

# Job Description – Director of fundraising



<b>Job Title:</b>	Director of Fundraising
<b>Reporting to:</b>	CEO
<b>Responsible for:</b>	Fundraising team
<b>Based:</b>	Our office is based in Angel, London. This postholder is expected to be in the office 2 days per week. This will need to include every Monday (SMT meeting day) and Tuesdays once a fortnight (meeting day)
<b>Hours:</b>	28 – 35 hours per week, open to jobshare
<b>Salary:</b>	Band A £65,222 - £73,357 pro rata for part time hours

## OVERALL PURPOSE

To lead the development and delivery of a bold and effective fundraising strategy in line with organisational ambitions.

## BACKGROUND

Young Women's Trust champions young women aged 18 to 30 on low or no pay. We're here to create a more equal world of work and raise young women's incomes. We offer young women free coaching, feedback on job applications and information to help them get where they want to be. We bring together a network of thousands of young women to support each other, build their self belief, and have their voices heard. We work with young women to campaign for equality in the workplace. And our research provides insight into what young women's lives are really like, fuelling our campaigns for change.

Over the next five years, the fundraising team will embark on an ambitious growth strategy – as we spend down our reserves to invest in our campaigning, services and infrastructure – growing income from c. £1m to £1.5m by 27/28. The postholder will be responsible for a broad range of income streams with a particular focus on growth across digital, trusts & foundations and corporate partnerships.

Responsibilities include:

- Leading, inspiring and developing the charity's fundraising team, taking overall responsibility for achieving fundraising targets for the organisation.
- Ensuring a collaborative and integrated approach to fundraising across the organisation.
- Supporting the day-to-day management of the charity and shaping the organisation's strategic direction, as part of the Senior Management Team.

The postholder line manages the public fundraising manager (who oversees individual giving, community & events and legacies), trusts & foundations manager and corporate partnerships manager. They will also be responsible for the wider fundraising team which includes the fundraising administrator and a new corporate partnerships officer post.

The Young Women's Trust pay policy is currently under review. At present, our policy is that candidates will normally be placed at the bottom of the scale on appointment; if an individual can demonstrate that they have advanced skills and experience in relation to the job description, for example, they have performed equivalent or greater level roles to a high standard elsewhere, then we have the ability to exercise discretion in starting pay points within the advertised range.

## **KEY ACTIVITIES**

### **Fundraising**

- Oversee a diverse portfolio of income streams, setting strategy to grow and develop activities as relevant.
- Set, monitor and deliver annual income and expenditure targets.
- Strengthen and build on existing supporter relationships, ensuring that all supporters receive a first-class experience.
- Attend meetings with funders and prospects, and networking events to uncover new opportunities.
- Support the team to develop professional and engaging fundraising materials including fundraising proposition, applications, proposals, appeals, pitches and reports.
- Proactively seek-out and identify new fundraising trends and developments and make recommendations to Young Women's Trust.
- Ensure the fundraising database is kept up to date.

### **People management**

- Create a high performing team that is ambitious and passionate about Young Women's Trust's vision.
- Provide line management to direct reports, setting and monitoring individual performance objectives and motivating the team to be innovative and professional in its thinking and delivery.
- Ensure all fundraising staff receive consistent and motivating direction and feedback to enable them to work to the best of their ability.

### **Budgeting, reporting and compliance**

- Manage the team budget, providing regular reports as required to the CEO, Finance & General Purposes Committee and Board of Trustees.
- Set, deliver and monitor the fundraising business plan, ensuring all objectives and KPIs are met and risks are managed as appropriate.
- Ensure fundraising activity complies with legal and regulatory standards.

### **Leadership**

- Be an inspiring ambassador for the vision of Young Women's Trust and ensure it is reflected in the strategies, outputs and behaviour of the fundraising team.
- Contribute to the strategic direction of the charity.
- Lead on cross-organisational projects in line with organisational strategy.
- Model Young Women's Trust's values
- Build strong working relationships with colleagues across the charity at all levels, adopting and encouraging a collaborative working approach.

## **PERSON SPECIFICATION**

### **Experience**

#### *Essential*

- Strong track record of meeting fundraising targets in a senior fundraising role.
- Developing and implementing strategy to generate income.
- Direct experience of fundraising via individual giving and digital or via trusts & foundations.
- Leading, managing and inspiring high performing teams.
- Strategic planning, budgeting and monitoring.
- Fostering successful relationships and partnerships with key external stakeholders.

#### *Desirable*

- Fundraising via corporate partnerships.
- Working as part of a management team.
- Working with trustees.

### **Skills & attributes**

- Collaborative working style and excellent relationship building skills.
- A strategic thinker with the ability to see the bigger picture and make decisions in line with the charity's needs as part of a team.
- Target focused and results driven with an ambition to drive activity forward.
- Excellent written and verbal communication skills, including the ability to speak engagingly to a wide range of audiences and to represent Young Women's Trust externally.
- Ability to resolve complex situations and deal sensitively with differences of opinion.
- Sound knowledge of the fundraising environment.
- Understanding of the issues facing young women, especially those furthest from power and influence, and the importance of achieving economic equality.
- The ability to consistently model Young Women's Trust's values.

At Young Women's Trust we value and celebrate diversity, and welcome applications regardless of age, gender, ethnicity, disability, religion, sexual orientation or gender identity. We particularly encourage applications from communities under-represented in our sector including racially minoritised people, people with disabilities, and those from low socio-economic backgrounds.

You'll be joining a team that will embrace your ideas and support and encourage you to bring your whole self to work.



## Our values



**Young Women’s Trust Structure April 2023**

