



THE ASSOCIATION

POSITION: HEAD OF FUNDRAISING & COMMUNICATIONS

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JOB DESCRIPTION:

HEAD OF FUNDRAISING & COMMUNICATIONS

Reports to:
CEO
Salary:
£45,000 - £55,000 depending on candidate profile and experience
Status:
FULL-TIME PERMANENT
Location:
Poole – with flexible working options

We are seeking a Senior Fundraiser to join our dynamic team and work closely with the Chief Executive and Fundraising team to develop and deliver a new funding strategy to support the future ambitions of the Association. You will be our Head of Fundraising and Communications and will have the chance to formulate fundraising approaches, engage supporters, deliver results, and shape our future fundraising efforts as we grow and develop. The output of this role will be the creation and management of sustainable funding streams to support the existing plans and ambitions for growth. If you believe that your future is in developing and managing high performing fundraising programmes, then this is a great opportunity for you.

With support from the Chief Executive and the Fundraising team, you will be expected to deliver income, assist in scoping the future challenges and develop practices and principles to build a sustainable long-term approach. The right candidate will aim to build a sustainable income platform based on their own success and the development and management of our small Fundraising team.

JOB SPECIFICATION

- Prepare and deliver a long-term fundraising strategy and comprehensive annual plan, covering all income streams, including but not limited to: Trusts, philanthropy, corporates, individual giving, events, trading and legacies.
- Plan and deliver fundraising activity that ensures the annual income targets are met.
- Maintain and grow our portfolio of donors and supporters, working to agreed income targets.
- Create compelling, emotionally powerful funding propositions complete with budgets, costings and financial data as appropriate.
- Be responsible for the Stewardship of all donors, ensuring appropriate and regular levels of communication and engagement.
- Manage and improve systems and processes for record keeping and reporting on funder relationships (within Salesforce).
- Develop our commercial income through management of our trading arm.
- Prepare high-quality presentations, and fundraising materials as required.
- Use the fundraising database to log gifts, plan the monitoring of grants to ensure compliance with agreed outputs, and appropriately engage all supporters.
- Manage the work of the Fundraising team to ensure good stewardship of mid to low level donations.
- Conduct detailed, on-going research into new funding opportunities and prospective supporters.
- Play a full and active role in supporting the organisation to meet our ambitious targets.
- Undertake any task that may be requested from time to time that may be consistent with the nature and scope of this post.
- Maintain the ethos and values of the Charity and positively promote the work and activities of the Charity at all times.

YOU WILL HAVE RESPONSIBILITY FOR THE FOLLOWING:

- **Budget Delivery:** Write and deliver defined income and expenditure targets, enabling the organisation to achieve its plans, and contributing to the overall growth of the organisation.
- **Monitoring Delivery:** Monitor, report on progress against the plan and agreed KPI's and respond to implement changes necessary to achieve the objectives, identifying appropriate contingency actions where appropriate.
- **Cross-Team Working:** Work closely with the Association team contributing to the development of the Charity's overall strategic plan to ensure that fundraising is integrated effectively with other areas of the organisation's work, and that there is effective synergy between fundraising and service delivery outputs.

- **New Income Streams:** Work to develop new fundraising opportunities, both in terms of new products and new relationship opportunities, to ensure a balanced portfolio of fundraising activities that will spread risk and maximise opportunities for revenue generation.
- **Account Management:** Provide account management of high-profile partnerships, including trusts, corporate and major supporters as agreed with the wider team and where appropriate support other fundraising activity.
- **Legal Compliance:** Maintain an up-to-date knowledge of the law surrounding fundraising and communications activities and ensure that any fundraising activity complies with relevant legislation at all times, including contract compliance, GDPR, Fundraising Regulator and Insurance requirements.
- **Act as an ambassador for the Association** at key internal and external meetings and events.

