

Head of Fundraising

Department:	Fundraising
Job Title:	Head of Fundraising
Reports to:	Director of Fundraising & Engagement
Based at:	Head Office
salary:	Up to £55,000

Job Summary

The Head of Fundraising, a senior strategic leader, will be responsible for not only for raising income but also for ensuring Rainbow Trust can expand its support to more families across the UK.

This role will form part of the Fundraising and Engagement leadership team and deliver strategic sustainable income growth. Be responsible for the leadership and governance of multiple fundraising streams, including corporate, major gifts, trusts and foundations, community, and events. Working closely with the Head of Engagement and other functional leads in the organisation to deliver on fundraising objectives. When necessary, co-deputise for the Director of Fundraising and Engagement.

Rainbow Trust Children's Charity enables families who have a child with a life-threatening or terminal illness to make the most of time together, providing expert, practical and emotional support, where they need it for as long as it is needed.



Areas of Responsibility (specific to role)

Fundraising Strategy and Leadership

- Develop (with the Fundraising and Engagement leadership team) and deliver a multi-year fundraising strategy aligned to the charity's organisational strategy and growth ambitions.
- Lead annual fundraising planning, budgeting and forecasting.
- Identify opportunities for income diversification and sustainable growth.
- Monitor fundraising performance, KPIs, ROI and pipeline health across all income streams.
- Provide strategic advice to the Executive Team, CEO and Trustees on fundraising opportunities and risks.

Income Generation

- Lead and grow income across the multiple fundraising streams including; corporate partnerships, major donors, trusts and foundations, community fundraising, and special and sporting events.
- Ensure income targets are achieved while maintaining strong return on investment and supporter experience. Rainbow Trust specifically identifies cost-effective fundraising and supporter engagement as strategic priorities.

Relationship Management

- Build and steward relationships with major donors, corporate partners and trusts.
- Personally manage a portfolio of high-value supporters and prospects.
- Represent the charity externally at events, meetings and networking opportunities.
- Support senior volunteers and trustees in fundraising activity.

Supporter Engagement and Stewardship

- Ensure excellent supporter care and donor stewardship.
- Develop compelling supporter journeys and engagement plans.
- Use impact reporting and family stories to demonstrate outcomes and retain supporters.
- Increase supporter lifetime value and loyalty.

Innovation and Insight

- Use market intelligence, fundraising trends and supporter data to inform decision-making.
- Drive innovation in fundraising products, campaigns and digital engagement.

General Responsibilities

Leadership and Strategy

- Professionally represent the department and the charity internally and externally Act as a representative of the charity to a variety of external and internal audiences and in different contexts.
- Proactively develop relationships in the sector and maintain awareness of sector developments and campaigns to drive forward an innovative team culture.
- Operate in compliance with relevant legislation, best practice and corporate policy.
- Commit to the Performance Management Process and develop stretching objectives to meet business plan.
- Ensure staff awareness and compliance with relevant Rainbow Trust policy and practice, including induction meetings for new staff.
- Take responsibility for own professional development, following the PMP process.
- Demonstrate behaviours that promote Rainbow Trust values and defined leadership qualities.

Operational and Project Planning

- Take individual responsibility for agreed objectives and targets.
- Develop own individual work programme in consultation with line manager to weekly, monthly and quarterly time frames.
- Monitor project and work programme progress and report any variance.
- Negotiate with suppliers to ensure best value for money is obtained.
- Contribute to team and department planning events and activity.
- Organise own time and resources effectively and use initiative.

Working with Customers and Service Delivery

- Develop and maintain effective relationships with key external contacts e.g. corporates, supporters, influential individuals, organisational decision makers, committees, media contacts and suppliers.
- Ensure that effective measures are in place across the department to respond effectively and promptly to enquiries and requests received direct from stakeholders, donors and colleagues and their reasonable expectations are met.
- Ensure that excellent supporter expectations are met and exceeded.
- Deliver direct services to both supporters and colleagues to acceptable professional standards and corporate guidelines.
- Report any complaints received to the team from supporters, suppliers or any other external or internal contacts.

