



## Head of Fundraising Job Description

Job Title:	Head of Fundraising
Team:	Fundraising
Salary:	£42,500 per annum
Hours of Work:	37.5 hours per week This will include working some unsociable hours including evenings and weekends for events.
Annual leave:	28 days plus bank holidays
Location:	Milton Keynes
Contract Type:	Permanent
Reporting to:	Chief Executive
Experience/Qualifications Required:	<p>Demonstrable experience within a fundraising role is essential, but key account management in a commercial environment will be given similar weighting.</p> <p>You should be able to demonstrate evidence of managing staff.</p> <p>Major donor and corporate fundraising experience is very highly valued (or the commercial equivalent).</p> <p>Experience of neuro degenerative diseases and/or working with/within the NHS and with HSCPs would be beneficial.</p>

### About Us

PSP & CBD are rapidly progressing neurological conditions caused by the premature loss of nerve cells in certain parts of the brain. Like many other chronic conditions there is currently no cure for PSP or CBD. However many of the symptoms can be managed to help people achieve the best possible quality of life.

PSPA is a national, neurological charity currently based in Milton Keynes. Since 1994 we have been providing information and support to people living with PSP & CBD. We also raise awareness of the conditions amongst health & social care professionals, and fund research into diagnosis, treatments and ultimately, a cure. We rely entirely on voluntary donations with a forecast income this year of £1.5 million.

We are currently in touch with approximately 2,000 people living with PSP & CBD, and in addition, approximately 12,000 others registered as health & social care professionals, carers, supporters, volunteers or fundraisers. We run a Helpline service, which is a mix of employed staff at our HQ, and volunteer supporters in the evening.

As PSPA is the only charity supporting people with these conditions in the UK, we will continue to provide support through our fundraising, volunteering and support networks.

## **What does success in the role look like?**

The successful Head of Fundraising will lead a period of sustained, double digit growth across all our income streams. You will have introduced strategies and initiatives to grow corporate, legacies and major donor income. The culture within the fundraising team will be one of continuous improvement, with an analytical approach to the success of their activities providing intelligence for future events. You will have implemented KPI's and will be sensitive to the changing needs of our supporters through regular reviews of their requirements.

You will have integrated yourself fully into the management team, and assisted the Director of Engagement in implementing our digital strategy. You will have taken personal responsibility for increasing PSPA's engagement with our supporters and fundraisers, and will be proactive in developing new ideas. Your commitment to the vision and aims of PSPA will be reflected in the people you manage, and you will be aware that their success is a direct measure of your success in leading and motivating them.

You will be a role model to other members of staff outside your department, and seen as an approachable manager who not only treats all staff with respect, but actively encourages new ideas from outside your department, and by being willing to back new initiatives.

You will have gained the confidence of our Trustees by providing transparency and understanding in income reporting. Trustees will regard you as an expert in fundraising, but also capable manager in the organisation who can speak with authority about PSPA's overall strategic direction.

## **Objectives**

The post is required to:

- Lead the fundraising team, focussed on growing income from our challenge and community fundraisers
- Grow PSPA's corporate, major donor and legacies income
- Implement an over-arching sustainable fundraising strategy that sets challenging targets year on year
- Encourage innovation within the fundraising team

- Increase engagement with our fundraisers and supporters
- Work closely with our Engagement Director to implement our digital strategy.

### Key Duties and Responsibilities

- Provide clear and decisive leadership for the fundraising team, managing their personal development and building a positive and inclusive culture where personnel take responsibility for their own activity and objectives
- Develop and implement an over-arching fundraising strategy for all income streams (e.g., community and challenge event fundraising, major donors, legacies, corporates), building relationships with key people, suppliers and external organisations
- Grow the charity’s income in a sustainable way to achieve targets set by the Board of Trustees, to allow PSPA to continue to support its charitable aims and commitments
- Monitor the fundraising department’s performance, providing income reporting and KPI progress to the senior management team, and taking action where needed to address shortfalls in personal and team performance.
- Represent the Fundraising Department on the Board of Trustees
- Encourage innovation in the fundraising team and set the standard for relationship building, developing a methodology to support increased engagement with our fundraising community
- Working with the of Engagement Director and Communications Officer in the ‘Engagement Team,’ contribute to and implement social media and digital strategies
- This is not an exhaustive list of the duties and responsibilities of this post and the post-holder may, from time to time, be required to undertake any other reasonable duties and responsibilities as requested.

### Person Specification

	Essential	Desirable
Demonstrable experience of success in a fundraising role or key account management role	✓	
Experience of recruiting, managing and developing staff, and working closely with them as a team	✓	
Ability to communicate and interact appropriately with PSPA’s community of fundraisers	✓	
Be a strategic thinker with the ability to communicate new ideas and approaches to all levels of staff	✓	
Experience of working effectively in collaboration with a wide range of external fundraisers and partners.	✓	
Understanding of and a commitment to equal opportunities and inclusion	✓	
Person centred, outcome focused approach	✓	

A natural collaborator who will seek to consult on major decisions with the people affected by those decisions	✓	
Commercial acumen and the ability to understand hard financial information as well as 'softer' measures of success	✓	
Excellent written and verbal communication and interpersonal skills, plus experience of public speaking and delivering presentations	✓	
Exposure to corporate and/or major donor strategy , or alternatively key account and major corporate client relationship development	✓	
Experience of planning, coordinating and delivering events	✓	
Aware of social media and ability to use social media to support events and awareness initiatives		✓
Experience of customer relationship management software		✓
General understanding of marketing and marketing principles		✓
Strong IT skills and experience with MS Office products	✓	
Full Driving Licence and use of own car	✓	
Knowledge of PSP & CBD or other neuro-degenerative diseases, and/or experience of working in the NHS		✓
General understanding of marketing and marketing principles		✓

## Corporate duties

1. Lead, motivate and inspire individuals within the Fundraising team, ensuring that effective succession planning exists, as well as robust and measurable capacity across the wider organisation
2. Be an effective member of the senior management team, providing leadership and displaying behaviours that will contribute to a confident, cohesive leadership and management structure in PSPA
3. Set a clear direction for the organisation by fully embracing and implementing the Strategic Action Plan objectives
4. Ensure that confident professional relationships are built and maintained with staff and Trustees
5. Develop and embed a performance culture that delivers results through rigorous open challenge, personal accountability, disciplined execution and continual improvement
6. Engage with PSPA's staff at all levels to promote understanding of our strategic objectives, clear leadership and a firm knowledge of the problems and opportunities faced by staff in delivering day to day services
7. Ensure full compliance with Health and Safety and associated workplace legislation
8. Ensure compliance with GDPR, data protection and information security and management requirements
9. Promote the vision and goals of PSPA within your team and other employees.