

Person Specification: Head of Fundraising & Communications



Personal Attributes

A strategic thinker able to shape how we relate to stakeholders to create mutual value as we engage with them, building support for the cause and delivering financial growth.

Able to inspire and lead teams to be high performing and achieve set objectives.

Able to be directive when needed, supportive when not, and with the experience to know which is needed when.

Able to build understanding of and commitment to fundraising, marketing and communications among senior managers and trustees.

Able to develop good relationships with a wide range of internal and external stakeholders.

Able to communicate clearly and assertively and influence people. A confident public speaker.

Resilient. Persistent, yet patient. Able to work calmly under pressure and help others to do so.

Skills, Knowledge & Experience

Essential

Previous success leading and managing teams to achieve growth targets across multiple income streams in the fundraising charity sector.

Several years of fundraising experience, with a strong track record in at least one discipline.

A sound understanding of the key principles of:

- working with major donors & trusts
- corporate fundraising/partnerships
- individual giving / direct marketing
- community fundraising
- legacy marketing
- digital and traditional media channels.

Able to develop and drive a strategic approach to audience engagement, developing existing and attracting new audiences.

Experience of managing major campaigns.

Experience of managing and developing brand in support of fundraising and comms objectives.

Financially literate. Able to set and manage income and expenditure budgets. Able to understand financial concepts used in fundraising analysis, planning and management reporting.

Desirable Experience

Understanding of fundraising CRM systems.

Managing / supporting senior volunteers and fundraising committees.

Fundraising at a national / regional level, with experience of establishing fundraising in a new region.

Managing a public relations function and working with the media, including writing press releases and giving interviews.

Education, Training & Qualifications

Essential

Diploma or equivalent level fundraising or marketing qualification or higher - or demonstrable equivalent experience.

Desirable

Management training. A current valid driving licence.

Other

Able to contribute to the overall leadership of the Trust as part of senior management team.

When required, commitment to working

- outside of usual hours including weekends
- away from home

Commitment to the principles of equal opportunities and applying them effectively.

Willingness to develop a detailed understanding of the UK poverty landscape.

Empathy with the Trust's beneficiaries and its vision; support for its values.

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.