

Job Title: **Head of Fundraising**  
Job Grade: **Head of**  
Business Area: **Brand & Relationships**  
Reports To: **Director of Brand and Relationships**  
Based In: **Harrogate**



### Overall Job Purpose

The Head of Fundraising provides vision, leadership and support to deliver Yorkshire Cancer Research's strategic aim to:

- attract and retain engaged volunteers, supporters and donors across Yorkshire;
- promote and reinforce the charity's values and brand;
- contribute to the Brand and Relationships' team objective to raise £10m funds a year to enable the charity to tackle the region's biggest cancer problems.

### Key Responsibilities

#### Strategy and Planning

- Lead the fundraising strategic planning process, collaborating to develop and agree strategies to achieve the charity's income objectives and targets
- Manage key relationships with existing donors and, where possible, grow these to become a sustainable longer-term income stream
- Work to deliver the financial goals as set out in the fundraising strategy
- Lead on cross-organisational projects and workstreams
- Develop and deliver clear action plans to achieve agreed projects and activities
- Evaluate and report performance against plans and financial targets/budgets, identifying key learnings to be implemented in future
- Analyse and use consumer and donor insights to inform the profiling of, and strategies for, target audiences

### **Financial Planning and Budget Management**

- Create thoroughly considered business cases for new propositions and campaigns and identify budgets to achieve targets and strategies
- Track, monitor and report KPI and financial performance against budget, highlighting variances and providing monthly fundraising progress reports to the Leadership Team
- Motivate and lead a team to deliver brand, income and supporter number targets
- Identify and build new income streams by delivering effective propositions and campaigns
- Manage and, where possible, expand existing income streams through first class supporter stewardship

### **Managing Relationships**

- Lead and motivate a team of volunteers who engage in fundraising activities
- Build relationships with high profile and high net worth individuals as potential donors to the charity
- Build relationships with institutional funders to attract future donations
- Attend networking events and meetings with potential donors to share the purpose and mission of Yorkshire Cancer Research and build a network of advocates
- Prepare reports and give presentations on fundraising progress to the Senior Leadership Team and the Trustee Board
- Accurately maintain and manage a database of prospects and supporters ensuring compliance with all data protection legislation, regulations and best practice

### **Employee Leadership**

- Build and lead a fundraising team comprising event organisers, relationship-builders and additional new roles identified as being necessary to support charity fundraising and supporter care/stewardship as the supporter base grows and the team's remit expands
- Actively coach and upskill team members
- Provide overall long-term direction, coaching line reports to develop their objectives and personal development plans
- Regularly bring the team together to encourage knowledge sharing, collaboration and alignment

- Hold monthly meetings with each team member to monitor progress, adapt objectives and identify developmental needs
- Support team members to create clear plans before commencing work/activity that requires investment of financial/human resources

### **Leadership Team Participation and Support**

- Bring fundraising and charity trends and changes in regulation, law and practice to the attention of the Fundraising Team and the charity's Leadership Team. This will include, but not be limited to, the Code of Fundraising Practice and relevant Charity Commission requirements, including CC20
- Actively and constructively contribute to meetings
- Prepare and deliver management reports
- Report and give advice on fundraising matters

### **Knowledge and Experience**

- Minimum five years' experience of developing, managing and evaluating fundraising income streams in a management/senior role
- Extensive experience of successful donor acquisition, retention and income generation
- Experience of developing and successfully implementing innovative fundraising strategies to deliver significant income growth
- Experience of developing plans for approaches to and development of high-net worth individuals through relationship building
- Experience of regular giving through legacies, lotteries and other channels
- Excellent knowledge of marketing and communication tools and skills as they relate to supporting and driving fundraising activity, including audience segmentation, messaging to drive engagement, and use of digital platforms
- Experience in building fundraising programmes and securing income across a range of fundraising disciplines
- Minimum 5 years' experience of leading, motivating and developing teams (ideally staff and volunteers)

- Experience of adhering to, and ensuring team members' adherence to, the regulatory framework impacting charities, fundraising and marketing (e.g. Code of Fundraising and IoF Code of Conduct)
- Senior level experience of project management and leading change programmes
- Personable approach with the ability to build relationships at all levels

