**JOB DESCRIPTION**

**Job Title: Head of Fundraising**

**Hours of work:** Minimum 30 to 37.5 (full time) per week

**Reporting to:** CEO

**Salary:** £43,000 - £48,000 FTE

**Location:** Flexible – partly home-based by arrangement, but travel to our Bedford office will be required at least three days a week and for management meetings as necessary, plus occasional travel to meet with supporters. The office is a 15-minute walk from Bedford Station.

**Role Description:**

We are looking for a highly motivated, experienced Head of Fundraising to lead our small, dynamic Schoolreaders fundraising team and help raise income in line with the charity’s ambitious, exciting plans. This is the ideal opportunity for someone hoping to achieve great results within a rapidly growing charity which is impacting the lives of thousands of children every week.

**Duties and Responsibilities:**

1. With the CEO, to develop the organisation’s fundraising strategy in line with Schoolreaders 2023-2028 organisational objectives, and to develop and implement detailed operational fundraising plans accordingly.
2. To be responsible for preparing income and expenditure budgets for the Fundraising department, monitoring income targets and other performance indicators and reporting regularly to Trustees and Senior Management Team.
3. To be responsible for identifying, researching, and developing new sources of funding to diversify our funding base and create multiple ongoing income streams.
4. Along with other fundraising team members, to be responsible for hands-on ‘account management’ of several key supporters: identifying and developing existing and new partnerships with high-net-worth individuals, corporates, major trust bid support, and other funding institutions.
5. To line-manage and optimise the effectiveness of the Trusts Team, Community and Events Fundraiser and Corporate & Key Relationships Manager plus other colleagues involved in fundraising activities, including County Team volunteers.
6. To identify shortfalls in performance with support from the CEO, and to prepare and implement contingency plans to ensure financial targets are met.
7. To be responsible for optimising all supporter relationships, both individual and institutional, through effective stewardship and effective systems and processes.
8. To oversee the ongoing development and successful application of the fundraising database, in cooperation with the Operations Team.
9. To ensure that all fundraising activities are carried out in accordance with fundraising legislation and good practice, including GDPR.
10. To ensure that Schoolreaders’ fundraising is carried out in accordance with the organisation’s values, including carrying out due diligence with key funding partners.
11. To represent Schoolreaders externally to relevant audiences and stakeholders.
12. As a member of the Senior Management Team, to contribute to the wider organisation’s strategic development and future plans and to support organisational change.
13. To carry out any other duties which are relevant and appropriate to the job.



**PERSON SPECIFICATION**

**Head of Fundraising**

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| Criteria | Essential or Desirable |
| Skills |  |
| Evidence of being results-orientated and capable of achieving ambitious targets | Essential |
| Hands-on experience of line-managing and motivating a team of paid fundraisers and/or volunteers | Essential |
| Excellent written skills with an ability to write compelling, informative bids and reports | Essential |
| Ability and keenness to account-manage several key supporters, whilst managing the fundraising team | Essential |
| An excellent team-player, with evidence of making a significant contribution to a wider organisational team at senior level | Essential |
| Evidence of being proactive and highly-motivated, with excellent organisational skills | Essential |
| Excellent verbal communication and presentation skills (including PowerPoint presentations) | Essential |
| Knowledge |  |
| Fully computer literate with excellent IT skills, including high competency in Excel | Essential |
| Hands-on experience of working with, and developing fundraising databases | Essential |
| Experience of Salesforce | Desirable |
| Knowledge and understanding of good practice and legislation relating to fundraising, including GDPR | Essential |
| Experience |  |
| Experience of leading a fundraising team in the voluntary sector, including developing a detailed strategy with measurable objectives | Essential |
| Proven experience of setting, managing and monitoring ambitious income targets, and related expenditure budgets | Essential |
| Evidence of working with senior management to report on performance, and agree adaptations to plans according to changing circumstances if needed | Essential |
| First-hand experience of managing digital fundraising campaigns | Essential |
| Proven track-record of creating opportunities and generating significant one-off and multi-year grants from major funders, partners and high net worth individuals | Essential |