

PRO BONO ECONOMICS



**RECRUITMENT PACK**

**DEVELOPMENT DIRECTOR**

NOVEMBER 2021  
NAOMI CARRUTHERS  
ASSOCIATE DIRECTOR, QUARTERFIVE  
NAOMI@QUARTERFIVE.CO.UK

## ABOUT PRO BONO ECONOMICS

Pro Bono Economics (PBE) exists to support a United Kingdom with high wellbeing for all, using economic insight to empower the social sector in pursuit of that goal.

We help charities and social enterprises across the UK measure, understand and communicate their impact, and have supported more than 500 organisations since 2009. Additionally, we work with policymakers, funders and other stakeholders to generate insight and drive systemic change.

With the country dealing with the continued social and economic fallout from Covid-19, demand for PBE's help has never been greater. Personal wellbeing levels dropped sharply during the pandemic, and the crisis amplified many pre-existing inequalities and disadvantages.

The social sector has stepped up to the plate, but continues to face a perfect storm of heightened demand and constrained resource. Against this backdrop, PBE's combination of organisation-level and sector-level support and insight has taken on added value. Charities consistently tell us that our services help them to deliver more effectively, to tell their story better and attract new funds.

Having helped more organisations in more ways than ever before in 2020, we now want to scale and sustain our activity in order to achieve even more and are looking for an experienced Development Director to support these plans.

OUR <b>VISION</b>	A United Kingdom with high wellbeing for all				
OUR <b>MISSION</b>	Using economics to empower the social sector and to increase wellbeing across the UK				
OUR <b>VALUES</b>	Rigorous <i>objective and evidence-led</i>	Determined <i>independent &amp; impactful</i>		Collaborative <i>transparent &amp; accessible</i>	
OUR <b>EXPERTISE</b>	Wellbeing & mental health	Poverty & inequality	Jobs & skills	Children & education	The social sector
OUR <b>APPROACH</b>	Impact advice & analysis <i>Helping charities measure, communicate and understand their impact</i>		Research & policy <i>Research on issues affecting wellbeing and the social sector</i>		Law Family Commission on Civil Society <i>A major two-year programme designed to unleash the potential of civil society</i>

## INTRODUCTION TO ROLE

Reporting to the CEO, this is an exciting opportunity to strategise and deliver PBE's approach to income generation and diversification.

Building on PBE's excellent reputation, you will take responsibility for fundraising and associated business planning in order to develop a sustainable strategy, with a focus on future growth.

You will work closely with our board of trustees, CEO and other members of senior management to expand our fundraising base among philanthropists, grant making trusts/foundations and corporations/corporate partners. Alongside this, you will manage the wider Development department, including a Fundraising & Events Manager, donor stewardship and a programme of fundraising events.

The Vision, Mission and Values of PBE cascade through everything we do and our approaches to donors and supporters is grounded in these principles. PBE are objective observers of the sector who want to make as much difference as possible and use economics to support it.

## FUNDRAISING CONTEXT

Our fundraising portfolio is 50% HNWLs, 25% T&F and 25% corporate partners/other. Alongside this, we currently benefit from an incredible partnership with the Law Family Charitable Foundation that enabled us to launch The Law Family Commission on Civil Society at the end of 2020. The two-year project, conceived and run by PBE and supported by the Law Family Charitable Foundation explores how we unleash civil society's potential in the coming decade. The commissioned income associated to this will come to an end next year. The Development Director will focus on diversification of income and the engagement of new donors.

Fundraising responsibility sits primarily with the Development Director and CEO at present, but there is appetite to broaden ownership of income generation to access new and existing networks. Trustees are engaged and supportive, with varying degrees of participation in fundraising activity depending on their public profile and networks. There is a fundraising committee with a strong understanding of how they can support. It will be your responsibility to further internally promote income generation activity to support long-term, sustainable growth.

We benefit from strong relationships that can be leveraged to establish further support. In the short term, diversification of our HNWL portfolio feels key, focusing on those able to give £10,000+ per annum and have the potential to increase support over the long-term. We have a number of major donor relationships between £10,000-£100,000 and strong links with trusts and companies including the Oak Foundation, City Bridge Trust, Porticus, KPMG Foundation and Lloyds Bank Foundation.

## KEY RESPONSIBILITIES

- Report directly to the CEO, with a high degree of autonomy and an appetite for entrepreneurialism, in order to diversify income and grow long-term support and growth.
- Lead the development and delivery of our fundraising strategy, focused on high value sources while considering a wide range of future income generation opportunities.
- Engage with existing and new philanthropic relationships for PBE (HNWIs, trusts/foundations and corporate supporters) with a focus on multi-year funding, donor engagement and, where applicable, renewal activity.
- Further refine and develop cases for support by packaging and presenting our work and funding opportunities into 'products' that appeal to diverse, high value funder audiences.
- Influence the strategic direction of PBE, working closely with the CEO and SMT on overall organisational development, strategy and processes.
- Line manage the Fundraising & Events Manager and assess what additional resources may be required to support future growth and development, making business cases to hire as required.
- Report strategically to the board on fundraising plans and progress at quarterly meetings whilst further establishing relationships which support increased networking activity and access to funding opportunities.
- Oversee departmental budgets and forecasts in order to deliver multi-year business plans and programmes of activity.
- Oversee the development and delivery of fundraising and donor engagement events.
- Maintain and develop fundraising processes, systems and data using Salesforce CRM.
- Ensure PBE's fundraising activity adheres to the Code of Fundraising Practice and GDPR and safeguarding policies.
- Pro Bono Economics is a fast-growing, dynamic organisation; additional tasks outside of the core responsibilities of the role will be expected.

## WHO WE'RE LOOKING FOR

- Experienced high value fundraiser with proven major gifts experience.
- Skilled leader with a track record of implementing a long-term growth strategy
- Outstanding relationship builder, able to build rapport with a variety of internal and external audiences and look after some of PBE's most significant high value supporters.
- A strategic thinker, able to see the bigger picture and establish plans for growth and development
- Experience of utilising networks to increase support and identifying new sources of income.
- Clear expertise in pipeline development and cold door engagement in the context of a multi-year giving programme.
- Expertise in working with senior management and trustees to further embed fundraising across an organisation in line with organisational strategy
- Skilled people manager who can inspire and develop others to flourish in their roles and encourage long-term staff and knowledge retention within PBE.
- A shared commitment to PBE's focus on using economics to promote wellbeing in the UK.

## NEXT STEPS & PROCESS

Application by CV and cover letter

Submission deadline of Friday 17th December but initial conversations ASAP - extensive support and insight is available to suitable applicants

Please get in touch with Naomi Carruthers to discuss the role and your suitability: [naomi@quarterfive.co.uk](mailto:naomi@quarterfive.co.uk) | 07538 576 637.

First stage interviews will take place w/c 3rd January 2022 (allowing for the festive break)

2nd stage interviews will take place w/c 10th January.

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