



<b>POST:</b>	<b>HEAD OF FUNDRAISING AND MARKETING</b>
<b>DEPARTMENT:</b>	<b>FUNDRAISING</b>
<b>RESPONSIBLE TO:</b>	<b>CHIEF EXECUTIVE</b>
<b>ACCOUNTABLE TO:</b>	<b>CHIEF EXECUTIVE</b>
<b>KEY RELATIONSHIPS:</b>	All members of staff and residents. Corporate Bodies and Fundraising Groups. Head of Finance and Chair of Fundraising and Marketing Committee.

### **Introduction**

Competence is defined in terms of the performance criteria individuals are required to display in the performance of their role. The competencies listed below are those that the jobholder is expected to demonstrate immediately on taking up the post.

They constitute the minimum standard performance which is expected to be reached and forms the basic, core requirements of that performance. They are not intended to be exhaustive and the jobholder will be expected to constantly enhance and add to their competence.

Whilst these competencies underpin the basic standards on which performance and progress will be monitored and assessed, the job holder will also be evaluated on outcomes derived from the key targets and performance indicators which will be assigned periodically following discussion. The ability to reach the required level of competence in the areas identified will be regarded as the very minimum necessary to fulfil the basic job requirements.

### **JOB DEFINITION AND COMPETENCIES**

- Lead and clearly direct all members of the Fundraising and Marketing department to achieve the income targets and marketing initiatives
- Manage and develop a sustainable fundraising mix and balance of unrestricted and restricted income, from a range of channels including individual giving, trusts and foundations, corporate, events, lottery, legacies, community and so forth

- Regularly assess and evaluate effectiveness of fundraising initiatives in terms of net income received
- Be responsible for income raised from individuals, including regular givers and major donors and nurture these people to ensure they continue to support the charity
- Undertake administration of legacy income dealing with executors and solicitors to ensure income is received as soon as possible
- Create and develop innovative fundraising events/initiatives to generate new income and raise the profile of the charity
- Act as a fundraising advocate within the community, to be professional and communicate with enthusiasm, credibility, conviction and knowledge
- Speak at corporate events and give presentations as and when needed to corporate and community audiences. Also undertake tours of the facility to encourage support
- Develop beneficial and lasting networks within the community, continually raising the Care for Veterans profile and championing all aspects of its work. Actively promote Care for Veterans and all aspects of its work to corporations, professional bodies and community organisations
- Ensure all Care for Veterans' donors and supporters receive the highest standards of donor care and stewardship
- Identify and lead all marketing activities working closely with the PR & Marketing Officer. Lead on the content and production of the twice-yearly newsletter and other marketing material
- Lead on scheduled department meetings and undertake regular one-to-ones with all fundraising and marketing staff to ensure targets are being met and any problems identified and solved
- Provide guidance regarding insurance liability risks and general health and safety awareness relating to public events. Undertake risk assessments for all fundraising events held at Care for Veterans
- Provide guidance and support with activities and events when required by team members and review large trust applications as applicable
- Be current with developments and compliance in fundraising, GDPR and codes of practice to ensure that no breaches are undertaken by any team members
- Continue to build a culture of fundraising across the organisation
- Prepare and manage annual fundraising budgets for income and expenditure and maintain a spreadsheet of all income across all fundraising initiatives on a daily basis
- Ensure all expenditure is well-spent and that the department does not exceed expenditure targets
- As Head of Department, receive information from the Chief Executive and Board of Trustees, to be shared with the fundraising and marketing team
- Prepare reports for, and attend, the four board meetings per annum to keep the board fully updated on fundraising and marketing progress
- Prepare for, and organise, the four annual Fundraising and Marketing Committee meetings with designated Trustees and committee members

This summary represents an outline of the major components of the job and is not intended to be exhaustive. It may with consultation be subject to additions and amendments from time to time as the need arises and therefore, in addition to the duties and responsibilities listed, the job holder is required to perform such other duties as might be reasonably required.

I have read, understood and accepted the duties and responsibilities outlined in the above.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_