Developing, Maintaining Systems and Procedures

- Ensure processes are consistent with other teams, documented and effectively governed.
- Take a continuous improvement approach to activity striving for maximum efficiency and effectiveness.
- Collate and present timely monthly management reports for each team.
- Ensure that data relevant to area of responsibility and activity is appropriately recorded and stored in CRM systems.
- Utilise and interrogate data to monitor progress towards objectives which includes: reporting against monthly plans, identifying variances and making appropriate recommendations.
- Ensure systems and processes for managing data comply with the organisation's data protection obligations, Fundraising Regulator Code of Fundraising Practice, GDPR, charity law and other legal requirements.

People Management and Development

- Oversee the professional development of the department, by leading, inspiring and developing fundraising managers and teams.
- Using the performance management process, manage and develop direct reports and set individual and team objectives, undertaking regular 1:1's for all direct reports.
- Recruit managers and other specialist professionals to provide the department with the technical and leadership skills and experience required to achieve objectives.
- Support the team to recruit and retain high calibre volunteers and interns where relevant (following best practice guidelines for managing volunteers/interns).
- Take personal responsibility for own continuous professional development, bringing the learning back into the workplace.
- Attend training as necessary in order to meet changing needs, new technological developments and service requirements.

Team Working and Collaboration

- Actively participate in the implementation of continuous business improvement and people development initiatives, including buddying, Predictive Index and feedback processes (SBI).
- Collaborate effectively with colleagues in all teams to deliver on priorities and objectives.
- Proactively share professional knowledge and expertise to colleagues and provide timely advice in line with policies and procedures
- Proactively participate in team meetings and away days, including the annual staff conference.
- Foster strong cross-team working with care, finance, HR and volunteering teams.

Special Conditions

- Some out of office work may be required from time to time in order that the organisation is able to deliver on its commitments to its stakeholders. Some out of office hours may be required to facilitate this.
- Some UK travel will be required from time to time.
- All staff have a responsibility to maintain an up to date knowledge and awareness of issues around safeguarding of children, through the completion of the relevant training at a level commensurate with your role.
- All staff must adhere to Rainbow Trust's safeguarding policies and procedures
- The list of responsibilities outlined above are not intended to be exhaustive and the post holder may be required to carry out other reasonable tasks or responsibilities under the direction of a manager.

PERSON SPECIFICATION

Head of Fundraising

Essential

Desirable

Experience

(Previous roles, types of organisations)

- Previous senior management position
- Experience of strategic marketing, sales or fundraising and digital
- Demonstrable success in meeting income/sales targets
- Role carrying significant people management responsibility

- Worked in an SME or large Charity environment
- Role working with Trustees or VIPs
- Volunteer/Intern management

Special Competencies

(Specific job-related skills knowledge understanding)

- Knowledge of principles of relationship management and good customer care
- Clear and creative written communicator
- Confident oral communicator; face to face and over the telephone
- Strong MS Office knowledge and CRM database skills
- Confident and enthusiastic presenter and networker
- Working with budgets and complex reporting

- Competent in Charity law as it applies to fundraising

Disposition

(Influence over others, dependability, self-reliance)

- Persuasive and enthusiastic, engaging the commitment of others
- Firm, goal-oriented, yet motivational leadership style
- Influencer – who stimulates others into action
- Poised and outgoing - building rapport & developing relationships with others
- Multi-tasker with a sense of urgency for goal achievement
- Effective delegator with accountable follow-up on timeliness and quality
- Ability to learn quickly and thoroughly and adapt to change

PERSON SPECIFICATION

Head of Fundraising

Essential

Desirable

Thinking Style

(Practical, conceptual, innovative, traditional, change orientated)

- Idea generator – innovative and creative problem solver
- Timely decision maker, in response to varied activities and changing conditions
- Action orientated and collaborative
- Practical and results focused
- Big picture thinker

Attainments

(Academic & prof qualifications & training)

- Educated to degree level or equivalent
- Member of the IoF

Motivation

(Ambition, money, security)

- Recognition and reward for achieving results through people
- Being part of a successful management team
- Opportunity for growth
- Building motivated teams

Circumstances

(Mobility, special demands of job, unsocial hours)

- Commitment to own continuing professional development
- Some out of office work and UK travel
- Driving licence