

Role Description: Head of Fundraising & Communications



Full-time | Permanent

Reports to: CEO. Post holder is one of eight members of the senior management team.

Responsible for: Fundraising team, currently seven posts, and Marketing & Communications team, currently six posts (see team structure chart for details).

It is envisaged that the post holder will line manage two posts initially – a Fundraising Manager and the Marketing & Communications Manager – but that the structure will be finalised once a fundraising & communications strategy is agreed.

Rate of pay: Package up to £60k per annum including benefits.

Main purpose of the role: Responsible for the fundraising & communications strategy, ensuring that it:

- is aligned with organisational aims and values
- delivers the income the Trust needs to achieve its objectives
- stimulates public awareness of the Trust's work and issues facing people in poverty and distress
- mobilises community groups to take active, practical and effective roles in social action.

As a member of this growing charity's senior management team, the post holder's responsibilities extend to shaping the whole organisation's strategic direction and ensuring consistency of new projects with charitable objectives.

Location: Based at the Trust's offices in Salisbury, Wiltshire. Flexible working. Some travel required.

Overview of voluntary income: Voluntary income makes up about 75% of the Trust's income and comes from corporate partnerships, major donors, grants, individual giving, legacies, churches & community groups and events. Voluntary income for 2015/16 will be ~£5,000,000. Expenditure to achieve this including salaries is ~£600,000. Income targets for the next few years will be higher in line with the Trust's plans for growth.

Responsibilities:

- Research, develop and implement a comprehensive strategy to sustainably increase voluntary income and engage and influence key audiences to enable the Trust to achieve its objectives.
- Lead and develop the Fundraising & Communications teams to be high performing and mutually supportive, nurturing a culture of learning, transparency and sharing of ideas and experience.
- Cultivate our brand, ensuring that at every touchpoint we tell a consistent, compelling story and that all contact with stakeholders meets or exceeds their expectations and makes the greatest possible contribution to building long, mutually valuable relationships.
- Ensure that all fundraising activity is inspiring and ethical, respects both beneficiaries and donors, and is in line with the Trust's vision & values and applicable legislation.
- Inspire the whole organisation - paid staff and volunteers - as to the role and nature of fundraising, marketing & communications and their potential to transform the lives of beneficiaries and donors.
- Plan and coordinate effective joint working with colleagues in other teams to mutual benefit.
- Play an active, strategic business planning role on the senior management team, working with colleagues to ensure that organisational strategy is informed by donor and funder priorities.
- Develop opportunities to integrate activity across our social franchise and social enterprise projects.
- Provide regular concise reports for the CEO and Board that focus on the key metrics identified in the agreed fundraising & communications strategy.

Key measures of performance:

- Voluntary income targets
- Net gain in numbers and value of active donors, legacy pledgers and volunteer fundraisers
- Brand behaviour, interaction, and perception
- Performance metrics
- Attainment of other qualitative measures of departmental success as agreed with the CEO, such as development of personnel and championing the organisation's culture
- Performance appraisals of staff and peers

The Trussell Trust is a charity founded on Christian principles which works to combat hunger and poverty in the UK. We all subscribe to the same values and hope that new team members will too, irrespective of belief or background.