

Job title: Head of UK Fundraising

Reviewing Manager: UK Head of Compassion in World Farming

Objective:

The purpose of this role is to help end factory farming. This role will contribute by taking overall responsibility for the strategic direction and ambitious net income growth of the UK individual giving and legacy programme. This role will have overall responsibility for growing gross income from UK individual giving by 50% within 4 years.

Scope of job

- Leadership and oversight of UK individual giving growth strategy
 - Responsible for developing and delivering the UK supporter fundraising strategy (including legacies) to achieve income and donor targets.
 - Responsible for annual plans and budgets for the development of supporter fundraising in the UK.
 - To ensure that all fundraising activities are compliant with the organisational brand and visual identity guidelines.
 - To ensure that all fundraising activities are carried out in accordance with UK charity law and current best practice.
- Team leadership and inspiration
 - To lead, inspire and manage staff within the UK Supporter Fundraising team, including regular support, coaching and supervision, annual appraisals, and planning internal and external training.
 - Key liaison with the UK and Global campaigns teams, media and policy team to ensure optimised, integrated working across fundraising and mission delivery
 - To work closely with the HQ Major Gifts team to support the identification, cultivation and solicitation of support from middle donors and high net worth individuals.
- Direct oversight and lead on donor acquisition and development programme
 - To oversee the research, planning and implementation of all initiatives for the recruitment, retention, conversion and development of donors in the UK (and the database of overseas donors handled by the UK team).
 - This may include direct marketing, online media, social media, display advertising, telephone fundraising etc... as appropriate.
 - To maximise the opportunities of digital marketing and social media throughout the fundraising and programme (particularly regarding movement building via lead generation and conversion).
 - To ensure all marketing activity is produced according to agreed schedules, budgets and quality standards and to regularly report on the efficacy of the programme against objectives to the Head of UK and the Global Individual Giving Director.
- Supporter engagement and stewardship
 - To implement strategies and systems that ensure that a growing database of donors and supporters receive world class standards of care and stewardship. We aim to surprise and delight our growing movement at every opportunity.

- To ensure that all donations and correspondence are processed in a timely fashion and to the highest levels of accuracy and quality.
- To develop and implement a clear community / volunteer fundraising strategy
- To ensure that all new supporters and donors receive a planned, structured welcome into the organisation, seeking to maximise trust, retention and commitment.
- Legacy fundraising and estate administration
 - Through our focused, targeted legacy marketing activity, ensure that all those most closely associated with the charity will have considered whether a legacy is right for them and their family - and acted on their decision.
 - To oversee the professional and timely administration of all UK legacies.
 - To ensure a clear strategy exists for promotion of legacy giving in the UK and that high-quality processes and communications exist for handling enquiries from potential pledgers.
 - To ensure that high standards of care and stewardship are in place for known legacy pledgers and those expressing an interest in legacy giving.
 - To ensure accurate and timely forecasts of future pipeline legacy income to the Global Leadership Team as required

Position in organisation

- Reports to the UK Head of Compassion in World Farming
- Functional direction from the Global Individual Giving Director
- Line Manages (directly or indirectly) the UK supporter fundraising team (Donor Acquisition; Donor Development, Supporter Engagement, Legacies)
- Close working relationship with the Senior Supporter Communications Advisor on programmes to optimise the effectiveness and quality of UK donor and supporter communications
- As lead fundraiser from Compassion's biggest market, this role will also be expected to play a significant role within the Global Individual Giving team (e.g. sharing results, learnings and insight with team members from Compassion's other international markets)
- Close working relationship with the HQ digital and CRM teams
- Close working relationship with the HQ Major Gifts team

Dimensions & limits of authority

- Responsible for meeting annual income and growth targets from individual giving (c. £2.6m in 2018) with a target of growing gross income to £3.7m by 2022)
- Responsible for management of annual UK supporter fundraising direct expenditure budget (c. £700k per annum)
- Responsible for UK fundraising staff team (currently a team of 11)
- Responsible for ensuring that all fundraising activities are carried out in accordance with UK charity law and the Fundraising regulator code of practice
- Retains oversight of all legacy settlement (typically £2m+ per annum) and UK legacy marketing

Person specification

- Proven ability in strategic and team leadership of supporter fundraising to achieve material income growth.

- Minimum of 5 years working in a senior fundraising position
- Fluent in digital marketing and communications with a proven ability in online fundraising or marketing to recruit new donors
- Excellent project management and communications skills
- Personal motivation inspires energy and commitment throughout the team.
- Proven skills in marketing analytics, targeting and applying data to optimise effectiveness
- A creative storyteller with excellent copywriting skills (particularly with respect to direct response marketing)
- Delivers against commitments and plans and able to maintain a professional working environment and a culture of striving for excellence
- Encourages and supports others to ensure their contributions are recognised and used - delegates effectively, encouraging people to take responsibility.
- Able to pioneer new ideas, adapt processes and create innovative solutions
- Proven budgeting and financial management skills
- Seeks continuous improvement in the team's performance and ensures the team adapts to the different needs of the organisation and its other stakeholders.
- Makes timely decisions, which affect the team (prepared to seize the moment) and perseveres with difficult, awkward or unpopular decisions to achieve agreed objectives.
- Understanding of volunteer / event fundraising
- Solid understanding of Legacy Settlement and Legacy Marketing
- Ensures the vision is transformed into reality - translates the highly aspirational into the achievable
- Encourage a culture of acting with integrity and in a principled manner

ADDITIONAL TASKS

To assist with other departmental duties where necessary, as listed below:

- Due to the nature of the role, there may be a requirement to carry out some work out of office hours. This work is to be arranged in accordance with procedures
- Take due and reasonable care of oneself and others in respect of Health & Safety at Work
- Act in accordance with the principles of Compassion in World Farming's Ethical Policy
- In all work activities, comply with data protection legislation and Compassion in World Farming's requirements for the protection of personal information and the privacy of individuals
- Provide formal and informal training at the request of your line manager, senior manager or a director, on your areas of expertise, to other members of staff, work experience students, trustees etc.
- The job description is not exhaustive, and you may be asked to carry out additional tasks which are appropriate to your job role, as required by your line manager