

Appointment of

ASSOCIATE DIRECTOR - HIGH VALUE ENGAGEMENT

Stroke
Association



In partnership with
quarter5
fundraising recruitment

Every five minutes, stroke destroys lives.
Will you help us to rebuild them?

Introduction

The Stroke Association is the UK's biggest stroke charity. We're here to support people to rebuild their lives after stroke. We provide specialist support, fund critical research and campaign to make sure people affected by stroke get the very best care and support to rebuild their lives.

Our work is urgent, and it is vital. Stroke is a leading cause of death and adult disability in the UK. It can have a huge impact on family and friends. There are 1.3 million people living with the effects of stroke in the UK, with 100,000 strokes happening each year. That's one stroke every five minutes.

Rebuilding lives after stroke is a team effort. It takes the determination of survivors and carers, the generosity of supporters, and the dedication of the healthcare and research communities. Time and again, we've seen thousands of people adapt to a new life after stroke with our support.



Vision and Strategy

Our vision is for there to be fewer strokes, and for people affected by stroke to get the help they need to live the best life they can.

We have an ambitious, high performing team of over 700 staff and 3000 volunteers, who are focused on delivering a new strategy with two clear goals:

- Make stroke the priority it needs to be.
- Ensure that everyone affected by stroke has access to the rehabilitation and lifelong support they need.

To do this we have a new research strategy and are developing an ambitious programme to reach everyone in the first year after their stroke and ensuring stroke is given the priority it deserves considering its prevalence and the devastating impact it has on people's lives.

With changing lifestyles and an ageing population, the number of strokes is projected to double over the next 20 years. We must act now to ensure that stroke is prioritised by individuals and healthcare systems, so that stroke survivors and carers get the support they need.

The Stroke Association has made significant progress in recent years, even in the midst of the pandemic. Every year, we give life-changing support to over 65,000 stroke survivors and carers across all four countries of the UK, through our local face-to-face stroke recovery services and our national telephone and online support services.

We are looking for people who share our energy and enthusiasm, respond to new challenges with creativity, who learn from failure and can lead others to take informed risks to secure the most valued partners to support our ambitious goals.



About the role and opportunity

Job Title: Associate Director - High Value Engagement

Salary: c.£75,000 (plus London Weighting if applicable)

Location: Flexible location (UK)

Contract: Permanent, full time (35 hours per week - flexible working arrangements available)

Reports to: Executive Director for Customer Experience

Line Reports: 3 direct reports (wider team responsibility of 15 - organogram available)

As Associate Director – High Value Engagement, you will lead a talented team of 15 across our corporate partnerships, trusts and foundations/statutory and major donor income streams. The current portfolio is weighted to trusts and foundations relationships, with total income of c.£2million across all high value income streams (£1.3m trusts and foundations, £500,000 corporate partnerships, £250,000 major donors). Our Trusts and Foundations income has developed significantly over recent years, whilst the other areas are stable. We are keen to build on these achievements, growing high value income and identifying new opportunities for funding across a variety of high value audiences.

We believe that there are significant growth opportunities to be realised within corporate and major donor fundraising, and we have ambitions to develop more long-term strategic partnerships and relationships that support our organisational plans and strategy with all high value audiences.

We are seeking a talented senior fundraising leader, with expert knowledge and experience of high value fundraising to lead this team to deliver on our ambitions for growth and development. Your experience and understanding of fundraising, partnership working and the current high value fundraising environment will complement the broader strengths of the Customer Experience Directorate and wider organisation. You will seek opportunities for collaboration, co-creation and integration with partners in the UK and abroad; establishing close working relationships to develop high value engagement opportunities that achieve better outcomes and impact for stroke survivors.

You will also work across the Stroke Association with teams leading Communications, Policy, Mass Engagement, as well as our Service Delivery teams to establish new partnerships for income growth, learning and impact.

It is an exciting time to join the Stroke Association, as we look confidently towards a period of investment and growth in our impact. As part of this new chapter, we have set up projects aiming to deliver a step change in our progress towards our strategic goals: to reach everyone as soon as possible after their stroke with our products and services; to increase awareness of stroke and the Stroke Association; and to grow and diversify our income. The focus on people in the first year after their stroke offers a particular area of opportunity for this post-holder to creatively lead initiatives to seek out new long-term funding and delivery partners.

About you

This role will lead high value engagement through its next evolution, driving long-term, sustainable income growth. We are looking for an individual who can match and achieve the ambitions we have for high value fundraising, joining our mission to improve the lives of all stroke survivors in the UK.

Ideal skills and experience:

- A senior fundraiser with personal expertise weighted to corporate and major donor fundraising, with the understanding/experience to credibly manage the trust, foundations and statutory/case creations functions.
- Proven experience of leading and developing a team of senior fundraising managers.
- Driven to achieve results, with a demonstrable track record of achieving growth within personal and team portfolios.
- Enabling leadership style, ensuring the team is set up for success and adopting a diplomatic, solutions-focused approach to identify and overcome any barriers.
- Leads from the front, gaining enjoyment from personally holding relationships with partners/donors to act as an inspirational example for the team and external partners.
- A relationship focused fundraiser, who looks for co-creation opportunities with internal stakeholders and external partners.
- Dynamic, entrepreneurial individual who can create long term sustainable income growth for high value engagement.
- Comfortable working with ambiguity and change as the organisation enters a new phase of growth.

Key Responsibilities

- Lead and grow financial and non-financial support from high-value partners, including corporate partners, high net worth individuals, trusts, and statutory funders. Delivering results via the team while retaining a personal portfolio as necessary.
- Design, develop, and deliver high-value funding approaches that support stroke survivor needs, meet quality standards, and are financially sustainable.
- Conceive, develop and manage approaches/products designed to engage high net worth individuals and corporate supporters. This includes working closely with the Mass Engagement/Regional Fundraising team to support the delivery of regionally based high value engagement opportunities.

Continued overleaf

- Develop and manage bids and tenders to statutory, trust, and health system funders, coordinating with relevant teams to ensure coordinated approaches and objectives. For example, working closely with our Commissioned Services Teams to provide support with the largest/most complex applications, contributing to c. £10 million organisational income.
- Provide case creation services for all high-value approaches and contribute to assessments of customer and beneficiary product effectiveness and impact, by leading and influencing across the organisation.
- Lead and build high-performing and collaborative teams, championing organisational values, and ensuring effective financial management.
- Operate as a full member of the directorate management team and as a senior leader for the organisation.

For details of employee benefits offered by The Stroke Association, please click [here](#).

Next steps & process

Application process is by CV and cover letter with a submission deadline of **Monday 21st August**.

First interviews are scheduled to take place w/c Monday 28th August for shortlisted applicants.

Please get in touch with [Janice Hardy](#) at QuarterFive to further discuss the role and your suitability.

 janice@quarterfive.co.uk

 **07939 142426.**

This job pack has been created by QuarterFive, in collaboration with The Stroke Association.

QuarterFive Fundraising Recruitment is a specialist agency for charities and fundraisers. We provide clients with access to the best fundraising talent in the sector, and offer candidates expert support in securing their next fundraising role.

