

The Difference

Head of Fundraising Job Pack

April 2024





The Difference is an education charity that tackles the social justice issue of school exclusions.

Founded to change the story on lost learning. By 2030, we want rates of exclusion and absence to be falling nationally and for schools to be better equipped to support all children, including those who may be vulnerable.

The Difference was born out of a year of research into school exclusions with think-tank IPPR. This research identified a lack of inclusion expertise in schools and proposed a new leadership development programme to fill this gap. In 2018, Difference founder Kiran hired the team who took this idea from concept to reality, beginning work with our first schools.

The Difference is now a 22-strong team delivering multiple school leadership programmes, alongside a growing research and policy arm. The team is supported by our Youth Advisory Board, made up of young people who have experienced exclusion and who provide their expertise and insights on how school inclusion work should be done. This work is needed more than ever. Effects of COVID-19, coupled with the spiralling cost of living, have substantially increased levels of vulnerability. Schools serving excluded pupils face under-funding. The Difference has had excellent early impact but there is work ahead to capture this, share learning with schools and policy-makers, and grow our capacity to lower exclusions across England.



Why work for The Difference?

Schooling isn't working for the children who need it most. Every week in England 109 children – equivalent to three full classrooms – are permanently excluded.

This is just the tip of the iceberg. Since the pandemic, school suspensions have risen significantly, as has persistent absenteeism. 1 in 5 children are missing more than 10% of their time in school.

Children who are excluded or persistently absent are much more likely to already be experiencing vulnerability or disadvantage. They are more likely to live in poverty, have additional learning needs, suffer mental health challenges, or experience a lack of safety outside school. Certain ethnicities are also disproportionately affected, notably Gypsy Roma Traveller and black Caribbean children.

Exclusion and high rates of absence can have a dramatic effect on life chances. These young people are more likely to drop out of education or employment, become vulnerable to long-term mental ill health, or be at risk of criminal exploitation.

The Difference believes that children and young people deserve better and that the education system has to change.

Our first permanent Head of Fundraising will drive the growth and sustainability of our fundraising function. Having proved the impact on exclusions via our programmes, you will help us generate the income to scale this success across the country. We need an expert fundraiser to support this journey. Join us.



The Difference's Values

High Expectations We are ambitious for excellence from young people, colleagues and ourselves. We don't believe in writing off someone's potential because of their identity or experience of crisis. We believe that compassionate leadership should facilitate reaching high expectations.

Strong Relationships We prioritise genuine relationships over transactional interactions, and know that this requires deliberate relational practice and achieves the best outcomes. We see those we work with as people first and their roles second; and know this greater trust allows us to take more risks, gain more feedback and have greater impact. Working through a network of relationships allows us to achieve more than we could do alone.

Internalised Locus of Control We work hard to reframe difficult situations to discover what we have within our power in terms of solutions. We take it upon ourselves to walk towards challenges and can take a high level of ownership and agency in our work and its continuous improvement. We never shout "fire" without first picking up our own bucket.

Pragmatism We believe leadership means recognising current limitations and striving for improvements within and beyond them. We develop consensus and chart new ways forward, challenging false and extreme positions like "zero exclusions" or "no excuses".

Scientific approach We take a diagnostic approach to unpicking causes of problems. We are loud and proud of our failures, recognising failing fast and often is key to finding the best solutions. We test solutions and are willing to use data and feedback to make adjustments and choose new directions. We look for a measurable shift in outcomes before we declare we are having an impact. We build feedback loops to learn from others' perceptions – especially if they differ from our own.

Not Squeamish about Structural Inequality We believe patterns of inequality can and should be disrupted. We strive to be clear-eyed about how these inequalities work, and both the individual practice and system-changes required to address them. We push ourselves to overcome awkwardness in talking about this; and begin by acknowledging our own biases and blind spots.

Asset-based We work hard to avoid deficit thinking and aim to start with what's strong, not what's wrong. We are careful not to frame our colleagues and stakeholders – particularly young people and families – as othered victims but instead to recognise their agency. We build relationships with, feedback loops from, and recruit into our teams, people who have the assets of insights into our delivery work and the young people we work with.

Purpose of the role

Lead development of the high value fundraising programme

Develop major donors, charitable trusts and foundations and corporates to deliver sustainable income growth in line with our strategy. This requires you to be strategic as well as a doer.

Lead on key external stakeholder relationships that drive philanthropic income

Collaborate closely with the CEO and other key team members. This includes supporting the success of our Development Board, as well as managing your own portfolio of donors and prospects.

Embed a culture of philanthropy

Together with the CEO and Development & Impact Manager, ensure that fundraising is valued and understood at The Difference, and the wider team is involved in delivering our fundraising goals in tangible ways that are relevant to their role.

