

## **Job description**

### **Head of Fundraising**

**Location:** Hybrid working – please see below

**Salary:** £30,000 plus uncapped bonuses

**Hours:** Full-time (37.5 hours per week) – please see below

**Contract:** Permanent after successfully completing 6 months probationary period, then 3 months' notice

**Reporting to:** Chief Executive

**Responsible for:** Matrix line management of the Social Media Marketing & Admin Officer

**Holiday:** 25 days pro-rata increasing by a day for each year of service up to 29 days.

**Benefits:** 5% employer pension contribution

### **About Carers Network**

Carers Network is an independent charity. Our vision is that every unpaid carer is recognised and leads a health, fulfilling life with control over their caring role. We are a friendly, diverse and dynamic team of 23 people with a wide range of skills and experience working with unpaid adult carers. Our finances are in good health due to effective stewardship and successful fundraising.

For 30 years we have been supporting people looking after family members, friends and neighbours in their unpaid caring role by providing information, advice, and support, along with social events, activities and training to enable carers to be well informed, supported and healthy. We currently work with just under 6000 carers living in the City of Westminster, the London Borough of Hammersmith and Fulham and the Royal Borough of Kensington and Chelsea. We run a specialist End of Life Carers Project that provides advice, guidance and support to carers looking after a family

member, friend or neighbour who is terminally ill, in a nursing home or over 80 years old. Carers Found is a three-year project focused on identifying people who are caring from diverse communities.

### **About this role**

Carers Network is looking to appoint an ambitious and creative HFC to build on our recent significant successes in fundraising, and our investment in a new brand identity and website. Over the last three years Carers Network has secured significant funding from trusts and foundations including the Henry Smith Charity, the Lloyds Bank Foundation, City Bridge Trust, the National Lottery Community Fund and London Community Foundation. Carers Network had the honour of being The Portman Foundation's Corporate Partner from 2017 – 2020. This year Carers Network will celebrate its 30th Anniversary. The Lord Mayor of the City of Westminster has kindly agreed to host a reception for Carers Network during Carers Week in June 2022.

Carers Network would like to recruit an experienced fundraiser with a thorough understanding of marketing and communications in the context of a large local charity as our new HFC. This is an excellent opportunity for a fundraising and communications professional who would relish the opportunity to enable an effective local charity increase its reach and impact. The successful candidate will need to be highly organized, excellent at building relationships with a wide mix of people, flexible and self-managing. Trust and foundation fundraising will always form the core of Carers Network fundraising, but we want to be able to grow our unrestricted income from partnerships with businesses and individual giving from local residents in our three boroughs.

Carers Network's communications priorities are twofold: to identify and connect with many more unpaid carers so they can access support as and when they need to do so; and to raise our profile across our three boroughs so Carers Network is known as an effective local charity doing important work that residents and businesses want to support.

We would envisage that the postholder would spend 70% of their time on fundraising and 30% of their time on communications.

### **Working arrangements**

## Working from home and working from the office

Carers Network has an office with six desks and a meeting room at the Beethoven Centre in Queen's Park. The majority of our staff team of 23 colleagues work predominantly remotely but we have a couple of team members who prefer to work in our office. All our staff team are expected to come to the Beethoven Centre: we have an in-person staff team meeting once a month.

This is not a role for someone who wants to work 100% remotely. We need an enthusiastic and pro-active HFC who wants to meet funders face-to-face and represent Carers Network at events.

### **Our values**

**We are compassionate** – we listen to what carers want and work with them – with kindness, sensitivity and understanding.

**We are proactive** – we take responsibility for getting carers the help they need.

**We make a difference** – we actively work to make a positive change in carers' lives.

### **Job Description**

#### **Fundraising**

1. **Research:** lead on researching prospective sources of funding including charitable trusts and foundations, and corporate funders.
2. **Written proposals:** write high quality and robust grant and trust funding applications for a range of projects, including multi-year proposals; work with colleagues to prepare project plans, budgets and other information for use in funding applications; work with local organizations and Carer's Trust members to develop joint/consortia proposals.
3. **Relationship management:** lead on managing relationships with current and prospective funding partners, including trusts and foundations, small businesses and corporates.

4. **Grant management:** take the lead on working with colleagues to monitor and report to funders on grant project performance and expenditure; keep accurate records of all grant project expenditure.

5. **Develop individual giving:** work with colleagues to identify and develop opportunities for public giving including community fundraising, crowd funding through CN Global Giving platform and challenge events. Keep accurate records of funds received.

6. **Regulatory compliance:** ensure CN is compliant with relevant fundraising and data protection regulation and good practice.

7. **Targets:** Year 1: £175,000. Year 2: £250,000. Year 3: £400,000 plus corporate partnership in year 2 and in-kind fundraising.

## **Communications**

8. **Strategy:** develop and deliver Carers Network's marketing and communications strategy to achieve the fundraising and communications objectives set out above.

9. **Raise the profile of Carers Network:** actively promote Carers Network across the three boroughs in which we work and highlight the value of our work with unpaid carers. Key audiences include: local councillors; frontline staff in public service organizations; local businesses; community organizations.

10. **Develop and manage content:** work with the Social Media Marketing and Admin Officer to produce and update content for Carers Network website, appropriate social media channels (Facebook, Twitter, Instagram, You Tube, LinkedIn), press and broadcast media.

11. **Events management:** work with the Carer Engagement and Events Co-ordinator and the Social Media Marketing and Admin Officer to plan and deliver a programme for Carers Week and Carers' Rights Day.

## **Leadership and Management**

12. **Member of the SMT management team:** work with the CEO and other members of the SMT to develop and deliver the organization's strategic

objectives, leading on fundraising, marketing and communications. Assist members of SMT in preparing budgets for project funding applications.

13. **Matrix management:** manage the Social Media Marketing and Admin Officer for her work on marketing and communications.

14. **Volunteers:** supervise and manage interns and volunteers who assist with fundraising, marketing and communications work.

### **Other duties**

15. Carry out any other duties as may be required by the CEO, including attending board meetings when required, and assisting with local authority tenders.

### **Person specification**

#### **Essential**

1. **Successful track record in fundraising:** minimum of two years' experience of successfully raising funds from charitable trusts and foundations, the Lottery and statutory funds.
2. **Writing project proposals:** experience of developing project proposals that demonstrate need, innovation and a compelling case for support; budget preparation and project costing.
3. **Grant management:** experience in all aspects of grant management including writing grant reports, collating monitoring information and stewarding relationships with funders.
4. **Excellent written communication skills:** demonstrable ability to write in a highly persuasive style capable of securing high value grants and donations.
5. **Strong interpersonal skills:** ability to effectively engage and connect with a wide variety of people and organizations, especially potential funders.

6. **Marketing and communications:** understanding of social media and digital communications, and how digital can be utilised to raise the profile of a large local charity and run fundraising campaigns.

7. **High level of proficiency in IT:** ability to be self-managing and use all the main packages – Word, Excel, etc.

8. **Excellent organizational skills:** the post holder needs to be highly organized and flexible.

### **Desirable**

9. **Experience of managing staff:** the post holder will manage the Social Media Marketing and Admin officer for the communications aspects of her work.

10. **Fundraising:** in addition to expertise in trusts and foundation fundraising, experience of one or more of the following would be advantageous: corporate, community and individual giving fundraising.

Job Types: Full-time, Permanent

Salary: From £30,000.00 per year