

VACANCY

Head of National Fundraising (Full or Part Time Considered)

Department: Fundraising
Reports to: CEO
Direct Reports: Head of Community Fundraising, Head of Trusts & Corp., Individual Giving Manager
Location: Based in Cannock, Staffordshire
Designation: Permanent – Post Holder (1)
Salary: £45,000 - £50,000 per annum dependent on experience/suitability and pro-rata dependent on agreed hours of work.

Benefits / Equipment:

33 days holiday (247.5 hours) inc. Bank Holidays (pro-rata)
Access to Newlife Pension Scheme
Staff discount from 12 weeks
Access to Childcare Voucher Scheme
Health Cash Plan at level 2 upon completion of probationary period
Company car or mileage reimbursed on own car (TBA)

Hours: Normal office hours of 37.5 hours a week are standard. However the candidate is expected to attend functions in the evening or weekends and to travel to meet to represent and engage in charity activities, as required. Part time hours would be considered for an exceptional candidate.

Post Summary:

The Head of National Fundraising will report directly to the CEO. In this role you will help us to build on current success, achieve our new fundraising strategy, lead and support future development and ensure our income targets are achieved and surpassed.

Newlife has a successful fundraising team and dedicated Supporter Relations Admin team. Fundraisers are based centrally and regionally. In the organisation, we already have an established Communications Manager and team, PR/Media Manager and team and a National Volunteering Manager.

Our three established income streams are: Community and Regional Fundraising, Trust and Corporate Fundraising, and Individual Giving/Donor Stewardship. The position has been vacant while a review of fundraising was undertaken and recommendations considered. Around 97% of all fundraising income comes in, restricted to a particular appeal, but we recognise that having more unrestricted income or wider

restrictions in our income portfolio is the way forward. Last FY income from all fundraising income streams was c£1.8m, with an average ROI (excluding investments) of 3:1.

Newlife earns most of its (unrestricted) income from a unique commercial division which manages stock for major retailers in the UK and Europe, raising circa £2.5-3 million. Our Fundraising aspiration is to grow to equal or surpass this commercial income stream. The nature of our commercial division, means we already have operational partnerships with most of the UK's major retailers and many manufacturers. The Corporate Services Team who sit within the Commercial Division and who are the direct contact with these partners, believe there are untapped opportunities to grow our engagement to include corporate fundraising, in addition to stock donation.

We are looking for an experienced individual, who can fully commit to our vision, mission and values with passion and empathy. This person will support and direct the existing team, consolidating and maturing our processes and our successes, while increasing the ROI and income overall. Having the ability to lead in respect of High Value donors, would be an advantage. We are seeking someone who can be entrepreneurial, who has achieved success in national fundraising and who can lead our future success. We need an experienced person to help us to mature our fundraising to reach the next stage of our growth.

The right Head of Dept. will have experience in delivering novel/highly engaging activities and design of appeals, to attract engagement, help us reach new audiences and deepen our relationship with existing contacts. Having a high level of understanding around governance in Fundraising is also required. We are also seeking someone who has experience in optimizing donor acquisition and who is proactive in delivering great donor stewardship.

Newlife's culture is described as 'authentic', we are not highly corporate and so we are seeking a genuine team player who has the ability to accept a hierarchy, which is required for Governance purposes, but can work in a 'clan like' environment of co-operation. Many of our staff have very long service and can embrace positive change. There is an opportunity for the right candidate, to progress to join the charity's Executive Team, in due course.

We are open to considering full or part time applicants, as we are more interested in what the right candidate can bring to the charity and feel this is more important, than the hours spent in an office. However a part - time candidate would be expected to be substantially available inside the organisation, based in Staffordshire, so part time or full time, this is not a position which can be predominantly be worked on a 'home office' basis.

We are happy for interested candidates to contact us for an informal discussion about this post with our CEO, Mrs. Sheila Brown OBE, please contact Carol Jones, PA to CEO on 01543 462777 to arrange this after submission of a CV or application form to the People Team as detailed below.

If you feel you have the essential (must have) requirements and can also demonstrate points from the desired (could have) requirements shown, please apply.

