

JOB DESCRIPTION & PERSON SPECIFICATION

ROLE DETAILS

POST TITLE:	Director of Public Fundraising
RESPONSIBLE TO:	CEO/CFO
DIRECT LINE REPORTS:	1 x Senior Event Manager 1 x Senior Donor Relationship Manager
HOURS:	37.5 plus out of hours work for events as required
TERM OF POST:	Permanent
PROBATIONARY PERIOD:	3 months
LEAVE ENTITLEMENT:	27 days annual leave per annum exclusive of Bank Holidays (increasing with length of service)
LOCATION:	Keele, Staffordshire / Remote – Minimum of 3 days per week in office (depending on external meetings/events)
SALARY:	Competitive basic plus bonus and car allowance (<i>dependent on skills and experience</i>)

ABOUT CAUDWELL CHILDREN

Caudwell Children is a national charity which works to change the lives of disabled and autistic children; change society's understanding and acceptance of disability; and change public perceptions of the important role that charity plays in society.

The Charity is going through an exciting period of growth in our state-of-the-art facility for multi-disciplinary therapy programmes for childhood disability and research of neurodevelopmental conditions, including autism, within the grounds of Keele University.

It provides a state-of-the-art base for the Charity's therapies and an environment where ground-breaking research can be undertaken,

potentially changing the way some disabilities are treated, affecting millions of people around the world. This is a fantastic and exciting opportunity to join a dynamic and fast-moving Charity at a time when it will attract national and international attention.

PURPOSE OF THE POST / RESPONSIBILITIES

Based from the award-winning Caudwell International Children's Centre in Staffordshire, we seek an inspirational leader with the ability to identify opportunities and grow diverse income lines to support the Charity's expanding service delivery.

Responsible for the strategic management and development of the Charity's income generation, this role will play a pivotal part in taking the Charity to the next level and helping to change the lives of disabled children across the UK and beyond.

The successful candidate will oversee the main public-facing fundraising activity for the Charity, providing strategic leadership and tactical supervision to a growing team of Fundraisers.

You will be expected to develop a robust and diverse fundraising portfolio across several designated income strands to generate increasing levels of fundraising income year-on-year.

It has been recognised that the Charity currently has minimal market share in most standard charity income lines and this role will be fundamental in developing the required infrastructure, resource and 'products' to begin growing market share over the medium to long term.

A primary responsibility of the role will be to assess, develop and implement a new donor management system; ensuring new and existing supporters have a clear communication and cultivation journey with assigned fundraisers adopting relationship responsibilities throughout.

The required standard levels of customer service and donor management for all supporter relations across the Charity will be established and promoted to ensure the required levels of consistency.

This growth will occur while maintaining and strengthening the established income lines which already exist, such as Events and Challenges.

Events are a part of Caudwell Children's DNA and the single largest income generator in the Charity's Fundraising Department, therefore there will be a specific focus on maintaining and developing this important department.

The role will initially be responsible for developing two designated teams of fundraising colleagues:

- **Individual Giving** (Team size: 3)
 - (Wills & Legacy, Regular Gifts/Direct Debit, Major Gifts, Raffle/Lottery, Payroll Giving).
- **Community Fundraising** (Team size: 6)
 - (Events, Challenges, Mass Participation, Street Collections).

Remaining income streams (Trusts & Foundations, Public Sector Funding, Earned Income and Trading Income) will be managed by the Director of Corporate Fundraising.

As part of the Senior Leadership Team the successful candidate will be responsible for reporting to the CEO/CFO and fellow Directors regularly on strategy and performance.

Monthly reporting to the Trustee Board and regular ad-hoc correspondence with Trustees will also be required.

Success will be monitored annually by the Trustee Board against KPI's including income growth, ROI and market share.

PERSON SPECIFICATION

1. Significant experience in fundraising/sales/business development management.
2. Demonstrable understanding of the charity sector and professional fundraising.
3. Enthusiastic advocate of business planning and sales management.
4. Considerable experience and competence in planning, developing and managing the operations of a successful Sales/Fundraising Team.
5. Experience and skill in new business development.
6. Willingness and ability to undertake basic administrative activities (not expecting of others what you would not do yourself).
7. Highly computer literate with strong competence in using mainstream computing packages and products.
8. Driven, proactive and productive self-starter – able to work efficiently and achieve a lot under their own steam but not afraid to ask questions when needed and manage up.
9. An enthusiastic, driven and sensitive leader – able to inspire and encourage others to give their best.
10. Well organised with the ability to prioritise and manage own (and other people's) workload.

11. Confident, professional and friendly communicator with a hands on approach.
12. Confident to ensure all work complies with Equal Opportunities, Health & Safety, Data Protection and other policies of Caudwell Children.

This Job Description is not exhaustive. It outlines the general ways in which it is expected you will meet the overall requirements of this post.

DISCLOSURE AND BARRING SERVICE CHECKS

The Charity is committed to safeguarding children and young people and therefore adopts a safer recruitment approach through a robust recruitment and selection process. All posts within the Charity are subject to DBS checks, in line with the Rehabilitation of Offenders Act (1974). Dependent on the role, one of the following DBS checks will be carried out:

- Standard disclosure
- Enhanced disclosure
- Enhanced disclosures with children's and/or adults' barred list check(s):

This role is not exempt under the Rehabilitation of Offenders Act and is therefore eligible for a standard disclosure DBS check.

EQUAL OPPORTUNITIES

Caudwell Children is a Disability Confident employer committed to offering an interview to all applicants who meet the minimum criteria and declare they have a disability as defined in the Equality Act 2010. We are committed to creating a diverse environment and will not discriminate for any reason against any person because of their age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion and belief, sex or sexual orientation. We particularly encourage applications from people who identify as Black, Asian or from a Minority Ethnic background and other underrepresented groups.

