



Job Description for the role of Head of Fundraising

Location: Hybrid/Flexible

Salary: £38,890 - £44,863 (NJC, per year pro rata) plus statutory pension contributions; initial salary based on experience

Hours: Between 30-37.5 hours per week (80%- 100% FTE / 4 or 5 days per week)

Contract: Permanent

Purpose of the job:

Grassroots Suicide Prevention (Grassroots) is a charity based in Brighton working nationally to prevent suicide. Our vision is 'A future where more lives are saved from suicide' and our mission/purpose is; "We empower people to help saves lives from suicide through connecting, educating, and campaigning nationally:

- **Connecting:** We listen and connect people to support through our Stay Alive app, tools, and resources to help keep people safe from suicide.
- **Educating:** We offer bespoke and evidence-based consultation and training, co-designed to empower individuals, organisations, and communities to develop the skills and confidence to help save lives.
- **Campaigning:** We help remove the stigma around suicide. We know that most suicides are preventable with timely intervention and the right support. We raise awareness through campaigning on the ground and influencing at a strategic level.

There hasn't been a more exciting time to be joining Grassroots as the Head of Fundraising, a critical role in the organisation and Senior Leadership/Management Team. As we emerge from the Covid-19 pandemic,

fundraising at Grassroots has performed exceptionally well and we are now looking to recruit an experienced, dynamic and innovative Head of Fundraising to deliver our ambitious income growth plans in the coming years.

You will lead a passionate fundraising team and have full responsibility for leading and growing income across our fundraising streams, Events, Community, Corporate, Grants and Individual Giving. You will do this by embracing Digital Fundraising techniques. You will bring a passion for donor and supporter engagement and building relationships, a passion for innovation and a creative flair to bring new ideas and plans to fruition to shape the exciting future of fundraising at Grassroots.

As a Head of Fundraising in a high performing team you will be able to comfortably operate at a strategic, board level whilst seamlessly moving to being 'on the ground', a confident public figure, working with your teams supporting events, meeting supporters, volunteers and corporate partners and working with staff and teams from across the organisation. You will bring strong fundraising experience along with sound financial acumen, the ability to plan and strategise, the ability to measure and drive performance all whilst fostering a positive and supportive team culture.

The role of Head of Fundraising at Grassroots is a demanding yet exciting role that can propel the successful candidate onto the national stage and a role that can provide significant personal and professional development opportunities.

The purpose:

- To lead
- To inspire
- To shape the fundraising future at Grassroots

Main Duties and Responsibilities:

Strategy and planning

- Provide inspirational and bold leadership along with fundraising expertise to drive forward and grow fundraising income in line with the Grassroots financial vision.
- To develop, implement and lead on short and longer-term fundraising strategies focussed on the main income areas of Community Fundraising, Events (Inc. mass-participation events) and Corporate Fundraising, including the formation of a strong relationship with the Head of Partnerships and Development and Head of Marketing and Communications.
- To devise and implement detailed annual plans for mobilising fundraising activity and to produce an annual calendar of fundraising activity, including the planning of resource and investment needs.
- Analysing income performance through a range of metrics focussed on ROI to support the development and expansion of fundraising activity and new initiatives.
- Working closely with the Head of Marketing and Communications to develop effective promotional campaigns for all fundraising activity using a multi-channel approach to increase engagement and support.

Innovation

- To carry out wider research to identify and develop new fundraising campaigns and initiatives.
- To work closely with the Fundraising team and wider organisation to identify and mobilise cross-team fundraising ideas.
- To benchmark Grassroots fundraising activities against other suicide prevention and mental health charities and against local and national charities.
- To research and scope new technologies and online advancements to support increased fundraising activity and to successfully implement new ideas.
- To drive a digital fundraising agenda working with Head of Partnerships and Development and Head of Marketing and Communications to grow funds raised through digital channels.
- Working with the CEO to support staff to drive a culture of innovation and research-based thinking.

