



Head of Fundraising

For an informal and confidential discussion about the role, please contact our recruitment partner:

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Application is by way of a CV and a Supporting Statement.

How to apply

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Closing date: Monday 19th April 2021

Selection and timescales:

There is a two stage selection process.

The format of the interviews will be determined by the COVID-19 guidelines and restrictions that apply at the time.

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. Any requests will not be taken into account in the selection process.

JOB DESCRIPTION

SECTION A – GENERAL INFORMATION	
Job Title	<i>Head of Fundraising</i>
Location	<i>Camden, London</i>
Duration (If Applicable)	<i>One year fixed term contract initially</i>
Working Arrangements	<i>P/T (28 hours per week)</i>
Responsible for:	<i>Corporate partnerships strategy and income and oversight/ management of London special events, challenge events, community, trusts, legacies, individual giving, and Patrons (major donors).</i>
Accountable To:	<i>Chief Executive</i>
Accountable for:	<i>Corporate Partnerships Manager, Trusts and Foundations Manager, Virtual Challenges Fundraiser, Challenges and Community Fundraiser, Volunteer Development Officer (plus further roles to be agreed/ recruited).</i>
Work closely with:	<i>The senior management team, staff teams both at Head Office and across the UK, Crew (committee members), Trustees and Volunteers.</i>

SECTION B – ROLE

Summary of Role

Variety, the Children’s Charity, seeks a senior fundraiser with with extensive experience in managing a mix of sustainable income streams, ideally including online and virtual fundraising, and to lead our Fundraising Department.

The impact of the Covid pandemic on our event income has highlighted the importance of growing our philanthropic income streams and our trustees have approved new investment in fundraising to strengthen the team and its performance. Our ambitions are to double non - event fundraising income over the coming five years, create a sustainable fundraising programme for the long-term and bring about a culture change that sees non - event fundraising income take an equally important role alongside our event fundraising income.

The Head of Fundraising is a pivotal appointment for Variety in achieving that ambition.

The Head of Fundraising will join our senior leadership team and be responsible for delivering a transformation in our fundraising activity, performance, and positioning. This is a hands-on role and the Head of Fundraising will lead by example, undertaking as well as directing the fundraising, and managing relationships with a pool of major donors and other key stakeholders. This will also include leadership and management of the fundraising team and its programmes (corporates, trusts and foundations, legacies, community, individual giving, virtual and online fundraising, Patrons, London special fundraising events)) and growth, and development and implementation of a fundraising strategy, and financial management.

It is important to highlight this is a hands-on role because of the small team and you will need to be prepared to be actively involved in all aspects of fundraising.

Areas of Responsibility

(This section is divided into Core Functions and Specific Functions).

Note: Within the boundaries of the role description, new projects and work areas may be incorporated into the role over time or as the role develops.

Development

- To develop and implement an overall national fundraising strategy, ensuring that the right skills and resources are in the team.
- To develop and deliver a corporate fundraising strategy to improve income, develop effective pipelines and ensure Variety achieves its annual target.
- To maximise growth opportunities for current partnerships and event sponsors.
- To research, identify and develop potential new supporters likely to become a corporate partner, event sponsor or major donor.
- To liaise and work with the Trustees and committee members at Variety's events to deliver new potential corporate partners.
- To establish a comprehensive stewardship programme for individual donors, including legacy promotion and the management of major donors.
- To coordinate a cross function approach, working with colleagues across the fundraising streams and national branches, to identify and develop corporate partnerships and sponsorships.
- To ensure all fundraising supporter records are up to date and that relationships are recorded appropriately on our CRM database (Microsoft Dynamics Nav).

Account Management

- To oversee the existing portfolio of corporate relationships, ensuring corporate supporters are stewarded appropriately, resulting in a profitable long term partnership.
- To provide excellent account management to maximise income across the team (events, challenge events, individual giving), delivering bespoke stewardship plans for our key fundraising supporters.
- To prioritise and manage the return on investment across our partnerships.
- To mentor and line-manage the Corporate Partnerships Manager to grow and steward their accounts, setting targets for them to deliver on.
- To develop a portfolio of assets including pitches, case studies and quotes, to use in future proposals and across the team.
- To achieve a good balance of restricted and unrestricted income.

General Management Responsibilities

- To lead the fundraising department to meet agreed objectives and performance standards.
- To manage and deliver the fundraising income and expenditure budget.
- To manage financial reporting, forecasting and evaluation.
- To act as an ambassador for Variety, representing the Charity at external events and undertake public speaking as required.
- To participate proactively in general staff, SMT, Board meetings, or other meetings as maybe required.
- To build and maintain effective relationships and contribute to the sharing of knowledge and experience, and the development of Variety and its profile.
- To represent the organisation professionally and positively always.
- It is the responsibility of employees to apply Variety's Equal Opportunities Policy and the Health & Safety Policy in their own area of responsibility, and in their general conduct.

Other Requirements

- You may, with reasonable notice, be required to work at any of Variety sites.

SECTION C – PERSON SPECIFICATION

Essential Knowledge, Skills and Experience

Experience and Qualifications:

- Significant and proven experience of managing a variety of successful fundraising programmes.
- Proven track record of securing income from a broad funding mix.
- Proven experience of delivering substantial income from partnerships with organisations/institutions/individuals.
- Experience of managing and motivating people and teams, and to effectively delegate tasks.
- Proven track record of managing successful face to face negotiations to win business, and solicit high value personal donations.
- Proven experience of working to challenging targets within tight timeframes.
- Experience of using digital and social media for fundraising purposes.
- Understanding of diversity and equality issues.

Skills and Ability:

- The ability to undertake as well as direct fundraising activity.
- Confident networker, able to build successful, mutually beneficial relationships.
- Confident presenter and successful negotiator, able to successfully close a deal or make an ask, tailoring the message for different audiences.
- The ability and confidence to lead effective meetings to include both internal and external stakeholders.
- Excellent written and verbal communication skills at all levels, including: experience of developing and writing fundraising propositions; delivering strong, emotive and accurate copy; creating and delivering effective presentations.
- Sound knowledge of charity accounting practices, and the analysis and reporting of accurate financial data.
- Proven experience of developing and managing plans and budgets and reporting on ROI.
- Proven experience of managing people.
- Well organised, with strong attention to detail.
- Experienced user of CRM database systems and up to date understanding of data protection.
- Proficient in using MS Word, Excel, and PowerPoint.

People Skills:

- Confident networker, influencer and motivator.
- Strong and inspirational team leader and effective team player, able to work collaboratively with others to build productive relationships with colleagues both internally and externally.
- Effective manager of donor/client relationships.

	<ul style="list-style-type: none"> • Self motivated; able to systematically plan and organise own work to meet objectives and ensure successful delivery. • The ability to take personal responsibility for delivering results and objectives, and overcoming external and internal challenges.
Desirable Knowledge, Skills and Experience	<ul style="list-style-type: none"> • Academic study, professional development and/or professional memberships relevant to the role.

Variety, the Children’s Charity, is committed to the principle of equality regardless of race, colour, ethnic or national origin, religious belief, political opinion or affiliation, sex marital status, sexual orientation, gender reassignment, age or disability. It is the responsibility of employees to apply Variety’s Equal Opportunities and Health and Safety Policies in their own area of responsibility and in their general conduct.

The post holder will be expected to contribute to the overall aims of Variety by assisting in the co-ordination and administration of any activities related to the charity. The post holder will have the opportunity to work as a volunteer on many of Variety’s major events and will be expected to work together with the Variety staff and volunteers in the generation of ideas and initiatives that will contribute to the growth and development of the Charity.