

## Head of fundraising - Individuals

### Job Description and Responsibilities

Reports to:	Commercial director
Direct Reports:	Senior philanthropy officer, fundraising officer
Location of Role:	Homeworking with travel to London and Guildford office
Contract:	Permanent
Hours:	Full-time

#### Purpose of Role:

Cycling UK is the charity for all cyclists across the country. Whether it be in response to our climate emergency, for the benefit of our health or the sheer fun of it, we know that over the coming years there will be many more individuals, communities and businesses that will see how our world can be made better by bike.

Now we have confirmed our next five-year strategy, we are seeking an ambitious head of fundraising- individuals who can inspire thousands of people across the country to fundraise for and donate to Cycling UK. This role offers the opportunity, in a charity with significant latent fundraising potential, cementing Cycling UK as the charity to support for sustainable travel and cycling.

Cycling UK is seeking to increase most areas of fundraising income, but there is a specific focus on individual giving, gamification, philanthropy, events and legacies. You will be highly motivated to develop timely, exciting fundraising campaigns for new and existing audiences, capturing people's imagination of a world where more shorter journeys taken by bike and more people reaping health benefits of cycling.

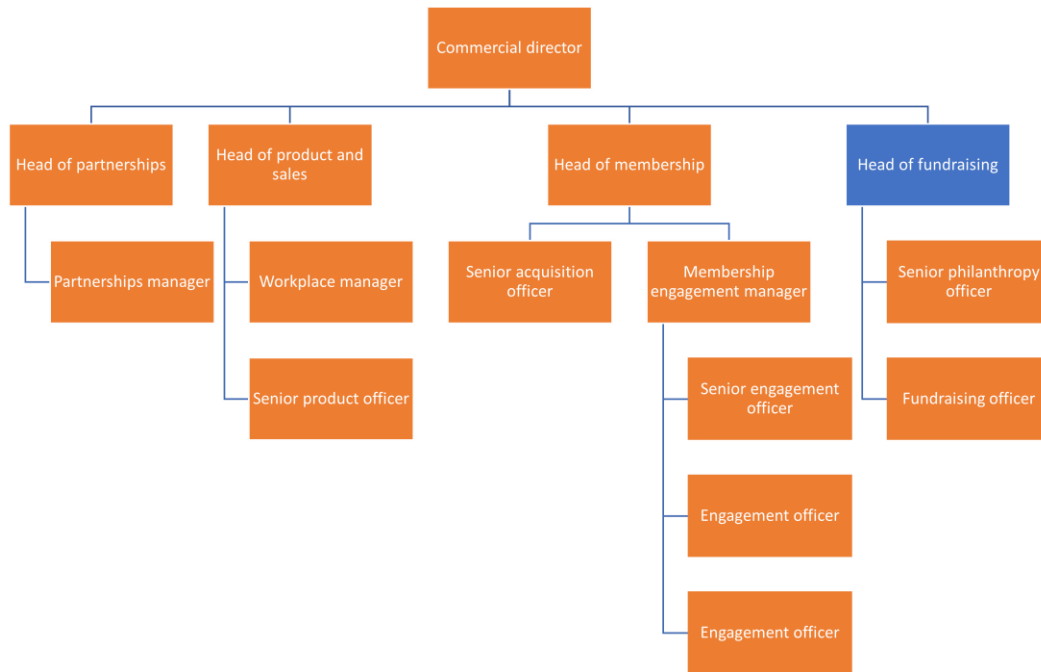
This role will give you the opportunity to take the heritage of a 145-year-old membership organisation and re-imagine what our fundraising proposition with the cycling community is, for the next generation.

This opportunity should excite you if you:

- Are an inspirational leader and can inspire a team to live and breathe excellent stewardship.
- Thrive in using data to create inspiring fundraising activities.

- Are innovative in your thinking and can help us break beyond Cycling UKs traditional methods of fundraising with new audiences.
- Can take timely opportunities and create compelling fundraising campaigns at pace.

You don't have to be a cyclist, but it is integral that you understand the benefits of cycling to our society and believe firmly that we can achieve a better world by bike.



## Scope of the Role

This role leads on all our all our individual fundraising activity, with scope to grow over time to include trusts & foundations and work closely with the Partnerships team to maximise fundraising corporate partnerships.

You will be responsible for a strategy and team covering our core fundraising work including:

- Gamification – lottery and raffle
- Regular giving
- In memory and legacies
- Individual giving and appeals
- Events

As the organisational expertise for fundraising, initially leading a team of two, you will educate and inspire the charity to think fundraising at every turn.

You will ensure that we hit our financial targets whilst building a portfolio of fundraising opportunities that align with Cycling UK's mission and values.

As a leader within the Commercial Directorate, you will be responsible for integrating your department with the work of the rest of the charity. You will work closely with our subject matter experts in behaviour change, marketing, comms and campaigning to ensure we align our activity to our needs and that we can deliver a high-quality stewardship.

## Specific Duties

### Strategy

- Develop, oversee and actively lead the implementation of a fundraising strategy which exploits a wide range of fundraising opportunities, maintains diverse and sustainable income streams, and builds the organisation's income to meet its aims and objectives.
- Drive innovation in fundraising activity in order that Cycling UK can stand out from the crowd, improving current approaches but also developing new behaviours, projects and activities to secure new fundraising from new audiences.
- Lead and support the organisational understanding fundraising to ensure that all opportunities to secure funds are maximised.
- Maintain an overview of funding needs across the organisation and analyse income sources to manage the fundraising strategy, assess progress against targets and contribute towards our financial sustainability.
- Responsible for ensuring our Gift Aid returns are compliant and that we are maximising all opportunities to claim.