Leadership and Management

- To work as a key member of the Senior Leadership/Management Team to contribute to the delivery of annual income budgets, the development of the wider organisational strategy and to set a professional example for the team.
- The role sits on the Senior Leadership/Management Team and the Head of Fundraising will prepare regular fundraising performance updates and engage in cross-organisation discussion and planning on overall Grassroots performance and strategy.
- To develop and build strong working relationships across the whole organisation to link service activity to fundraising opportunities and income generation.
- To develop and nurture strong relationships and fundraising partnerships with key philanthropists and supporters, to develop and grow these relationships, working with the Head of Partnerships and Development and Head of Marketing and Communications to grow donations and support.
- To take ownership of the culture of the Fundraising team, working with colleagues and support departments to ensure staff wellbeing is a high priority.
- To effectively line manage direct reports through the delivery of high quality and supportive 1-2-1 meetings, objective setting and review, annual appraisals, and strong performance management support.
- To coach, support, and mentor team members to support their career development and progression and to help identify and deliver training and development opportunities to ensure team members are up to date with all fundraising legislation and best practice.
- To remain up to date with best practice in fundraising and its regulation, including guidance from the Fundraising Regulator and to act as a representative with key regulatory bodies such as the Gambling Commission or Charity Commission and to complete any statutory returns to remain compliant.

Financial responsibility and risk management

- To work with the fundraising team to formulate a detailed, annual income and expenditure budget.
- To produce detailed monthly performance reports on income progress across Events, Community and Corporate for presentation at Management Group Meetings and occasionally to the board of trustees.
- To have full ownership of the development and monitoring of the Risk Register from a fundraising perspective to ensure transparency on all risks associated to fundraising and to ensure robust plans and processes are in place to negate or mitigate risk.

- To have ownership of a range of fundraising policies and procedures and standard operating practices with responsibility for their relevance, content, compliance and renewal.

Grassroots employee responsibilities

- All employees are required to abide by the Health and Safety at Work Act, attend annual mandatory training sessions and ensure that they comply with policies and procedures at all times.
- Employees must demonstrate commitment to their own personal development and are required to make a positive contribution to income generation and raising the profile of Grassroots locally and nationally.
- Strict confidentiality applying to all aspects of Grassroots business must be observed at all times.

Values and Behaviours

Grassroots has a set of values and behaviours to improve the experience of our clients and supporters. This means that in undertaking this role the post holder is expected at all times to behave in a way that demonstrates commitment to the delivery of thoughtful care to all and continual improvement in line with the values detailed below.

- **Compassionate:** Our caring and empathic approach underpins and informs everything we do.
- **Courageous:** We are brave, challenging and speak out fearlessly to create change to help save lives from suicide.
- **Collaborative:** Our lived experience enables us to co-design and co-deliver our services to meet the needs of the people we work with.
- **Integrity:** We are open and transparent with an inclusive and respectful culture.
- **Innovative:** We are creative problem solvers, forward thinkers, always striving for excellence.

Grassroots is a developing charity, and the post holder should be aware that their Job Description may evolve to meet the future needs of the Charity.

Person Specification

Attributes	Essential	Desirable	How identified: Interview = I Application form = A
Experience & Knowledge			
Demonstrable senior experience in income generation and fundraising from the charity sector	Y		I/A
Strategy development, financial and business planning and the financial acumen to set and monitor budgets	Y		I/A
Demonstrable record of innovation and introduction of new fundraising activities or service improvements	Y		I/A
Experience of developing supporter relationships in Challenge Events and at least one other income stream	Y		I/A
Working experience of fundraising legislation and engagement with governing bodies such as The Charity Commission and Fundraising Regulator	Y		I/A
Experience of working successfully with senior management and trustees	Y		I/A
Experience of line management to drive a performance culture	Y		I/A
Qualifications			
Degree level qualification in a business or related subject		Y	A
Qualification Fundraising		Y	A
Evidence continuous professional development in Fundraising	Y		A

Attributes	Essential	Desirable	How identified: Interview = I Application form = A
Skills/Abilities			
Negotiation, influencing and diplomacy that builds and maintains consensus	Y		I
Manage competing demands and meet set deadlines	Y		I
Ability to lead and be part of a team	Y		I
Ability to devise and implement effective systems and procedures	Y		I
Ability to work in partnership with a range of internal and external staff and other stakeholders	Y		I
Good standard of IT literacy and use of word, office	Y		I/A
Personal Attributes			
Strong commitment to the delivery of excellence in all aspects of fundraising	Y		I
Communication skills and interpersonal style that engages and inspires staff and volunteers	Y		I