

Head of Fundraising and Partnership
Grade J

Job Purpose

This commercially-minded role drives the development and implementation of fundraising at BookTrust, including individual giving and corporate partnerships. Our ambition is to grow our unrestricted income to £2m PA within three years, and making the most of the opportunities provided by our growing corporate partner portfolio and our new Friends programme and mid-level giving scheme. Working with the Heads of Marketing/Digital and Communications/Arts, this hands-on role will see you bringing an entrepreneurial approach, commercial acumen and strong knowledge of fundraising to ensure that we identify and maximise every opportunity to develop our income and engagement, whilst helping the directorate to ensure that the BookTrust brand is known and loved; and that we are the go-to organisation for children's reading.

The Marketing and Communications and Engagement Directorate consists of three teams: Fundraising; Marketing and Digital; and Communications and Arts. A key member of the Directorate management team, managing 4+ staff; this hands-on role sets direction and strategy and drives delivery.

Our five year fundraising strategy and work plan is focused on achieving a fundraising target of £2m+ per year unrestricted income within three years through:

- Individual Donors: BookTrust Friends programme, plus Mid-Level Giving programme (plus some support for high level giving)
- Corporate Partners: sponsorship, Corporate Social Responsibility and Gifts in Kind partnerships
- Legacies
- Trusts, foundations & grant making bodies: for specific projects and activities as directed
- Grounded in strong processes: financial management, fundraising protocols, data protection etc.

Our delivery strategy and work plan is focused on:

- Developing strategic and commercial relationships with existing and new corporate partners
- Building our CSR donations from existing and new corporates/bodies
- Launch of Friends scheme
- Digital campaigns and advertising to promote awareness and drive up engagement
- Supporting the redevelopment of our website to ensure that the supporter journey is seamless
- Innovative marketing and sponsorship strategy

Key Responsibilities

- A. Leadership
- B. Delivery
- C. Relationship management
- D. Management and reporting

Principle Duties:

Leadership

- Lead from the front to Implement strategy across all fundraising income streams
- Design and deliver fundraising action-plan to achieve income targets
- Manage and appraise the fundraising team, specifically colleagues responsible for individual giving and appeals; corporate partnerships; trusts and foundations
- Set targets and wider objectives for each staff member and ensure these are met according to plan and to budget
- Coach and mentor staff as appropriate; lead by example with integrity
- Be a champion for fundraising across the whole of Booktrust

Delivery

- Ensure that targets are set high and delivered upon (including your own personal targets)
- Identify opportunities for sponsorship/strategic partnerships with corporates/other organisations, and work with other teams in BookTrust (particularly marketing and comms) to develop ideas, make approaches and secure support
- Identify areas where existing relationships might be developed to create new revenue opportunities
- Develop an understanding and knowledge of potential corporate partners, setting up meetings and developing proposals
- Lead on all legacy giving, including identifying particular groups who might want to leave a legacy gift, creating appropriate literature and marketing, and then developing a pro-active campaign to secure their support
- Develop (as appropriate) a calendar of events for BookTrust supporters and funders
- Network with high-level contacts to promote the work of BookTrust

Relationship Management

- Ensure that all partners and supporters are delighted with their interaction with BookTrust
- Work closely with the marketing team to ensure that BookTrust is known and seen as the 'go to' organization for children's reading.
- Manage relationships with key supporters – individual and corporate
- Work closely with other teams in BookTrust to ensure a joined-up approach and to maximize all opportunities for awareness and brand building
- Support the Development Board (sub-committee of main Board), in particular the Chair, to ensure that their skills, contacts and expertise are maximised, agreeing with

them a programme of targeted approaches for their contacts, and providing them with appropriate support including regular meetings, minutes of committee meetings and reports

- Liaise with the Trustees and senior staff to identify potential donors within their networks; ensure prompt communication and follow-up for all leads
- Work with other senior volunteers as appropriate to maintain a prospect pipeline and support overall fundraising activity

