



Post: Head of Fundraising

Responsible to: Director of Marketing and Fundraising

Responsible for: Leading the Fundraising team to generate transformational income growth, making it possible for the charity to end cancer by starting new cancer cures worldwide.

Key contacts/relationships: Director of Marketing and Fundraising, Head of Brand and Communications, Head of Marketing and Supporter Experience, Head of IT and CRM team, Director of Research. Various external fundraising partners. Board of Trustees.

Purpose

Reporting to and working closely with the Director of Marketing and Fundraising, the Head of Fundraising is responsible for leading our income growth strategy. This role is responsible for achieving strategic and sustainable net income to fulfil the charity's overarching purpose – to end cancer by starting new cancer cures worldwide. The Head of Fundraising will seek income growth through innovation and diversification of our fundraising portfolio. A key leadership role, approx. 50% of role focused on leadership of fundraising team and strategy implementation, 30% strategy development and 20% to various cross-organisational goals/projects.

Key responsibilities:

Fundraising Strategy and Performance

- To deliver and implement the charity's fundraising strategy by:
 - Driving improved supporter lifetime value through innovation, growth and diversification in individual giving and prize-led fundraising
 - Inspiring long-term relationships through legacies, philanthropy and strategic partnerships
 - Creating inspiring cases for support relevant to each key income stream
- To set, manage and monitor the relevant fundraising budgets across the fundraising team, ensuring maximum ROI and efficiency at all times.
- To work closely with external agencies, together with the CRM and Marketing teams, to set and monitor progress against directorate and campaign KPIs, developing appropriate dashboard frameworks.
- To work with the Information Governance and Compliance Manager, and relevant teams, to oversee effective fundraising governance, compliance and quality improvement across the directorate.
- To be data and insight-driven in our approach to fundraising, keeping up to date with industry trends and commercial insights whilst cultivating strong internal relationships with the Marketing, Finance, CRM and Analytics teams.

Leadership and Collaboration

- To lead, inspire and line manage the fundraising team, providing the support and challenge required to achieve the overall strategic priorities for fundraising.
- To work closely with teams and leaders across the organisation to achieve effective delivery of the charity's 20 by 30 strategy, ensuring joined-up planning procedures, delivering to shared objectives and priorities.
- To represent fundraising by embedding a high-support-high challenge culture with a growth mindset, ensuring robust test and learn campaigns are implemented and rolled out through planning.

Relationships and Networking

- Develop collaborative working relationships with external partners for fundraising purposes, including but not exclusive to – events' organisers, sponsors, corporate partners, trusts and foundations.
- As a fundraising leader, network actively within the fundraising and commercial sectors to introduce the work of the charity to new contacts and keep abreast of new and emerging trends and opportunities.
- Attend fundraising events at all levels, representing the charity and presenting key messages to stakeholders, supporters and prospective partners.

Generic information for all roles

- The responsibilities within the job description are not exclusive or exhaustive. They highlight the major tasks and duties of the role, and the post holder may be required to undertake other duties that are consistent with the overall purpose of the role.
- We expect every job description will be subject to an annual review. In addition, posts may be reviewed where the requirements of the charity change.
- We expect every member of staff to be a role model to others within and external to the charity in the course of their duties, upholding the charity's values.

Person specifications

Requirements	Essential	Desirable
Educational attainment	Significant proven experience in a related management field.	Member of Institute of Fundraising or hold a Certificate in fundraising.
Experience required	Recent experience in a leadership role with significant change management and transformation. Significant experience of developing and implementing top-level fundraising strategy across multi-disciplines and income streams. Proven track record of income generation, diversification and growth.	Working within a not-for-profit organisation. Knowledge of the medical research charity sector. Experience of contract negotiation.

Requirements	Essential	Desirable
Experience required	Experience of financial and budget management, including planning, forecasting, monitoring and reviewing P&L budgets. Demonstrable experience of driving income generation and innovation based on customer/supporter insight. Experience of working to financial and non-financial targets and KPIs. Experience of working with external partners and agencies, including the performance management of outsourced work.	
IT experience	Use of a CRM system and analysis/interpretation of CRM data. Strong IT skills, including Microsoft Office.	Salesforce CRM experience.
Skills and aptitudes required	Leadership and influence skills – the ability to build relationships at all levels. Exceptional written and verbal communication skills, including chairing meetings and writing formal reports and policies. Strong negotiating skills. Self-management and delegation skills. Effective decision-maker, excellent financial understanding and forecasting skills. Supporter/customer focused. Results-driven, adaptability and flexibility.	Financial modelling skills.
Interests	Interest in charity work.	Knowledge of Worldwide Cancer Research.
Other requirements	Travel throughout the UK if required for meetings/key events. Commitment to training courses to update knowledge and skills.	