

Post: Head of Fundraising - Maternity Cover

Responsible to:	Chief Executive
Member of:	Fundraising Team
Line management responsibility for:	Community Fundraiser Trust and Grants Fundraiser Fundraising Administrator
Based at:	CLDF Office, Birmingham
Scope of role:	National
Contract:	Temporary contract for 12 months or until the substantive post holder returns

Background

Formed in 1980, Children's Liver Disease Foundation (CLDF) is a unique national charity dedicated to taking action against the effects of all liver diseases of childhood. Services include funding vital research, informing and educating healthcare professionals, parents and the public on the signs and symptoms of liver disease and providing tailored support services for young adults, children and their families across the UK.

Currently the Foundation derives its income from a range of sources, of which community fundraising from supporters and families is the largest. The Foundation is seeking to appoint an inspiring, creative and experienced Head of Fundraising to join the team for 12 months as maternity cover.

Job Purpose

As well as providing leadership to the fundraising team, ensuring we deliver maximum supporter care and achieve annual financial targets, a key purpose of the role is to generate new income from corporate sources.

Key Accountabilities and Responsibilities

Fundraising

- To drive new opportunities for corporate financial support of the charity's activities.
- To support the development of and implement CLDF's fundraising strategies to maximise income and profile, researching trends and new commercial opportunities for CLDF.
- To develop plans, objectives and targets related to the fundraising strategies and be responsible for monitoring and evaluation of those strategies, delivering relevant reports, forecasts and analyses for the Chief Executive and the Board of Trustees.
- To take total responsibility for the fundraising team's financial contribution to the overall business plan, maximising return on investment for the resources expended on income generation.
- To regularly review the effectiveness of the department, and manage, sustain and grow CLDF's income from donors, trusts, businesses and social media marketing.
- To take direct responsibility for generating income from companies and major donors.
- Manage and develop effective use of CLDF's CRM system (Raiser's Edge) and ensure that all fundraising meets legal and regulatory requirements.
- Ensure the highest standards of motivating and timely supporter care.

- To work closely with family and young peoples' support, information and research leads to support the development of funding proposals to finance specific programmes and projects.
- To work closely with the Finance Manager to ensure that income generation and campaigns are integrated and synchronised.
- To work closely with the communications team to develop fundraising communications strategy.
- To take an active role in the marketing, corporate image and branding project group and oversee the development of fundraising promotional materials
- To work with all staff, particularly those working in the front line, to ensure they understand the vision, mission and objectives of CLDF and support them to develop an appreciation of the role of fundraising and encourage team working.
- To lead on the planning of CLDF's biennial fundraising event and support the planning and implementation of CLDF's annual national fundraising campaign.

Management

- To provide line management for the Community Fundraiser, Trust and Grants Fundraiser and the Fundraising Administrator.
- To inspire, lead and manage the fundraising team so as to maximise the motivation, creativity, development and performance of team members.
- To ensure that all staff are appraised annually and developed in accordance with the department's strategic objectives and their personal potential.
- To ensure that efficient office systems and working environment are developed so that the team can deliver what is required.

General

- In conjunction with other members of the Senior Management Team, to agree annual income forecasts and expenditure budgets with the Board of Trustees and contribute towards the development of CLDF's overall policy and strategy.
- To assist the Chief Executive and contribute as a member of the Senior Management Team to overall corporate strategy, leadership and management of CLDF.
- To manage the Fundraising budget.
- To keep abreast of relevant issues and key changes in fundraising and management and attend appropriate training courses.
- To maintain an awareness of national developments in fundraising, medical charity funding and the wider voluntary sector.
- To keep up to date and implement the latest techniques and best practice in relation to fundraising, marketing, digital developments and community engagement.
- Training, mentoring and coaching will be encouraged as well as membership of appropriate professional bodies.
- To ensure that all fundraising activities are carried out in a manner which meets the Charity Commission and Institute of Fundraising requirements. Compliant with all relevant legislation and guidelines and the values of CLDF.

The Head of Fundraising is required:

- To be mindful of the delicate working relationship and interface with families, supporters, medical professionals, specialist liver units and hospitals units and advisers.
- To work flexibly in order to contribute to the overall objectives and mission of the charity and provide cover for colleagues, as directed by your line manager (including some travel, evening and weekend work).
- To ensure the service is offered and carried out in a manner regardless of ethnicity, gender, social class, ability, religious affiliation and sexual orientation of the service users or other CLDF employees.

Person Specification

Requirements		Essential	Desirable	Method of Assessment
Qualifications/ Training	Educated to degree level or equivalent by qualification and/or experience	E		Application/ Certificate(s)
	Evidence of continued professional development (relevant to the post)	E		
	Member of the Institute of Fundraising		D	
	Professional qualification in Fundraising / Management.		D	
Experience	Significant experience (at least 5 years) in a fundraising environment	E		Application/ interview
	Proven track record of delivering fundraising income success across a number of income streams.	E		
	Managing and leading a team to deliver significant financial targets			
	Planning, implementation and monitoring of a successful initiative.	E		
	Data management systems and use of CRM to develop and enhance relationships including all stakeholders	E		
	Relevant use of social media Managing competing deadlines effectively	E		
Skills & Knowledge	Knowledge of the Institute of Fundraising codes of best practice and Fundraising Regulator recommendations.	E		Application/ interview
	Knowledge of the legal requirements relating to fundraising / information governance.	E		

	<p>Knowledge of the national fundraising environment and relevant trends.</p> <p>Excellent written and verbal communication skills</p> <p>Presentation skills to effectively deliver presentations to a wide and varied audience.</p> <p>Good computer and IT Skills</p> <p>Creative and innovative approach</p> <p>Excellent planning and organisational skills</p> <p>Ability to make decisions and take the initiative, as part of managing a complex and varied workload.</p>	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>		
Personal Qualities	<p>A genuine empathy with CLDF Vision and Mission and commitment to the work and values of the charity</p> <p>Team player</p> <p>Professional attitude and self motivated</p> <p>Enthusiasm, energy and drive with a willingness to work flexibly outside of normal working hours as required</p>	<p>E</p> <p>E</p> <p>E</p> <p>E</p>		Application/ interview
Other job requirements	<p>Car owner</p> <p>Clean Driving Licence</p>	<p>E</p> <p>E</p>		Details to be provided

Benefits

- Salary: £40,000 - £44,000 (pro rata £32,000 – £35,200) dependent on experience.
- 23 days annual leave increasing by 1 day per annum to a maximum of 25 days, plus bank holidays and discretionary office Christmas closure days.
- Death in service benefit – twice annual salary.
- CLDF operates an auto enrolment pension scheme for all eligible job holders, as is legally required. Current contributions are 3% for the employer and 4% for the employee, rising on a phased basis determined by the government. The scheme is with Royal London.

- Access to a 24/7 Employee Assistance Programme – a confidential support service for employees and their immediate family members.
- Enrolment on Westfield Health Foresight Health Plan Level 1 – immediate cover on all benefits; dependent children can be added at no extra cost. Option to upgrade benefit level.
- Staff Committee to organize social and other activities.

Notes:

CLDF reserves the right to alter the content of this job description, after consultation to reflect changes to the job or services provided, without altering the general character or level of responsibility.

The above list of responsibilities is not exhaustive and may change to meet the needs of the organisation. The post holder may also be required to carry out such other duties as may be required from time to time which are broadly consistent with the status of the post within the organisation.

August 2019