

**Job Description - Director of Fundraising and Engagement**

**REPORTING TO** CEO

**LOCATION** Twickenham, with some flexible working

**SALARY** £50k - £55k Per Annum

**HOURS** Full time, 37.5hrs, Mon-Fri

**PURPOSE OF JOB**

SPEAR deliver accommodation and support to people who are homeless across five South West London boroughs. The Director of Fundraising and Engagement leads SPEAR’s fundraising (trusts and foundations, corporates, individuals, community, events); communications (press, PR, digital, social media, brand etc.) and volunteering (community volunteers and corporates supporting SPEAR’s operations).

This role is part of the Senior Management Team and has additional SMT responsibilities to support SPEAR’s wider operations, risk management and development.

The fundraising team are responsible for an income of £850,000, around one fifth of SPEAR’s overall operational budget. Around 50% of this income is restricted funds from trusts and foundations for services such as Skills Development, Health, Peer Mentoring, some Outreach, Young Person’s and Volunteering programmes and some property funding. Around 50% is unrestricted funds from corporates, community, individuals, and core grants.

This portfolio of funders comprises around 580 individual donors, 125 standing orders, over 100 corporates/community/school/faith groups and a portfolio of around 50 trusts (of which half gave in the last year). In addition to grants, these supporters engage with the charity in a range of ways from cause related marketing, organising community fundraising events, participating in challenge events and regular giving. In addition, there are hundreds of other supporters who regularly give Gifts in Kind from food, clothing, client Christmas presents etc. to bolster SPEAR’s operational services.

This role will sustain and grow current fundraising for these and other operational services, and strategically seek out new opportunities to grow income for the charity, in particular unrestricted income – be that increasing core grants, bringing on board new corporate and community partnerships or further developing the individual giving and online giving programmes.

**DUTIES:**

**1. Fundraising Leadership:** Lead and manage an effective fundraising team ensuring partnerships are managed effectively, reach income targets, and adhere to fundraising policies, procedures and law.

* Develop and build on a strategic year on year fundraising growth plan for SPEAR that aligns with SPEAR’s strategic goals and budgeted targets.
* Liaise closely with other SMT members and Operational Managers to ensure fundraising proposals identify and respond to operational need and that outcomes tracking is fulfilling funders requirements.
* Leads on bids management, clearly understanding the objectives and timeframes of all bids with clear messaging to other members of the SMT if and when their input is required
* Take on significant partnership management, particularly new corporate business, new Charity of the Year approaches and pitches, major donor leadership, some restricted funding leadership and at times some community fundraising such as presentations and communications.
* The Director will be the key relationship holder for all major fundraising relationships, involving the CEO and Trustees to enhance relationships if needed
* Work closely with the team on funding bids and applications, funding reports, fundraising newsletters and mailings to supporters, to ensure these are of a high standard and are meeting charity objectives.
* Ensure effective launch of fundraising/comms campaigns aligning with operational need
* Updating and implementing SPEAR’s policy on donations, ensuring effect resource management of Fundraising and Operations Teams
* Create long term and ambitious proposals of how the department will grow, presenting these proposals to the CEO and Board of Trustees
* Review performance against income targets, giving reviews, updates and forecasts to the CEO and Board of Trustees.
* Manage overall fundraising budget (and communications and volunteering budgets), team staffing budget and ensure funded project budgets are kept on track with regular updates to CEO, FD and Ops Director.
* Review current reporting and data management procedures with the view of implementing a new fundraising database
* Ensure SPEAR’s fundraising adheres to Fundraising Regulator code of practice, financial auditing processes and GDPR regulations, ensuring effective record keeping and reporting.

**2.** **Communications Leadership:**  Ensuring communications functions are well managed across various channels:

* + Digital (Website, Google ads, SEO)
  + Branding (External and internal – logos, signatures, messaging, fonts, image library etc.)
  + Press and PR (editorial and press releases)
  + Interviews for radio, You Tube, website etc.)
  + Crisis communication: i.e. preparing for media response)
  + SPEAR’s social media accounts
  + Newsletters and Brochures
  + Impact Report
* Ensure that SPEAR has an updated internal and external communications strategy that effectively supports and enables fundraising goals
* Management of the Communications Manager to deliver on communications strategy and objectives
* Ensure internal communications are reviewed, planned and well supported in line with Senior Management Team responsibilities.
* Take a lead role in communications with the press and media including TV, radio interviews, or brief and support others in this process.
* Ensuring relevant metrics are included in Board Reports and Annual Reports.
* Producing and overseeing the external stakeholders’ section of the Annual Report and the Chairman/CEO’s letter.
* Ensuring the Impact Report is produced effectively, fully reflecting SPEAR’s key messages, accurate data, achievements and branding, with inclusive and diverse image use.