QUALIFICATIONS, SKILLS AND KNOWLEDGE	
ESSENTIAL	DESIRABLE
<ul style="list-style-type: none"> • Excellent written and oral presentation skills: Great written language skills, with the ability to communicate the sense of mission, meaning and excitement that underpins our work as a Charity. • Networking skills: Excellent interpersonal and relationship building skills, to represent the Association & persuade potential donors that our cause is one they should contribute to. • Budget management skills: You need to be able to work effectively with limited resources. • Time management skills: The ability to work to deadlines, and under pressure, managing several projects at a time. • Donor strategy: Will be experienced in the use of a CRM system to record and plan activity. • Compliance: Familiar with Institute of Fundraising codes of practice and data protection legislation. • Technology: Fluent in Microsoft Office programs and database software. 	<ul style="list-style-type: none"> • Member of the Institute of Fundraising. • Career qualifications from the Institute of Fundraising such as the Diploma in Fundraising and Advanced Diploma in Fundraising. • You will be interested in the changing fundraising landscape for charities and have ideas about how to act to take advantage. • Minimum of three years working in a target driven fundraising environment.

THE IDEAL CANDIDATE

- You are an experienced leader who establishes positive working relationships, has a strong work ethic and is flexible to changing priorities.
- A demonstrable grasp of general fundraising principles and best practice in fundraising from a variety of fundraising channels specifically with a focus on engaging trust, foundations and Charity focused communities.
- Experience of working in a fundraising role, with a proven track record in generating and meeting fundraising targets.
- Excellent attention to detail and accuracy, ensuring applications fully meet the brief, incorporating all necessary elements, and are error free.
- Always learning: A self-starter, motivated, eager to learn and committed to your own development.
- Enthusiastic to work in a fast moving, but very ambitious environment.
- Team oriented but takes individual responsibility.
- Resourceful and embraces challenge and change.
- The discipline to work independently.
- Happy to work flexibly to meet the Charity's needs.

TERMS AND CONDITIONS

LOCATION:	Poole, with regular travel to London
SALARY:	£45,000 - £55,000
HOURS OF WORK:	37 hrs per week
ANNUAL LEAVE:	25 days
PROBATIONARY PERIOD:	3 months
PENSION:	Available after probationary period
PRIVATE HEALTH CARE:	Available after probationary period

YOUR APPLICATION

Please submit a compelling cover letter and resume to The Association CEO Will Stephens at gail.turner@association1664.com before the closing date.

All inquiries and discussions will be considered strictly confidential.

CLOSING DATE:	30th April 2023
INTERVIEW DATE:	Week commencing 8th May 2023
START DATE:	TBC

ABOUT THE ASSOCIATION

“Providing a lifetime of support to members and their dependents”

From its small beginning in 1998, the Association cares for the needs of a growing number of serving and former personnel and their families, providing full assistance to a diverse membership, from the serving member injured on operational duty, to veteran health and recovery care. Within the Association, we want the youngest child growing up with their fathers serving on the front lines, and those who have lost their partners and loved ones, we stand with them.

Given the nature of our work, the need to maintain security in the current geopolitical environment is of the utmost importance. This is also what makes the Association unique among charities. We provide discreet support to those that operate in the shadows, but require public support to ensure that their care is as comprehensive as possible. This limits our ability to engage conventional methods of fundraising like social media and public collections. Therefore, we selectively engage with a minimum number of influential donors—individuals and organizations—to ensure we minimize exposure and maximize productivity. Our donors and the future supporters to the Association have a deep appreciation and respect for the vital role that the Association plays in maintaining the security of our operators and the work they undertake for the UK and our allies.

In the next 5 years, we plan to deliver advanced programs to meet the growing needs of our membership in this increasingly complex environment. We will provide enhanced opportunities for growth and care among operators and their families through education, development, health and recovery. This will require greater resources—financial and human—year on year, to be able to deliver confidence and continuity of support to our operators, veterans and their families.