



Our vision is a society where dementia is wholly understood and accepted, enabling people living with dementia to be fully supported throughout the whole of their journey

Job title	Head of Fundraising
Reports to	Chief Executive

Job Purpose

The Head of Fundraising has overall responsibility for both developing and implementing a robust fundraising/income generation strategy to meet the Charity's current and long-term funding needs across various fundraising streams.

Leading and managing a small fundraising team the postholder will grow and develop new donor prospects whilst managing the stewardship of existing major donors.

Working closely with the CEO the postholder will lead in presenting to major donors to develop and cultivate relationships that lead to significant gift donations.

Duties and responsibilities

Working closely with the CEO and as a key member of the senior leadership team, the Head of Fundraising will provide leadership across the organisation as a whole, embedding the fundraising culture throughout our work, and will;

- ✿ Develop, implement and manage the fundraising strategy and 3-year fundraising plan to achieve or exceed our fundraising targets across major donor, community, trust, corporate and digital fundraising
- ✿ Establish structure, processes, competencies and systems to ensure the Fundraising team is fully equipped to accelerate growth and establish a diversified and sustainable income base
- ✿ Provide leadership and support to develop the fundraising team ensuring a high standard of delivery that promotes the aims of the charity
- ✿ Build relationships with high profile and high net worth individuals as potential donors to the organisation and manage our patron programme
- ✿ Take ownership of strategic communications and marketing to ensure all our external messaging is consistent with our strategy and supports delivery of our fundraising goals
- ✿ Develop strong marketing and communication links to cultivate prospective donors, to include private wealthy individuals' corporate donations and grant giving trusts
- ✿ Attend networking events and meetings with potential donors
- ✿ Write or approve funding applications to charitable trusts, foundations and grant giving bodies
- ✿ Build relationships with charitable trusts, foundations and other institutional funders
- ✿ Prepare reports and give presentations on fundraising progress and KPIs to the CEO and the trustee board
- ✿ Feed into the development and implementation of the strategic plans of the charity

- ✿ Promote the aims of the charity ensuring quality standards are met at all times
- ✿ Work alongside the CEO and with the Chairman, Fundraising Committee and Trustees to enlist and involve prospective major donors
- ✿ Ensure sufficient cultivation and solicitation activities are planned and executed to achieve income targets
- ✿ Develop appropriate individual thanking strategies for donors and their trusts or companies
- ✿ Build and maintain strong relationships both internal and external to achieve the aims of the charity
- ✿ Lead and manage the fundraising team, office and donor records to ensure the effectiveness of the administrative systems and procedures
- ✿ Lead the performance and development management process for the fundraising and marketing team providing coaching and training as appropriate
- ✿ Set the standard and ensure all Health and Safety Policies are adhered to in full

Skills / Abilities

- ✿ Excellent networking and relationship management including the ability to influence and persuade others through successful negotiations
- ✿ Ability to understand how digital and marketing strategies can successfully support fundraising and deliver them
- ✿ Effective leadership and management skills, inspiring and motivating others to deliver high standards
- ✿ Budget and time management skills
- ✿ Providing research plans and coordination of research activities to support market and/or prospect research
- ✿ Primary data experience with proven experience using a CRM/fundraising database
- ✿ Excellent communication skills including written and oral presentation skills
- ✿ Good organisation & administration skills
- ✿ IT Literate e.g. using data bases, Power point, excel
- ✿ Ability to be a champion for digital fundraising and engagement leading best practices for the organisation

Experience

- ✿ An ability to successfully influence people at all levels, in a clear, persuasive way
- ✿ Proven management experience, with an ability to lead, support, and inspire with an open-minded and flexible approach to working with colleagues
- ✿ Experience of building and nurturing strong and productive relationships, internally and externally
- ✿ Proven successful experience of developing and implementing fundraising strategy that has accelerated income growth and established a more diversified and sustainable income base
- ✿ Evidence of experience of working to targets and delivering to deadlines
- ✿ Proven experience of successfully leading the development and implementation of reporting systems in line with the long-term goals of an organisation
- ✿ Understanding/experience of both the Health Sector, the Voluntary sector and Social Care
- ✿ Knowledge and a keen interest in dementia, older people's issues and disability

Approved by:	
Date approved:	
Reviewed:	