**3. Volunteering Leadership:** Strategically oversee the volunteering Strategy and department, maximising the impact and benefit of volunteering, supported by around 120 volunteers who give around 2,000 volunteer hours a year.

* Supporting the Volunteer Manager with the development of new volunteer roles and one-off volunteer days according to operational need – from admin, drivers, Outreach, painting, gardening, property management, fundraising etc. and volunteer activities that align with specific charity campaigns
* Ensuring policies and procedures for effective recruitment, induction and training of volunteers are carried out in line with SPEAR’s HR policies and procedures.
* Ensuring volunteer activity is effectively risk assessed, in line with insurance requirements and DBS checks are carried out where required.
* Ensuring volunteering works in partnership with fundraising and comms so consistent messages are sent out to our supporters and volunteers and volunteer stories are shared for SPEAR’s communications and funding applications.
* Ensuring effective line management of volunteers across the organisation, flagging up any issues and allowing an open and transparent complaints procedure.
* Ensuring volunteering data and records are kept up to date and are in line with funders reporting requirements and Annual Report reporting requirements.
* Progressing opportunities for volunteer award applications as and when appropriate.
* Ensuring SPEAR’s goals around diversity, equity and inclusion and geographical reach across all boroughs are incorporated into strategic volunteering growth.

1. **Senior Management Team Responsibilities:** Work with the Trustees, CEO and Senior Management Team to take forward SPEAR’s strategic goals. To contribute to the development of SPEAR through pro-active membership of the Senior Management Team, taking on specific projects as and when required by the CEO, to further the organisation’s goals.

* Present quarterly updates to the CEO and Board of Trustees on performance and forecasts.
* Input as required to performance management within other teams across SPEAR (for example supporting HR processes such as performance management, grievances, disciplines etc.)
* Support the development of policies and procedures at SPEAR as and when input is required and ensure that own team work within them.
* Support the risk management process and risk assessment at SPEAR as and when input is required (in particular Covid-19 management).
* Support the development of diversity, equity and inclusion at SPEAR.
* Update own fundraising/comms/volunteering team on SMT activities and plans as and when appropriate and relevant to their roles and work with SMT and HR to ensure internal updates across staff teams are provided as and when appropriate.

**PERSON SPECIFICATION**

* A seasoned, high value fundraiser with experience across multiple income streams
  + An articulate communicator who can convey a message about SPEAR’s work that is appropriate and inspiring for different audiences – verbally, in presentations and in writing.
  + Deep knowledge of trusts, foundations and project-based restricted fundraising.
  + Extensive line management experience
  + A collaborative style, able to work effectively with colleagues across the charity
  + Appetite and ability to develop existing relationships alongside seeking new opportunities
  + Experience of creation and delivery of multi-stream fundraising strategy
  + Additional knowledge of some or all of: corporate partnerships; individuals; major donors
  + Knowledge of the homelessness sector, (or a similar charity, housing or social care sector) desirable
  + Strategic approach to fundraising
  + Ability to report to Board of Trustees
  + A professional qualification such as a PG Diploma or Masters in this area of work is not an essential requirement but will be highly desirable

**VALUES**

**Working together**  
We work alongside service users, partners, staff and volunteers to provide services that meet the needs of the people we help. Together we overcome challenges.

**Aspirational**  
We aim high, aspiring to achieve the very best outcomes for our clients. We see potential in everyone and encourage our staff and clients to achieve their own goals, dreams and ambitions. We aspire to the highest standards of professionalism.

**Respectful**  
We respect everyone, regardless of their background or circumstances. We view everyone as an individual with their own personal journey. We always listen to and value people’s views.

**Determined**  
We work tirelessly to support people experiencing homelessness to recover from their personal issues. We break down the barriers people experiencing homelessness face.

**Visionary**

We try new and innovative ways to provide long-term solutions and reduce the isolation of homelessness. We are always willing to take a new approach, learning from what works (and what doesn’t) and use this to guide our work.