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**Job Title**​: ​ Director of Fundraising   
**Reporting to**​: Chief Executive

**Managing**: Fundraising Officer (with opportunity to grow team as income grows)  
**Location:** ​London   
**Job Type**​: Permanent  
**Salary:** ​ £50,000   
**Hours**​: ​ Full time

**Job Overview**  
  
The Director of Fundraising is responsible for developing and delivering Become’s fundraising strategy and leading on all its fundraising activities. The primary objectives of this role are to grow and diversify our funding base, and to develop our fundraising function into one that employs the most effective tools, techniques and strategies available and plays to our many strengths as a charity. We want to see a 50% increase in our income over the next three years to enable us to make a greater impact for children in care and young care leavers - an ambitious target but one which we judge to be deliverable.

This is an exciting opportunity for an experienced fundraising manager looking to take on a challenge and to work at the most senior level in a small national charity; to grow and shape a fundraising team and make the most of Become’s considerable fundraising potential. We have a compelling cause, strong programmes of work that really make a difference, a collaborative, friendly culture and a group of staff passionately committed to improving outcomes for children in care.

**Responsibilities of role**To take responsibility for all fundraised income (the charity also has sources of earned income).

To develop and implement an ambitious, dynamic fundraising strategy, with clearly set priorities and targets; to closely monitor and report on progress.

To be hands-on, taking personal responsibility for securing new fundraising streams for the charity by identifying potential companies with which to work and creating strategic corporate partnerships that meet both partners’ needs and expectations.

To take personal responsibility for developing relationships with current potential high-net-worth individual (HNWI) supporters and establishing relationships with new HNWIs.

To oversee all stages of the grant application process and develop relationships with larger grant funders.

To manage the Fundraising Officer, whose role focuses primarily on trust fundraising.

To work closely with the Finance Manager to keep track of budgeted vs achieved income and make adjustments where necessary to ensure annual income stays on track.

To ensure that grants are effectively managed and reported on.

To manage the charity’s relationships with key funders.

To guide the fundraising work of other colleagues who support the fundraising function, eg communications staff and an administrative assistant who works across functions.

To work with trustees on our Finance and Fundraising sub-committee, keeping them abreast of plans and progress and seeking advice and input where appropriate.

To write and present quarterly reports for the Finance and Fundraising sub-committee meeting and for the Trustee Board meeting.

To contribute to the leadership and strategic direction of the charity as part of the management team, working closely with the Chief Executive, taking an organisation-wide view.

To manage relationships with the charity’s patrons and fundraising ambassadors in order to maximise their potential to contribute to income generation.

To ensure the CRM database (Raisers’ Edge) is used effectively by fundraising staff to deliver exceptional donor care and manage new business leads.

To ensure that Become complies with fundraising best practice, any relevant legislation (eg GDPR) and the requirements of fundraising regulatory bodies at all times.

To represent the charity at external events.

**Person specification**

**Experience**

A proven track record of bringing in significant levels of targeted income using a range of tools and techniques; someone who thrives on identifying, approaching and securing income from new and creative sources.

A proven track record of securing and building corporate partnerships and of providing exceptional account management.

A proven track record in at least one additional fundraising discipline (e.g. cause-related marketing, individual giving, digital fundraising, community fundraising, trust fundraising).

Experience of planning, writing and delivering on fundraising strategies and contributing to business plans.

A proven track record of setting, managing and re-forecasting budgets, in collaboration with finance colleagues.

Substantial experience of line management, leading others to high levels of performance and excellent results through a mentoring and coaching style.

**Knowledge and skills**

Excellent people skills with proven experience of inspiring and persuading donors and funders.

Strong communication, negotiation and presentation skills, including a talent for writing compellingly and persuasively for a range of audiences.

Exceptional understanding of and empathy with the perspective of funders and donors (whether individuals, corporates, trusts etc.)

An understanding of how digital channels and social media can be used to best effect to support fundraising.

In-depth, up-to-date knowledge of the fundraising sector and fundraising trends.

Highly proficient with all MS Office products (including Excel) and with Raisers’ Edge.

High level of financial literacy.

Educated to degree level or equivalent.

**Personal attributes**

A natural leader and clear decision-maker with the business acumen to take calculated risks to deliver results.

A personal commitment to organisational excellence.

Positive, pragmatic and solution-focused.

A personal style that lends itself to building relationships with people at all levels.

Creative and innovative.

Resilient and calm under pressure.

Able to build good working relationships with colleagues.

Respectful and empathetic towards the young people the charity works with.

Able to give and take constructive criticism.

Able to understand and be fully committed to the work, aims, values and philosophy of Become.

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