



JOB DESCRIPTION

Title: Head of Fundraising
Reports to: CEO
Location: Central Bath

Introduction:

Genesis Trust Bath is a Christian charity in the city of Bath with a mission to help and support people facing homelessness and disadvantage in and around Bath. At present this is organised via ten projects, employing sixteen people and enjoying the voluntary contribution of over 700 people, many of whom belong to local Christian congregations.

Genesis is growing, with an exciting new property development taking place in 2017 and the launch of a new social enterprise to add to the ten existing projects, some of which are expanding significantly. This is an opportunity to be involved in our growth as a charity, as Genesis is positioned for the next phase of its development. It will be a fantastic opportunity for someone who likes a challenge, is highly organised, and wants their work to make an immediate difference to the most vulnerable and marginalised in our community. It will also suit someone who has the experience, enthusiasm and ability to significantly develop our Income over the next 5 years, with a particular focus on developing our Major Donors.

The Head of Fundraising will manage and lead the Fundraising Team ensuring that the team maintains a positive profile for Genesis and generates sufficient income to meet our needs. They will lead the development and implementation of Genesis Trust's fundraising strategy. As a member of the management team they will take collective responsibility for the organisation's leadership, management and development.

Job Purpose:

1. To manage the Fundraising team with responsibility for the development and achievement of agreed income targets across all income streams.
2. To have specific responsibility for developing and implementing income generation from Major Gifts.
3. As the primary point of contact for major donors, the Head of Fundraising will safeguard the Christian ethos of Genesis and maintain good working relationships with internal staff, clients and volunteers.

Success in this role is measured by:

- Agreeing and assuming management responsibility for delivery of the annual budget figure for Fundraising.
- Implementation and delivery of a new Major Gifts programme
- Effective leadership and management of the Fundraising (currently 3 part time staff)

- Production of timely and accurate financial reports.

Job Tasks:

1. To work with the Chief Executive to develop and manage the delivery of a 5-year strategy for generating and growing income across all major fundraising streams, in line with the charity's strategic and financial objectives.
2. Monitor, evaluate and manage the outputs of the department against approved plans and budgets, ensuring targets are met and maximising long term rate of return on investment.
3. Manage the support of existing major donors and develop and lead a programme to identify/cultivate new prospects.
4. Establish distinct stewardship strategies to maximise engagement from existing major donors, prospects, and possible patrons – including the design and delivery of relationship building events throughout the year.
5. Work with the Chief Executive and Community & Events Fundraiser to identify corporates where there is potential to develop major partnerships.
6. Manage 3 part time staff and oversee the management of the fundraising volunteers.
7. Ensure the Fundraising team adheres to the Institute of Fundraising / FRSB codes of practice, and the new Data Protection legislation
8. Attend regular meetings with key staff and away days as necessary.

Internal and external relationships:

The post holder will work with the:

- Fundraising team to ensure that all opportunities to grow support are maximised i.e. cross marketing other fundraising opportunities and sharing best practice and expertise.
- Finance team to track and record income.
- Volunteer team to recruit volunteers to help with administrative and other tasks
- Genesis major donors via a range of channels i.e. phone, email, written and face to face
- A range of external suppliers
- Work flexibly with the administrative staff team in order to help provide cover across Genesis when others are away or ill.
- Ensure that Genesis' health and safety policies, procedures and standards are met.

Support will include:

- The Chief Executive
- Other Project and support managers.

- Appropriate training in the form of courses, seminars and events.
- Regular 1:1s and annual appraisal.

Person Specification

	Essential	Desirable
Qualifications	<p>Degree standard or equivalent relevant professional experience/qualifications</p> <p>Familiar with IOF codes of practice</p>	<p>Institute of Fundraising Qualification</p> <p>Member of the Institute of Fundraising (IOF)</p>
Experience	<p>Minimum 5 years experience of managing paid fundraisers with a demonstrable track record of successful results.</p> <p>Proven experience of major donors and liaison with HNWI's or similar account management</p> <p>Proven experience of strategic planning and delivery of strategies</p>	<p>Experience of Welfare or Homeless charities</p> <p>Experience of individual giving, community fundraising and legacy giving</p>
Skills/Knowledge	<p>Ability to provide overall vision, lead, motivate and develop a team including setting priorities and goals that are achievable as well as aspirational and inspiring.</p> <p>Awareness and understanding of trends, legislation and Institute of Fundraising best practice guidance across all income streams.</p> <p>Confident communicator with excellent networking and interpersonal skills that facilitate strong relationships with a wide range of people inside and outside the Trust (including the ability to manage, persuade, network and negotiate effectively at all levels)</p> <p>Proficient in relevant IT packages including Microsoft Excel, Word, PowerPoint and fundraising & relationship databases</p>	<p>Full UK driving licence and access to a car</p> <p>Experience of Salesforce database</p> <p>Excellent writing skills – able to produce creative content for marketing purposes</p>
Qualities	<p>Enthusiasm, innovation and energy to encourage others, both within the organisation and outside.</p> <p>Self-starter who works well under pressure and is target driven</p> <p>Confident and willing to build relationships with key individuals</p> <p>Accuracy and good attention to detail</p>	

	<p>Empathy with and understanding of Genesis Trust's Christian ethos</p> <p>Good team player capable of using initiative, tact and discretion</p> <p>An enthusiasm for our work with disadvantaged and homeless adults</p> <p>Out of hours working, travel and attendance at appropriate events when required</p>	
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Job Description agreed:

Post holder's signature:

Name:

Line manager's signature:

Name:

Date: