

Job Description

Position Details

Job Title: Director of Public Income and Engagement

Job Level: L2

Directorate: Public Income and Engagement

Department: Income and Engagement (I&E)

Location: Hybrid / Grimaldi, with requirement to be in the London office two days per week

Type of Contract: Fixed-term, 12 months

Hours: 35

Reports to: Chief I&E Officer

Purpose of Job:

The Director of Public Income and Engagement is a vital role within Income & Engagement (I&E) with responsibility for inspiring and motivating more people to connect and contribute to our vision – a world where blind and partially sighted people are able to participate equitably. Working alongside the Chief I&E Officer and the Leadership Team, you will play an important role in developing the plans and strategy to drive transformational income growth for the RNIB over the next 3-5 years and beyond – with specific responsibility for Individual Giving, Legacy Engagement and income, Supporter-led Fundraising, in-house Telemarketing and Supporter Care.

Royal National Institute of Blind People

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Impact:

The Director of Public Income and Engagement will be a dynamic and influential Fundraising leader, responsible for setting the vision and developing and delivering the strategy for substantial growth across Public Fundraising, in line with the overall fundraising strategy and organisational strategy, working effectively with colleagues to deliver.

Financial Responsibility:

Around £60m income raised through three key income streams: Individual Giving, Legacy and Supporter-led fundraising

Decision Making Responsibility:

Responsibility (in partnership with senior leadership colleagues) for delivering the RNIB business plan goals and associated targets.

Main Accountabilities:

1. Support the Chief Income Officer in building a high performing leadership team and deputise for the Chief I&E Officer as needed.
2. Provide strategic leadership and create a solution focused, inclusive and values-based culture, empowering the team to deliver the business plans through coaching, support and challenge.
3. Implement and continually develop the Public I&E strategy and business plans to substantially invest in, grow and diversify income and audiences.
4. Effectively partner with departments across the organisation to drive and embed a legacy fundraising culture within customer and public facing teams.
5. Scope, initiate and oversee delivery of cross-organisational projects and initiatives with drive forwards positive change in support of Income and Engagement objectives
6. Be customer-led in approach and use data and insight to enhance the overall customer experience to maximise long term engagement with fundraising, working with the Director of

Customer Engagement and other leadership colleagues across the organisation.

7. Operate as an influential senior leader across RNIB, supporting the delivery of the organisational strategy, and embedding fundraising within it, driving change across RNIB (cultural and process) to deliver business plans and to identify opportunities for growth

General

The following points are common to all job descriptions:

1. Undertake any other duties commensurate with the post
2. Adhere to all RNIB policies and procedures

Person Specification

Please note all criteria are essential unless otherwise stated

1 Specialist Knowledge, Skills and Experience

- 1.1 Significant experience of leading a large team in a complex organisation and of transforming a public fundraising programme with a focus on diversifying audiences and current and future income streams and growing the lifetime value of supporters.
- 1.2 Substantial understanding of the external fundraising environment and experience of maximising voluntary income
- 1.3 Detailed knowledge of the legislation and regulations relating to the Code of Fundraising Practice, public fundraising and associated activities, including lotteries
- 1.4 An innovator with experience of developing and implementing new products and fundraising approaches in response to opportunities identified from market analysis and customer insight.

2 People management skills/ team working skills

- 2.1 An ability to think strategically at a high level to create a vision for public fundraising transformation based on insight and opportunity.

- 2.2 Exceptional leadership skills to motivate and empower others through a vision and clear direction, demonstrating self-awareness of style with ability to use a variety of leadership styles.
- 2.3 Awareness of own development needs as a leader and manager evidenced by continuous professional development and established professional networking, with a clear thirst for learning.
- 2.4 Proven ability of developing high performing teams including recruitment, development, succession planning, talent management, change management, performance management.
- 2.5 Strong influence and negotiation skills and the ability to form successful working relationships with colleagues from different functions/ teams with potentially conflicting priorities

3 Planning and Organisational skills

- 3.1 Experience of managing and prioritising a high workload and multiple tasks in a fast-paced environment with tight deadlines and potentially competing priorities.
- 3.2 Ability to plan over the medium to long term and deliver a rolling three-year plan. This includes leading on significant cross functional and strategic projects.

4 Problem-solving and creative skills

- 4.1 Ability to interpret and analyse complex financial information using information from a range of sources to make decisions.
- 4.2 Experience of driving continuous improvement and innovation.
- 4.3 Confidence to provide strategic advice/make high level decisions

5 Communication skills

- 5.1 Effective communication skills to successfully engage with different stakeholder groups from day-to-day comms to highly complex/strategic material.

- 5.2 Proven experience of developing partner relationships and negotiating large contracts and partnership agreements.
- 5.3 Experience of representing the organisation/Public Fundraising at internal or external operational and strategic meetings.
- 5.4 Handles complex/sensitive requests, queries, escalated complaints and matters related to the Public Fundraising.

6 Equality, Diversity and Inclusion

RNIB expects an understanding of and demonstrated commitment to its Equality Diversity and Policy and to ensure all activities and behaviours are consistent with the Equality, Diversity and Inclusion Policy. This includes all staff activities and their interface with all employees, customers and service users.

7 Special Conditions

- 7.1 Must be prepared to travel and attend meetings and training as required which will involve occasional overnight stays.
- 7.2 A Criminal Record Check may be required.
- 7.3 Safeguarding is everyone's responsibility. Safeguarding is about preventing and stopping both the risks and experience of abuse or neglect, while at the same time making sure we promote staff, service users and customers people's wellbeing.

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