### Leadership

- Lead and manage the Fundraising team to achieve their very best in line with the charities overall vision and objectives.
- Lead the team to continuously iterate and coordinate their activities to meet and exceed the fundraising targets.
- Create an inclusive environment for your team to feel confident and empowered in their ability, included, and genuinely enjoy the work they do.
- Support the Commercial Director by ensuring that the Commercial Department has suitably high-quality leadership and structure.

### Relationship Management

- Lead a collaborative approach to relationship management with colleagues across the charity in Behaviour Change, Policy & Campaigning, IT and Marcomms to identify funding opportunities, secure and track sources of income.
- Ensure an exceptional level of donor care through an effective stewardship strategy working closely with Membership and Marketing accordingly.

- Develop and maintain relationships with a variety of stakeholders including the Senior Leadership Team and Senior Leadership Team+ to develop effective fundraising asks as well as creating an organisational wide culture of fundraising.

### Strategic Projects

- Lead on major cross cutting events and campaigns through the year such as Bike Week, 100 Women of Cycling and fundraising appeals.
- Build customer journeys with members to ensure lifelong support for Cycling UK.
- Work closely with IT to bring online a range of innovative fundraising platforms linking to our CRM.

### Personal development

- Take responsibility for regularly ensuring you meeting your objectives.
- Keep up to date with market trends and competitors' activities.
- Take responsibility for your own professional development seeking further support from your Director when needed.

### General

- Continuously monitor and evaluate fundraising activities, taking corrective action or enhancing them when necessary.
- Support the SLT as necessary with regular reporting and updates for the Board and Committees.
- Work alongside the Commercial Director and finance team to ensure accurate budgeting, forecasting, management accounts and long-term budget planning.
- Assess that Cycling UK has the appropriate systems, processes and platforms in place to ensure fundraising activities can be implemented in the most effective and timely way.
- Actively contribute, generate ideas, participate in and give feedback on the wider work of the Commercial Department and other Cycling UK colleagues where relevant.
- Follow and monitor procedures to ensure compliances with UK Data Protection, Fundraising Code of Practice, financial data protection and any other legislation pertinent to the role.
- Abide by Cycling UK's policies and procedures as detailed in the staff policies at all times.
- To be an ambassador for Cycling UK at all times.
- To carry out other duties as may be specified by your line manager and other members of the Executive from time to time.

## Head of fundraising- Individuals - Person Specification

Req	Essential	Desirable
<b>Qualifications</b>	None	<ul style="list-style-type: none"> <li>• Educated to degree level or equivalent.</li> <li>• Fundraising related qualification</li> </ul>
<b>Experience/ Knowledge</b>	<ul style="list-style-type: none"> <li>• Evidence of having led successful fundraising as a senior leader within a team.</li> <li>• Background in developing and securing significant fundraising from individuals.</li> <li>• Confidence in creating and implementing a fundraising strategy.</li> <li>• Experience in growing existing and establishing income streams with new and existing audiences.</li> <li>• Track record of building and managing productive relationships and alliances with internal and external stakeholders.</li> <li>• An adept budget planner with experience of building multi-channel income budgets, and regular forecasting.</li> <li>• Leadership and line management experience – leading individuals at all levels to achieve their potential as individuals and as a team.</li> <li>• Excellent networker and engaged in all matters fundraising, committed to the highest standards in fundraising practice.</li> <li>• Exemplar knowledge of data protection, GDPR regulations and The Code of Funding Practice.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working with a membership as a base for key fundraising activities.</li> <li>• Experience in environmental or health related charities.</li> </ul>

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Skills</p>	<ul style="list-style-type: none"> <li>• Strong people management skills with the ability to professionally develop staff.</li> <li>• Highly effective presentational skills, with the ability to build positive relationships across a range of stakeholders internally and externally.</li> <li>• Highly effective written and verbal communication skills, with the ability to persuade and influence effectively.</li> <li>• High analytical capacity, with the ability to use analysis to find and promote solutions.</li> <li>• Exceptional storyteller, capable of transforming our work into compelling reasons to donate.</li> </ul>	<ul style="list-style-type: none"> <li>• High levels of computer literacy to include MS Office, databases.</li> </ul>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Personal</p>	<ul style="list-style-type: none"> <li>• Business thinking – understands the objectives of Cycling UK and their relevance to the role.</li> <li>• Personal impact – personally accountable for delivering effective, quality outcomes.</li> <li>• Credibility – secures the confidence of others quickly and to work effectively as an ambassador for Cycling UK.</li> <li>• Passion for achieving results – understands what constitutes the highest level of performance as perceived by peers and stakeholders.</li> <li>• Judgement – making sound and timely decisions which are evidence-based.</li> <li>• Collaborative – is a strong team-worker who makes the connections.</li> </ul>	
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Other</p>	<ul style="list-style-type: none"> <li>• Supporter of the aims and objectives of Cycling UK</li> <li>• Flexible in terms of travel and working hours including occasional weekend and evening working</li> </ul>	<ul style="list-style-type: none"> <li>• Enjoys cycling and/or recognises the benefits of cycling to our society.</li> </ul>

Job Holder:

Date: