

# Head of Fundraising

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| Service:        | Fundraising   |
| Responsible To: | Head of Innovation  |
| Salary:         | £55,000 to £60,000 (Based on qualifications and experience) |

## Job Purpose

This role is responsible for securing vital funding to support the Foundation's mission and activities. This role involves the creation and delivery of the Fundraising strategy ensuring alignment with the Foundation's mission.

The postholder takes a lead role in developing compelling proposals and applications, cultivating high-value relationships with funders, and providing exceptional stewardship to both secure and sustain long-term partnerships. Your leadership will be key in driving the success of the Fundraising team with responsibility for inspiring the team to meet challenging targets, reporting on progress and contributing to the delivery of the fundraising strategy which has a huge positive impact for our beneficiaries.

## Duties and responsibilities

### Fundraising Activity

- Working together with the Head of Innovation, design the Foundation's fundraising strategy taking account of the fundraising landscape, including trends, challenges, and opportunities specifically around philanthropy, trusts and foundations, and legacy fundraising.
- Lead on implementation and delivery of strategy, ensuring all fundraising objectives and KPIs are met;
- Use sales strategies, including pipeline management, relationship building, account management and donor engagement techniques to drive income.
- Working closely and collaboratively with the Communications and Marketing team to deliver high-impact targeted fundraising campaigns.
- Attend networking events and meetings with potential donors and collaborate with external partners/stakeholders where this supports income generation.
- Understand and present complex information effectively to diverse stakeholders using exceptional and persuasive narratives to showcase the Foundation's impact and compelling need for support.
- Manage and develop the Foundation's network of Ambassadors.
- Use project management skills to handle multiple priorities simultaneously and deliver on time reporting progress appropriately.

- Develop relationships to encourage volunteers to support departmental activities that enhance the Foundation profile, generate increased income and ensure events and other activities are delivered safely.

## **Processes and Procedures**

- Ensure contractual obligations and compliance requirements for Trusts and Statutory funding agreements and maintaining regulatory compliance are met.
- Ensure the Foundation is compliant with all relevant aspects of the Fundraising Regulator's Code of Fundraising Practice, law (e.g. gambling commission and data protection law) and the Charity Commission.
- Maintain oversight of fundraising income and sign off expenditure, taking responsibility for phasing, budgeting and forecasting across the fundraising team.

## **Governance/Internal Co-ordination**

- Prepare reports and give presentations on fundraising progress to the Executive team as required.
- Prepare updates on fundraising for board reporting, including attendance and presentation to the Finance Committee.
- Ensure appropriate cross-organisational input to bids/fundraising, including working with the operational teams to support project/service design.

## **Leadership/Management**

- Provide dynamic, inspiring, and influential leadership motivating the team to achieve ambitious fundraising goals and income targets.
- Manage staff performance and support staff development, celebrating successes appropriately.
- Contribute to the planning and management of the department's budget.
- Ensure a pipeline of talent and that individuals can be developed and stretched.
- Promote effective team working within the team and lead by example across the team.

## **General**

- As a member of the senior leadership team, work with all relevant staff to ensure that all activities are aligned and complementary.
- Carry out appropriate duties as required, supporting the operational management and strategic direction of the Foundation
- Carry out other appropriate duties as required by senior management.
- Review and recommend fundraising databases that will help to support the teams work in managing the Foundation supporter network effectively, ensuring databases are clear and accurate

# Person Specification

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## Knowledge

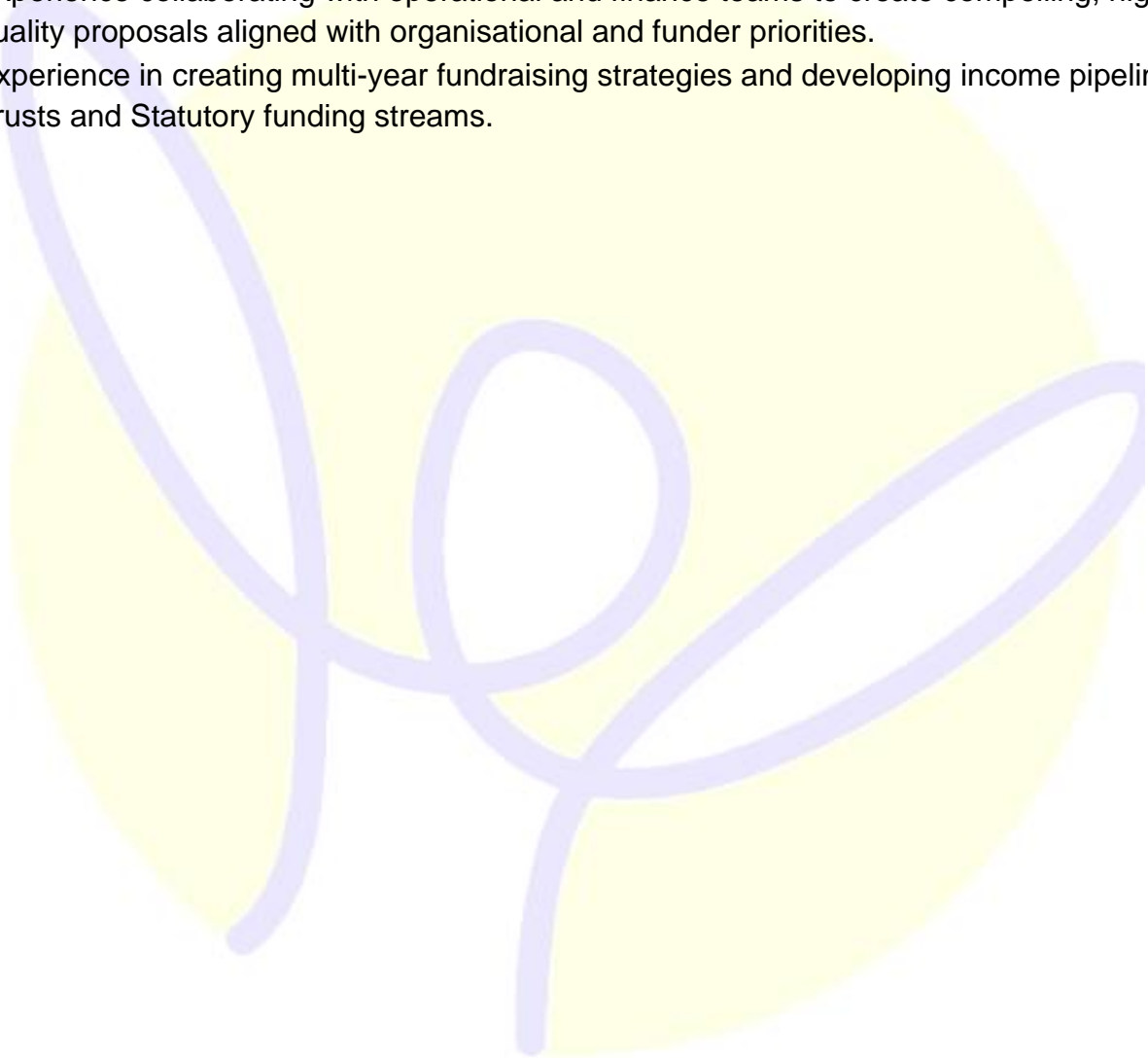
- Strong understanding of the fundraising landscape, including trends, challenges, and opportunities within the sector specifically around philanthropy, trusts and foundations, and legacy fundraising.
- In-depth knowledge of contractual obligations and compliance requirements for Trusts and Statutory funding agreements and maintaining regulatory compliance.
- Use of sales strategies, including pipeline management, relationship building, account management and donor engagement techniques.

## Skills

- A dynamic, inspiring, and influential leader who motivates teams to achieve ambitious fundraising goals. Significant experience leading and coaching teams.
- Strategic leadership with the ability to drive growth.
- Highly articulate and numerate, with a keen ability to understand complex information and present it effectively to diverse stakeholders.
- Expert in stewardship, with a track record of building and maintaining long-term, meaningful relationships with funders.
- Exceptional writer, skilled at crafting persuasive narratives that effectively showcase the Foundation's impact and compelling need for support.
- Agile thinker, capable of recognising and aligning partner interests with the Foundation's strategic goals.
- Exceptional relationship-building skills, particularly with high-net-worth donors, and senior stakeholders.
- Strong project management skills, with the ability to handle multiple priorities simultaneously and deliver on time.
- Strong financial acumen, with the ability to manage budgets, forecast growth, and deliver ROI-focused campaigns.
- Proficient in data analysis and budget management, with the ability to generate and interpret reports that inform decision-making.
- Ability to review and recommend fundraising databases that will help to support the team's work.

## Experience

- Proven ability to design and implement fundraising strategies through multi-channel approaches.
- Demonstrable experience in strategy development and creation of income strategies with a proven track record of securing significant funding, year on year income growth across philanthropy, trusts/foundations and legacy streams.
- Proven experience in managing high value partnerships, including negotiating terms, delivering on objectives, and maintaining strong relationships.
- Experience collaborating with operational and finance teams to create compelling, high-quality proposals aligned with organisational and funder priorities.
- Experience in creating multi-year fundraising strategies and developing income pipelines for Trusts and Statutory funding streams.



# Organisational Standards

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The Percy Hedley Foundation operates in a demanding and often changing environment. Members of staff must be flexible, adaptable, willing to face up to changing circumstances and new opportunities. The following list of duties and responsibilities must therefore be taken as a guide and is not to be comprehensive.

## Professional Duties

- Participate in the review of the Foundations Policies, Procedures and Processes;
- Participate in arrangements for the performance development review process
- Participate in arrangements for further training and professional development
- Keep up to date with changes or developments within your professional area
- Fully participate in the induction and training programme provided by the Percy Hedley Foundation
- Contribute to the professional development of other staff, including the induction of new staff.

## Equality and Diversity

- Promote equality of access to education, training and employment opportunities for disabled people, and advocate a positive attitude
- Recognise that disabled people are individuals who have specific needs
- Employ support strategies that will empower disabled people
- Show awareness of knowledge and display non-discriminatory behaviours at all times in relation to culture, race, ethnicity, disability, gender, sexuality and age
- Recognise the importance of inclusion by using appropriate means of communication at all times
- Be flexible, trying to meet the changing needs of both disabled people and environment.

## Discipline, Health and Safety

- Adhere to and promote Percy Hedley Foundation Health, Safety and Welfare policy at all times
- Purchase equipment from a recognised source
- Report all incidents and accidents to Health and Safety Officer
- Maintain a high standard of record keeping in line with Percy Hedley Foundation policies and procedures.