Management and reporting

- Manage the financial resources of the department; set and regularly monitor an annual budget in line with departmental expenditure and anticipated income
- Report on a monthly basis with KPIs and narrative ensuring complete transparency and internal buy-in to fundraising
- Provide support to the BookTrust development board – circulating papers in a timely manner, creating agendas, taking minutes and ensuring that actions are followed up
- Identify resource requirements and propose cost-effective solutions; recruit staff where appropriate
- Maintain good knowledge of current fundraising best practice and share with team and other colleagues as appropriate
- Ensure protocols and processes are rock solid
- Meet all compliance and legal requirements around fundraising
- Encourage staff to grow through training and professional development

General

- Identify and develop new opportunities for funding from a broad range of sources in line with organisational strategy
- Maintain and manage effective communication with external stakeholders and donors on the impact of their support, including evaluation reports on projects funded by them
- Ensure all fundraising information in print, web and media is optimised to encourage support for fundraising activities
- Ensure all Booktrust contacts are effectively managed via the CRM database
- Ensure all fundraising activity complies with all current legislation including the Data Protection Act and that income is maximised through current tax/VAT regulations
- Ensure all necessary systems and processes are in place to guarantee maximum efficiency, excellent supporter care and smooth running of the department
- Promote Booktrust and its vision and values in all activities, both internally while carrying out duties and externally, with stakeholders and the general public
- Undertake such tasks as may reasonably be expected within the scope of the role

PERSON SPECIFICATION		
Job title: Head of Fundraising and Partnerships		
CRITERIA	E or D*	S or I**
KNOWLEDGE		
a. Sound and demonstrable understanding of a wide range of fundraising streams, in particular corporate partnerships and sponsorship	E	I
b. Knowledge of donor and/or member acquisition and retention strategies	E	I
c. Thorough knowledge of charity finance and current regulations in relation to fundraising	E	I
SKILLS		
a. Excellent communication skills – both written and verbal	E	S and I
b. Excellent interpersonal and relationship building skills	E	I
c. Highly developed organisational skills and ability to manage different and varied priorities and deadlines		I
d. Good attention to detail and thorough approach	E	S and I
e. Very strong influencer with well-developed negotiation skills	E	I
f. Entrepreneurial approach	D	S and I
EXPERIENCE		
a. Extensive demonstrable experience of leading and managing a team within an income generating function – could be private sector or charity	E	S
b. Extensive demonstrable experience of donor and/or member recruitment	E	S
c. Experience of planning detailed income and expenditure budgets, and setting income targets	E	S
d. Experience of producing and delivering revenue generating strategies	E	S
e. Track record of delivering high value relationships with corporate partners and sponsors	E	S and I
f. Track record of identifying sponsorship opportunities and successfully selling them to clients	E	S and I
g. Experience of managing a broad range of donor relationships, from corporate and trusts to individuals	E	S
h. Experience of working with a CRM database	E	S and I
i. Experience of producing accurate, interesting and compelling written communications and proposals	E	S and I
j. Experience of trusts and foundations	D	S and I
ATTRIBUTES		

a. Pro-active and highly motivated	E	I
b. Engaging and approachable	E	I
c. Able to build relationships effectively	E	I
d. Entrepreneurial in approach	E	I
e. Personal impact – ability to be taken seriously at C-Suite level	E	I
f. Supportive and collaborative manner	E	I
g. Solution-focused, resilient and flexible	E	I
h. Strong attention to detail	E	I
i. Self-starter, able to use initiative	E	I
j. A commitment to equal opportunities and equality	E	I
QUALIFICATIONS		
a. Professional membership of the Institute of Fundraising, or equivalent professional body.	D	S
*E = essential criteria D = desirable criteria **S = short listing criteria I = interview criteria		

Terms and conditions

Salary £50K

28 days holiday per annum plus public holidays

Non-contributory pension scheme – 7% employer contribution

Life assurance: 3 X salary

Flexible working scheme

Season Ticket Loan scheme

Childcare Vouchers scheme