Role details

Reports to	CEO	Contract	Contract Permanent / Full time or 0.8, with options for flexible working
Line manages	Development and Impact Manager (Full time)	Salary	£55,000 - £62,000 per annum (+6% employer pension contribution and sector-leading parental leave policy shared with all applicants)
Location	London / Hybrid (minimum 2 days per week in the London office)		

Key responsibilities

Strategic

- Drive the delivery of a new fundraising strategy for The Difference, motivating and involving key members of the team, particularly the Development and Impact Manager.
- Build and manage a dynamic portfolio of major prospects with capacity to give £50k+, working with key stakeholders to solicit and close asks.
- Grow overall fundraised income from £1.25m to £1.9m annually in next 3 years.
- Expand and improve the current engagement and stewardship programme.
- Lead on the growth and support of the Development Board, chaired by Sir Anthony Salz.
- Drive prioritised prospect research and identification of funding opportunities in line with sector trends and organisation fit.
- Prepare forecasts for fundraising quarterly, to present to the Board of Trustees.

Writing, reporting and recording

- Write and submit funding proposals to major donors, trusts and foundations, and corporate supporters.
- Support the creation of engaging content from our impact data and case studies, for The Difference's website and social media that could lead to online fundraising, including feeding into writing press releases as required.
- Support the Development and Impact Manager to record and manage the end-to-end pipeline of fundraising opportunities, ensuring robust and accurate recording and reporting processes.

Communications, relationship building and pitching

- Build relationships with major trusts/foundations, donors or companies to secure 5 and 6 figure income.
- Plan and deliver fundraising outreach to build out our list of fundraising pipeline.
- Develop and expand meaningful engagement opportunities that we can offer to corporate partners with our schools.
- Organise online / in-person events with relevant stakeholders, leading to fundraising for the organisation.
- Have interest and active involvement (where required) in The Difference's programmes and organisational strategy, in order to really understand the nature of our work and therefore communicate this effectively and emotively to funders.

Person specification

Strategic thinker

- Experience of operationalizing a fundraising strategy
- Experience setting and monitoring KPIs
- Ability to grasp the evolving strategy of a small organization

Expert at influencing and relationship-led

- A proven track record of developing strong relationships and new opportunities via proactive networking
- An ability to be warm and assertive with senior stakeholders (internal and external)
- Experience of working with a Development Board (ideally) or working with senior volunteer leaders

Entrepreneurial capacity

- Happy to work on your own initiative
- Ability to identify and act upon new opportunities

High-value fundraising expertise

- Experience developing bids and pitches for 5- and 6-figure income
- Experience in major donor fundraising, and ideally one or both of corporate and trusts fundraising, in addition
- Experience overseeing management of the entire stewardship journey end-to-end, from prospect to long-term engagement
- Experience of fundraising related to the education sector; knowledge of school exclusions / alternative provision including independent research in preparation for this job (desirable)
- Experience of planning and introducing new funding areas or income generation routes to an organisation, for example an individual giving function and legacies (desirable)

Organised and expert project manager

- Ability to work cross-organisationally to coordinate work and activity
- Strong communication to work efficiently internally
- Ability to prioritise conflicting deadlines and tasks

Clear and concise in communication style

- Proven ability to summarise complex ideas in compelling prose
- Experience in adapting style for all types of communication, including long applications, short cover notes, and external marketing pieces
- Confidence in communicating with donors including in face to face meetings and pitches
- Represent The Difference and articulate its values with confidence

Employee benefits

- 6% employer pension contribution
- 25 days annual leave
- Enhanced sick leave and compassionate leave
- Enhanced maternity & adoption pay

Accessibility

If you require access to this document in alternate formats, or any other adjustments, please contact Emily by email emily@quarterfive.co.uk or call 07851 879269.

Recommended reading

If you'd like to understand more about The Difference and what we are trying to achieve, we would recommend the following:

- The [research](#) which underpins our organisation.
- Our latest [Impact Report](#), sharing our work in 2023
- Coverage of our work as told in this [BBC Radio 4 show The Spark](#) and this [The Economist short film](#)

Details of our most recent work and issues in the sector, as illustrated within our fortnightly [bulletin archive](#)

SAFETY
EVACUATION
PROCEDURES

Fire action

Attendance register

Name	Present	Absent
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How to apply

We are partnering with **Emily Birch** at **QuarterFive Fundraising Recruitment** for this appointment. For a confidential discussion of this role and to make an application, please contact Emily on:

 emily@quarterfive.co.uk

 **07851 879269**

The deadline for applications is **Tuesday 30 April 2024.**

The Difference



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

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.