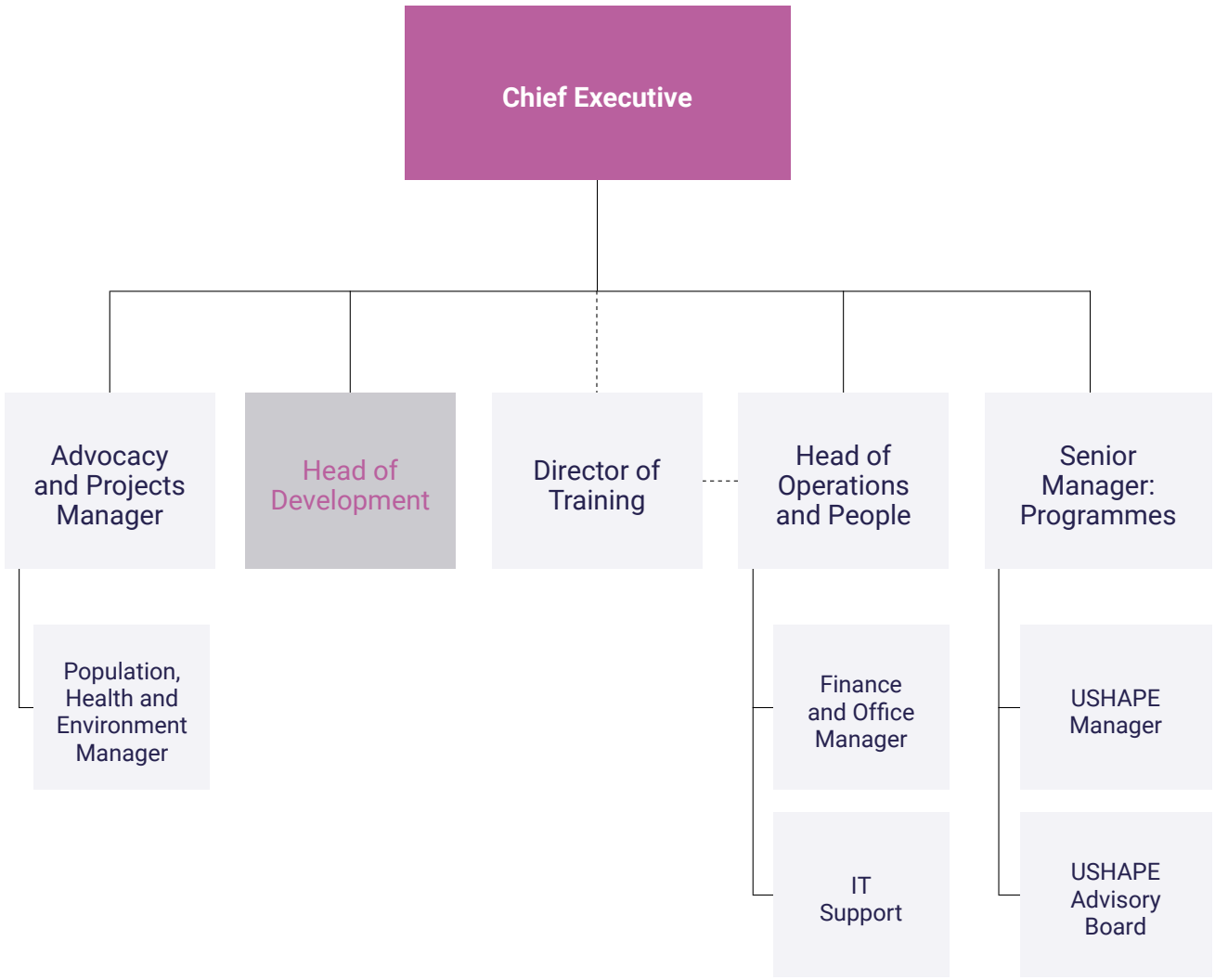
Income generation

Internationally, with the urgency facing the world to tackle climate change, there is considerable scope for the Trust to attract significant funding from individual, organisational and institutional donors. We are seeing greater levels of discussions about opening up so-called “climate money” for family planning, and a greater awareness of the importance of the connections between human and environmental health. The cross-sectoral nature of our work provides distinct entry points for funding discussions. Here in the UK, it remains the case that nurses, doctors and other clinicians still need to gain CPD points and update their knowledge. We are delivering training in a competitive market, but have unique selling points which mean there are opportunities to drive training course revenue growth.

Finance and operations

We are already working at full tilt. As we grow we will need to ensure that the management of the resource we have available are used to best effect in pursuit of our objectives and longer-term ambitions. Operating in compliance with ever changing regulation for charities is a fundamental requirement in the discharge of our duties. Growth brings the need for organisational development to embed new ways of working, which is a job for winning hearts and minds as we evolve.