Essential Requirements: You must have/be:

- A track record of at least 4/5 years successful charity fundraising in an organization, ideally this will have been in a charity with a UK national remit or a wide geographical remit. This will ideally be as a Senior Manager, where you have overseen and grown multiple income streams.
- Ability to demonstrate experience in:
 - Community/Regional fundraising including charity adoptions
 - Trust and corporate fundraising
 - Established understanding of supporter acquisition and growth.
- Able to demonstrate past achievement of financial targets and ROI's.
- Ability to develop, set, manage and monitor budgets effectively.
- Experience of developing existing opportunities to maturation and develop new opportunities.
- Excellent oral presentation skills with an ability to create, edit and develop engaging content.
- Experience in 'packaging' charity needs, to maximise and engage support to appropriate audiences.
- Experience in optimising donor acquisition and stewardship.
- Networking skills to support the growth of the fundraising team / partnerships.
- Able to represent the charity as an ambassador in all environments (including media and face to face) and facilitating the internal 'passion bearers' to meet prospective donors.
- Experience in working with a Communications Department and PR/Media team as required.
- Well-developed skills in using main Microsoft Office packages.
- An intelligent and creative mind is needed to work with the teams to inspire, engage and deliver agreed results.
- The ability to create excellent and appropriate relationships with relevant teams/Dept.'s across the charity and the commercial divisions of the organization. You will be able to take a pragmatic and mature approach to co-operative working.
- The proven ability to positively manage and develop further, individual managers.
- Experience in robust governance methods, welcoming the transparency that our USP (restrictions) gives to our donors.
- Excellent time management skills.
- Pleasantly confident, with a friendly, genuine and professional attitude to work.
- Commitment to our values through personal integrity and being an honest and authentic supporter of our work.
- Experience in developing great relationships with donors, and taking them on a journey with us.

Desirable Requirements:

- Experience of working with Corporate Donors and or High Value Donors, is a distinct advantage
- Experience and knowledge of the use of Raiser Edge system.
- A degree / diploma or other relevant qualifications in Fundraising, whilst not essential would be an advantage.
- Membership of the Institute of Fundraising / willingness to join.

Primary Responsibilities:

In respect of Newlife you will have responsibility for:

- Initially working to deliver an agreed strategy and later developing a national fundraising strategy to be approved by the CEO.
- Agreeing a departmental budget and working to achieve or exceed the fundraising targets.
- The management and development of all areas of fundraising, comprising of; community, trust, corporate, major donor and digital fundraising across the organisation.
- Line managing and motivating a team of fundraising managers across different fundraising functions and streams.
- Working with the National Volunteer Manager to help manage and motivate a team of volunteers who engage in fundraising activities.
- Directly / indirectly building relationships with high profile / high net worth individuals as potential donors to the organisation.
- Taking action to facilitate donor contact with key Newlife staff.
- Supporting the growth of relationships with charitable trusts, foundations, institutional funders, community contacts and individuals.
- Arranging and attending events and meetings with potential donors.
- Preparing accurate reports and giving presentations on fundraising progress to the Executive Team and the Trustee Board.
- Devising and supplying content for engaging 'asks' across all income streams.
- Ensuring good governance practice, ensuring compliance to Fundraising Regulator standards and other compliance requirements.

Additional Responsibilities / Expectations:

- Work in accordance with all internal policies and procedures.
- Adhere to all Health and Safety policies and procedures and use all equipment in a safe and appropriate manner.
- Always compassionate and deserving of trust.
- Willingness to train and develop as required.
- Willingness to commit to our policies around equality and diversity.
- The commitment to be part of the culture of what makes Newlife different and successful.
- Ability to build good appropriate relationships with people at all levels while maintaining confidentiality and respect of your colleagues.
- Any other duties as required from time to time.

Notes:

All offers of employment will be made subject to satisfactory references being received.

All Newlife roles are subject to a 6 months probationary period.

Our Values:

- Always compassionate and deserving of trust - in all we do.
- Making things happen - for those we serve.
- Leading in our field - to make things better
- People at our heart-every day

Interested? Find out more about Newlife by visiting www.newlifecharity.co.uk and www.newlifestores.co.uk/landing/ or see what the current employees say by visiting www.newlifecharity.co.uk/docs/about/employment.shtml

Confidential Conversation – given the important role the successful applicant will play in the organisation, Newlife’s Co-Founder and CEO, Mrs. Sheila Brown OBE, welcomes opportunities to chat via telephone, facetime or skype, about this role and the charity. To arrange this after submitting a CV or application form please call her PA Carol Jones on 01543 468 888 ext. 2001 or email her to arrange a mutually convenient time.

To apply: Please submit your CV or a Newlife application form which is available from our website or by calling The People Team (01543 431495) or emailing them; peopleteam@newlifecharity.co.uk or via the post to Newlife Centre, Hemlock Way, Cannock, Staffs, WS11 7GF. Please attach/send your CV to this form.

If you have any difficulties in completing the application form or would like further information, please email call the People Team.

Newlife the Charity for Disabled Children is an Equal Opportunities Employer and a Disability Confident Employer.

Other Info:

Newlife the Charity for Disabled Children - Registered Charity Number: 1170125 in England & Wales