## Safeguarding

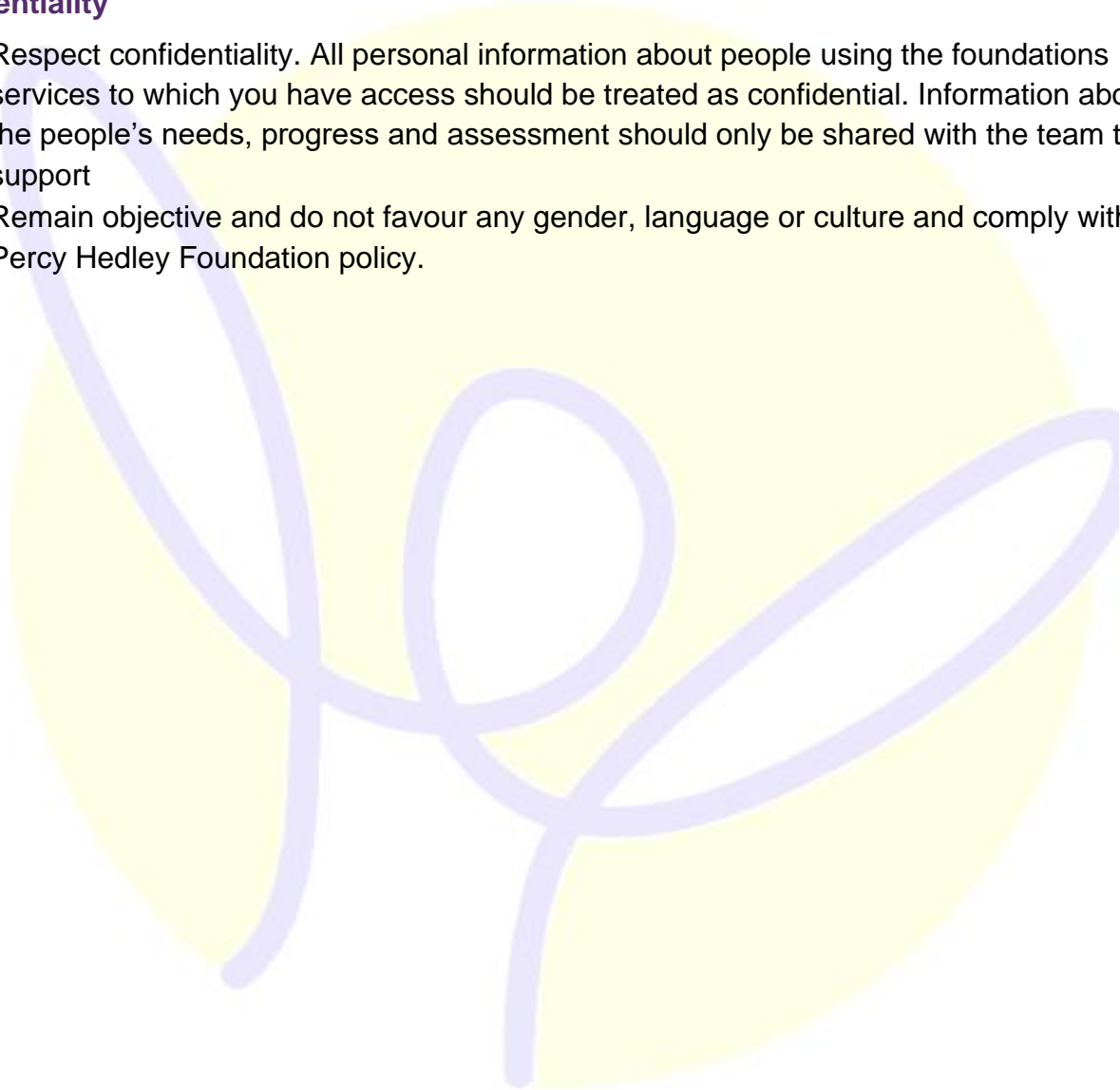
- Safeguarding is everyone's responsibility.



- Percy Hedley Foundation have adopted recruitment and selection procedures, and other Human Resource Management processes, that help deter, reject or identify people who might abuse vulnerable children/adults, or are otherwise unsuited to work with them.
- The Trustees/Governing Body are committed to promoting the welfare of children and young people/adults and staff are expected to ensure that the highest priority is given to following guidance and regulations to safeguard those in our care.

### **Confidentiality**

- Respect confidentiality. All personal information about people using the foundations services to which you have access should be treated as confidential. Information about the people's needs, progress and assessment should only be shared with the team to aid support
- Remain objective and do not favour any gender, language or culture and comply with the Percy Hedley Foundation policy.



# About Us

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We are an ambitious, entrepreneurial and innovative charitable business working in a person-centred way to meet the needs of people with disabilities and their families. We provide a range of high-quality services and seek out opportunities to inspire and support people with disabilities to achieve their ambitions. We believe that working together as one Foundation we achieve more than individual services would achieve alone. Our influence will be regional, national & international.

We are committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. Applicants should be aware that the post will only be offered to successful candidates subject to an Enhanced DBS check as well as other employment clearances.



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