Organisational chart



Job description

Job title:	Head of Development
Salary up to:	£55,000 – £60,000
Hours:	35 hours – hybrid working office/home
Location:	Archway Centre, 681-689 Holloway Road, London, N19 5SE
Contract:	Full time, permanent
Reports to:	Chief Executive
Responsible for:	None but close collaboration with: Director of Training Senior Manager: Programmes Advocacy & Projects Manager

Job purpose

To lead and implement the engagement strategy with donors, supporters and purchasers to generate voluntary funding and traded income to enable the Trust to meet its objectives for delivering best-in-class health professional training, its international projects and the advocacy work to influence climate and biodiversity policy, to recognise the importance or removing barriers to family planning.

Key areas of responsibility

Strategic philanthropy, commercial and marketing planning

- Leading and developing a mix of sustainable voluntary and commercial income streams;

- Researching and prospecting donors and supporters as well as potential purchasers of the commercially traded professional development programme;
- Developing and marketing the case-for-support for compelling funding and commercial propositions;
- Maintaining an overview of trends and developments in philanthropic giving by individual, organisational and institutional donors; and
- Contributing fundraising forecasts to the annual and longer-term strategic business planning process.

Delivery

- Translating strategic objectives into a workable personal objectives;
- Personally implementing the annual voluntary income generation plan featuring key engagement events in the calendar; and
- Development of the marketing collateral associated with planned activity and including the promotion of the professional training programme.

Relationship management

- Personally stewarding relationships with major donors and supporters;
- Ensuring CRM measures are in place and producing timely and relevant communications to donor, supporter and purchasers; and
- Personally managing relationships with decision makers and representatives in relevant partner organisations, media and suppliers.

Governance and reporting

- Ensuring all voluntary fundraising and commercial activity is compliant with relevant UK charity and financial management regulation;
- Reporting to the Chief Executive and Board on the roll-out of the annual income generation plan highlighting variance and recommending action where necessary; and
- Contributing to the production of the Annual Report and accounts.

Team-working

- Collaborating with colleagues to develop funding and commercial propositions;
- Championing the professional integrity of the Trust in alignment with its vision, mission and values;
- Contributing to the development and implementation of wider organisational business development initiatives; and
- Deputising for colleagues when required.

Person specification

Essential knowledge and experience

- Senior philanthropy strategy and operational delivery experience within the charity, social enterprise, community interest company sector, or substantial relevant experience of donor and supporter relationship management experience gained in voluntary capacity, e.g. as a trustee or a non-executive-director;
- Experience of personally managing relationships with high value individual, organisational and institutional donors;
- Knowledge of the practical application of effective CRM systems in support of philanthropy and commercial activity;
- Experience of the development of associate marketing materials in support of funding and commercial propositions to donors, supporters and purchasers;
- Knowledge of the legislation governing philanthropic fundraising activity by charities in the UK; and
- Experience of providing strategic philanthropic forecasting to inform annual business and longer-term business planning.

Desirable knowledge and experience

- Promoting commercially traded propositions to purchasers;
- Working within health conservation and/or global advocacy/international development context to influence policy; and
- Supporting the growth and development SME charities funded by a mix of voluntary and commercially traded services.

Qualifications and memberships

- Professional development and memberships relevant to the level and scope of the role.

Skills and abilities

- Ability to provide strategic vision and translate this to achievable plans;
- Highly organised with the ability to prioritise own workload;
- Empathy and social skills in order to build effective working relationships with donors, supporters, purchasers, colleagues and external partners;
- Effective negotiating, influencing and persuasion skills;
- Excellent oral, written communication and presentation skills including the ability to differentiate appropriately to the audience;
- Effective team-working and collaboration skills;
- Commercial and business acumen in assessing opportunities and applying resources effectively; and
- Ability to identify solutions and opportunities for innovation and creativity.

Special conditions

- Willingness to undertake work outside normal office hours and to travel as required within the UK; and
- There is likely to be the occasional need for international travel, e.g. to attend conferences or facilitating donor visits.

How to apply

For an informal conversation about the role, please contact our recruitment partner, NFP Consulting:

Simon Lloyd Director | NFP Consulting
07961 988 523 simon.lloyd@nfpconsulting.co.uk

Apply online **www.nfpconsulting.co.uk/MPTdevelopment**

Application is by way of CV with a Supporting Statement that should set out your motivations for applying and how your work experience to date meets the scope of the responsibilities. As a general guide, your Supporting Statement should be around two sides of A4.

Closing date: Sunday 13th March 2022

Selection process and timescales

Applications will be reviewed on a rolling basis.

Stage 1:

First round of screening interviews will be conducted by NFP Consulting, which will be conducted via video.

Stage 2:

The intention is to hold the second and final interviews on-site at the Trust's offices and in full compliance with the legal requirements and Government guidance for the containment of the spread of COVID-19 that apply at the time. If this proves not to be possible, or advisable, the interviews will be via video.

Accessibility

Please let us know if you have any special requirements which we might need to consider in relation to the selection process, e.g. attending interview, completing any part of the selection process. Any requests will not be taken into account in the selection process. Please let us know if you would like to receive this information in a different format.