### **Skills and Abilities**

- Strong leadership skills, with the ability to navigate teams through change
- Track record of bringing innovative creative thinking and fresh ideas to an organisation
- Excellent communication, influencing and negotiation skills with internal and external stakeholders
- Ability to develop and deliver complex projects through the use of formal project methodologies, including budget control and risk management
- Excellent financial planning skills
- Working knowledge of fundraising legislation, the Fundraising Regulator and best practice standards
- Convincing and persuasive written and oral communication with the ability to present and convey complex ideas and issues clearly and coherently
- Digital skills: Adept at using mobile and online giving technologies as well as being aware of their fundraising potential
- Highly self-motivated and able to work autonomously, take initiative and make decisions
- Commitment to, and actively advances, Yorkshire Cancer Research's core values and strategic direction

### **Qualifications**

- Educated to degree level or equivalent
- Evidence of continued professional development relevant to fundraising
- Member of the Institute of Fundraising
- Qualifications from the Institute of Fundraising, such as the Diploma in Fundraising and Advanced Diploma in Fundraising, would be advantageous

### **Values and behaviours**

- Aligned to the values of Yorkshire Cancer Research (see 'Our Values' included in this pack)
- A dedicated and respected team player creating effective working relationships with others
- Comfortable with challenging and changing environments and demonstrates resilience
- A relentless commitment to continuous improvement
- A passion for excellence

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**Other requirements**

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- Full UK driving licence and ability to travel across Yorkshire region
- Proof of your eligibility to work in the UK
- Professional qualification check and DBS check (to be undertaken once the role is offered and accepted)

Required Values	Value Behaviours to be Demonstrated
<b>DELIVER IMPACT</b>	<p><b>Drive for results:</b></p> <p>Can see the bigger picture beyond area of expertise</p> <p>Gathers target audience intelligence to inform decisions</p> <p>Thinks analytically about Key Performance Indicators and how to achieve them</p> <p>Appropriately delegates responsibility to team members and supports them to achieve their goals and objectives</p> <hr/> <p><b>Efficiency:</b></p> <p>Seeks opportunities for change and constant improvement within both own functional area and the wider charity</p> <p>Makes and follows clear plans to leverage charity resources to greatest effect</p> <p>Sets timescales for business objectives and pushes for things to happen</p>
<b>HAVE INTEGRITY</b>	<p><b>Honesty and respect:</b></p> <p>Earns the trust and respect of line reports, colleagues, agencies and other stakeholders by being reliable and professional at all times</p> <p>Listens and communicates in a straightforward and open way</p> <p>Promotes Yorkshire Cancer Research values through fundraising activity</p> <hr/> <p><b>Courage and conviction:</b></p> <p>Decisive in establishing clear priorities for self and the team</p> <p>Prepared to take tough decisions for the benefit of the charity</p> <p>Resilient when dealing with resistance to change</p>
<b>CHAMPION EXPERTISE</b>	<p><b>Continuous improvement and innovation:</b></p> <p>Demonstrates strong numerical skills and logic, using facts to influence decisions</p>

	<p>Takes the initiative in identifying the opportunity for change and puts this firmly on the agenda</p> <p><b>Governance / control:</b></p> <p>Understands fundraising regulatory requirements, thinking through future impacts for Yorkshire Cancer Research</p> <p>Helps the charity adapt to meet emerging requirements and regulation</p> <p>Contributes to the development of processes and ways of working that meet governance requirements</p> <p>Follows the charity's policies and procedures</p>
<b>ONE TEAM</b>	<p><b>Collaborative:</b></p> <p>Collaborates cross-functionally to facilitate high levels of alignment and project delivery</p> <p>Works closely with the Heads of Marketing and Retail Operations to create integrated campaigns and initiatives</p> <p>Develops and maintains a network of contacts outside and across the charity</p> <p>Respects and encourages different knowledge, experience, background and specialist expertise</p> <p><b>Leadership:</b></p> <p>Is a role model</p> <p>Builds an effective team on the basis of building capability and providing motivation</p> <p>Provides clear, consistent messages about the direction of the charity and the fundraising team</p> <p>Does things wholeheartedly, communicating with enthusiasm</p> <p>Draws attention to excellent performance</p> <p>Identifies team members' development needs and actively supports them to develop</p> <p>Encourages and allows others to take responsibility and exercise initiative</p>