

### Job Role Profile

<b>Job Title:</b>	Head of Fundraising Development
<b>Department:</b>	Fundraising, Grants and Business Development
<b>Direct Supervisor:</b>	Head of Income Generation
<b>Number of Direct Reports</b>	5
<b>Location:</b>	The Exchange Building, Quarriers Village with home working flexibility

	<p><b>Job Purpose:</b></p> <ul style="list-style-type: none"> <li>• To manage, direct and support a team of staff to deliver an agreed fundraising strategy to meet defined objectives of income generation for Quarriers</li> <li>• Operate as Senior Member of the Fundraising, Grants and Business Development department to achieve overall goals, income targets and objectives.</li> <li>• To plan and deliver a fundraising strategy that maximises income for Individual Donors, Corporate, High Value donors, Communities &amp; Events, while working within agreed income and expenditure budgets.</li> </ul>
	<p><b>Dimensions: i.e. budget, no of staff, areas of work etc.</b></p> <p><b>Function:</b></p> <p><b>Responsibility for the strategic development of the following areas:</b></p> <ul style="list-style-type: none"> <li>• Individual Giving</li> <li>• Community and Events</li> <li>• Corporate Development</li> <li>• Major Gift Fundraising</li> <li>• Legacy</li> <li>• Development of High Value Relationships</li> </ul> <p><b>Financial:</b> Direct responsibility for preparing, forecasting and managing the annual approved income and expenditure budget. Have responsibility for formulating proposals for forward planning income and expenditure that stretch the targets year on year for all aspects of the Fundraising Development team.</p> <p><b>Team – 5 Direct Management:</b> Line management responsibility for the following staff: Fundraising Development Manager, Fundraising &amp; Digital Content Manager, Senior Major Gifts and Events Fundraiser, Senior Corporate &amp; Events Fundraiser Community &amp; Events Fundraiser</p>

**Key Objectives and Accountabilities:**

1. Create an annual fundraising development fundraising strategy and plan in order to maximise income generation that includes individual giving, community, corporate, high value and events fundraising.
2. Ensure effective operation of the donor database and establish a database strategy that develops the database, supports the wider department and improves the effectiveness of fundraising. Should have a clear understanding of complex data relating to Individual Giving campaigns. Should be able to build narrative around data in order to report to the board.
3. Establish and manage the relationships with external agencies, such as Mailing Houses, Royal Mail and have experience of postcode targeted direct mail planning, including appointment and contractual negotiations, to ensure the delivery of donor acquisition and development programmes that achieve best value for money and effective delivery.
4. Ensure consistent analysis of data identifying opportunities and understanding trends to ensure planning for acquisition and contingency planning, driving all opportunities forward with the team. With a clear knowledge around face to face recruitment campaigns from planning stage through to acquisition and retention.
5. Ensure organisational adherence to codes of practice and reporting requirements, specifically that data consent, capture and retention meets or exceeds the guidelines set out by the Institute of Fundraising and Information Commissioners Office and GDPR.
6. Analyse performance trends and investigate potential future income drivers to inform long-term strategic direction with the focus of: improving ROI, growing the donor pool, increasing the lifetime value of donors and reducing exposure to business risk through appropriate diversification of channels.
7. Ensure a range of events and community fundraising is in place and achieving targets.
8. Develop corporate contacts and a corporate engagement strategy with the Senior Corporate Fundraiser
9. Oversee the voluntary income process and stewardship of donors, while ensuring effective operational and administrative processes. A clear track record of forming and maintaining donor pipeline, stewardship and donor journey is a requirement.
10. Accountability for the on-going performance monitoring and analysis of the above fundraising functions.
11. Provide insightful reports and well-researched investment proposals to the Head of Income Generation, Quarriers' Executive Team and the Board of Trustees to ensure planned return on investment (ROI) and key performance indicators (KPIs) are achieved. Previous experience of presenting at this level is advantageous.
12. Work in partnership with other senior staff in the Department of Business Development & Fundraising to deliver an integrated approach to meeting business objectives. Take an active role in cross-departmental working and produce papers as required to achieve organisational objectives.

**Key Performance Outcomes and Measures:**

- Fundraising plan is activated successfully, measured by achievement of objectives
- Achieve budgetary forecasts for income and expenditure
- Improve ROI of fundraising channels
- Sustain and increase unrestricted income over time, measured by monitoring income
- Improve donor lifetime value through careful communication and nurturing.
- Improve donor retention and acquisition levels, measured by regular monitoring reports
- Provide the Head of Income Generation with monthly updates and outcome reports.
- Reduce business risk through appropriate mix of fundraising channels, measured by number of active fundraising channels used.
- Gain Executive and Board of Trustee approval for appropriate income generating opportunities
- Ensure agreed plans are delivered by external agencies
- Identify a small group of possible major donors.
- Build a successful calendar of events, ensuring a reasonable ROI
- Build donor support within the communities local to Quarriers services.

**Knowledge, Skills and Experience necessary for the role:**

- Significant and Senior level fundraising experience
- Strong leadership skills in Managing a busy team who are expected to deliver high income targets
- Experience and evidence of successful strategic planning and delivery
- Wide knowledge and experience of donor acquisition, development techniques and donor stewardship with a proven track record of improvement in these areas
- A proven track record managing and delivering successful events and the ability to identify opportunities that may arise in this area.
- An acute understanding of fundraising within communities and the ability to plan strategies to grow support
- Proven experience in writing engaging fundraising content across income streams in order to ensure continuity and provide guidance to the wider team

**Key Relationships:****Direct/Matrix Reports:**

- Inspire, lead and motivate your team on a day-to-day basis to deliver agreed programmes of donor acquisition and development, database management and administrative support.
- Provide effective management through structured meetings, planning and supportive management including supervision, performance coaching and assessment against agreed targets/outcomes, and an annual training plan based on training needs assessment.
- Deputise for Head of Income Generation Department when needed

**Senior Internal Stakeholders:**

- Support the Head of Income Generation to achieve set income targets and achieve agreed ROI.
- Provide insightful reports and analysis on current performance and potential.
- Provide on-going reporting and analysis to Head of Income Generation, Quarriers' Executive Team and Board of Trustees.
- Report future plans and make proposals to Board of Trustees to secure future investment for fundraising initiatives.

**External contacts:**

Establish and manage relationships with donors and key external agencies and suppliers who support the delivery of fundraising plan.

Manage relationships with fundraising regulatory bodies and be responsible for ensuring organisational adherence to codes of practice and reporting requirements.