

Director of Fundraising & Communications (Maternity cover)

Contract type: fixed Term (May 2021 – Feb 2022)

Location: Flexible, willingness to visit Head Office near Salisbury once a week/4 x per month.

Hours: 4 days per week (negotiable), 9am – 5pm.

Salary: £50,000 - £55,000 FTE per annum

Horatio's Garden charity is looking for an experienced Fundraising leader to cover this maternity period.

We are a growing, award winning, national charity improving the lives of people with spinal injuries by creating and nurturing outstanding garden projects in NHS spinal injury centres.

The Director of Fundraising & Communications was a new role created in March 2020 and you will be responsible for delivering on the fundraising strategy that has been put in place, and amending it where required, to increase fundraising income to support the organisation's growth plans. The fundraising strategy covers a diverse range of income streams (corporate, 3rd party, events, legacy, trusts, individuals & regional) therefore experience across a broad range of fundraising channels is preferable.

You will be responsible for managing and supporting the fundraising and communications team, which consists of four full time and two part time members of staff, all based in head office near Salisbury. Therefore, there is an expectation that you will spend 4 days per month in the office as a minimum.

For this exciting and challenging opportunity, you will need to have significant fundraising experience gained in a charitable environment, ideally as a Director or Head of Fundraising, whilst also having strong previous experience in leading fundraising campaigns and attracting and developing major corporate partnerships and building relationships with key donors including individuals and trusts.

You will have demonstrable experience and knowledge of the latest donor development techniques and experience of working on major fundraising initiatives, as well as proven experience of delivering fundraising targets.

Essential experience:

- Director or Head of charity fundraising team
- Experience across a range of income streams
- Good understanding of financial management within a charity environment
- Track record of year on year income generation
- Successful team performance management
- Development and implementation of fundraising strategies
- Development and management of budgets and delivering targets
- Operating within an environment of growth and change

Required

- Outgoing, positive, engaging personality
- Calm under pressure
- Outstanding team management skills
- Strategic, intelligent thinker
- Confident to implement strategic change
- Highly experienced presentation skills
- Ability to hit ground running

Please apply with covering letter and two page CV to Bethan Cummings
bethan@horatiosgarden.org.uk.

Closing date 31st January 2021.

Director of Fundraising Job Description

You will report to the Chair of Trustees and quarterly to the Trustees at Board Meetings

1. Generate income

- Generate the funds needed to meet or exceed the budget year on year in a cost effective manner whilst being true to the charity's ethos and principles.
- Diversify the income streams for capital appeals and running costs
- Increase and improve stewardship of major donors
- Develop creative and innovative fundraising campaigns to increase number of donors in under 35 age group
- Develop and expand corporate income through sponsorships and partnerships both regionally and nationally
- Develop legacy giving programme and income from legacies year on year
- Improve Friends giving scheme increasing regular donations and retaining existing donors by 50% each year
- Create a strategy for the charity's income from events
- Develop and oversee Trust and Foundation giving
- Develop active volunteer fundraising teams in each county

2. Strategic Work

- Implement five-year fundraising strategy to include Events, Corporates, Trusts and Foundations and Individual Donors

- Within the strategy develop income generating plan for each garden appropriate to its locality and regional variation
- Support Marketing Manager to develop and implement marcomms strategy.

3. Management

You will manage the fundraising and communications team. This currently includes:

- Head of Events
- Events Assistant
- Head of Trust & Foundations
- Fundraising Assistant
- Marketing Manager
- Communications Assistant

4. Colleagues

- You will work in collaboration day to day with the Chair of Trustees on all strategic development and once signed off you will be responsible for implementation of the plan.
- You will work closely with the Marketing Manager to deliver the marketing collateral and PR needed for income generating
- You will work in collaboration with the finance team to develop clear reporting and budgeting system for all of the fundraising teams
- You will work with the Lead Head Gardener in the implementation of any fundraising activities in the gardens

5. Budgets

- You will be responsible for delivering or exceeding the income budget for fundraising and keeping within the budgeted costs.
- You will work closely with the financial team to develop budgetary responsibility lines and financial reporting systems for the fundraising teams.

6. General

You will join the senior management team of this growing organisation which currently includes

- Chair of Trustees/ Director (volunteers full time)
- Executive Trustee (volunteers full time from home office)
- Finance Director (2.5 days a week)

You will be responsible for representing the charity at a high level and will need to be a confident speaker. You may be required to take on additional responsibilities as required by the trustees to meet the needs of the charity.

This is a hands on role because of the small team and you will need to be prepared to be actively involved in all aspects of fundraising.

The role location is flexible but you will be required to visit the rural offices outside Salisbury 4 times per month and travel will be required with occasional overnight stays, as needed. You must have your own car and clean driving licence.

We are an equal opportunity employer and welcome all applications.