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**Job Description**

**Job title:** Head of Fundraising and Marketing

**Reports to:** Managing Director

**Direct reports:** Fundraising Manager (community, corporate & individuals), Trusts and Foundations Fundraiser, Marketing and Communications Executive

**Base:** Old Kelways, Somerton Road, Langport, Somerset

Flexible – with a requirement to be in the office one day per week

**Hours:**  A minimum of 25 hours per week (full time hours also considered), flexible working hours with a requirement to be in the office one day per week, out of office hours work required on occasions

**Summary of role**

The Head of Fundraising and Marketing leads on the development and implementation of bibic’s fundraising and marketing strategies. As demand for bibic’s therapeutic services increases, this is a pivotal role. The post holder will be responsible for diversifying and significantly growing fundraising income to increase the charity’s capacity to meet demand, whilst also ensuring brand awareness, reputation and loyalty is maximised within supporter, family and professional networks.

A substantial degree of personal responsibility and autonomy is required to oversee a team that delivers a wide range of activities. The post holder will balance many competing demands on their time, ensuring they provide the leadership and management needed by your team; lead on the delivery of major donor and legacy fundraising; support the development and growth of digital marketing and fundraising; and continuously monitor/evaluate activity to enable insight driven decision making that improves performance.

**Key responsibilities**

1. **Strategy and planning**

* Accountable to the Managing Director and Trustees for ensuring that fundraising and marketing perform to plan, resources are effectively utilised and recommended/best practice are fully complied with.
* Lead the development and implementation of integrated fundraising and marketing strategies, translating them into effective operational work plans and setting annual targets and budgets.
* As a member of the senior team, you will support the Managing Director by taking a collective responsibility for the management of bibic, helping to shape overall strategy and representing the charity externally, deputising where appropriate.
* Develop systems and utilise data insight to drive decision making and improve performance and return on investment.
* Monitor, evaluate and report against agreed performance indicators; identifying opportunities for income growth and innovation and key issues inhibiting success, taking appropriate action.
* Champion fundraising and marketing throughout bibic, ensuring collaborative working with the therapy team and that families are encouraged to engage in fundraising and marketing activity.
* Lead on the strategic development of digital marketing and fundraising to enable bibic to reach more families and increase impact, whilst also supporting income growth and brand awareness.
* Ensure bibic remains up to date with legislative and regulatory developments, best practice and market trends and uses this information to inform fundraising and marketing programmes.
* Ensure that the ideas, views and needs of bibic families inform and shape fundraising and marketing activities.
* Working with the senior team, develop and embed a culture of data collection across bibic, ensuring systems and processes meet need and comply with external regulation.
* Working with the senior team, develop a pipeline of projects for investment ensuring that business cases suitable for fundraising are produced in a timely manner.

1. **Fundraising**

* Develop, implement, lead and manage a fundraising strategy and tactical plan for fundraising activities, including individuals (including regular giving and appeals), community, corporate, major donors, grants and legacies.
* Lead on developing and delivering an effective major donors programme which significantly increases bibic’s service capacity.
* Lead on the proactive development of legacy income, utilising both fundraising and marketing resource, to achieve a significant and sustained increase in the number and value of gifts.
* Support the team where appropriate with key high value relationships, including delivering personalised stewardship activities or pitches/presentations.
* Drive innovation in fundraising activity to improve current practice and develop new approaches to secure new/additional funding.
* Ensure delivery of excellent donor care through the development of an effective stewardship plan, mobilising marketing activity where appropriate and creating a donor-centric culture across bibic.

**3. Marketing and communications**

* Develop, implement, lead and manage a marketing and communications strategy and tactical plan for marketing and communications.
* Maintain and champion bibic’s organisational brand.
* Use market intelligence and charity sector best practice to inform overall plans.
* Support the development of effective campaigns, including individual giving appeals or awareness campaigns that are designed to inspire, raise awareness and result in desired action.
* Ensure timely production of the Annual Report and Financial Statements.
* To ensure that bibic maintains a positive and respected national profile within the disability and additional needs arena.

**4. Leadership and management**

* Manage and support the team to develop their skills and capacity including coaching, supervision, individual/project work, annual appraisals, one-to-one and team meetings.
* Facilitate and encourage team members to work together; through motivational and inclusive leadership, with a coaching and enabling style.
* A robust approach to reporting and evaluation will provide insight to drive decision making; success will require us to refine and develop systems and procedures, be results orientated, with performance management central to measuring outcomes.
* Develop and implement a strategy to use volunteering within the fundraising and marketing team to enhance bibic’s impact.
* Lead on Data protection across the Fundraising and Marketing areas of the organisation.

**5. Additional responsibilities:**

* Work collaboratively with the wider bibic team to support the charity’s overall success.
* Act within bibic’s rules, policies and procedures as stated in the staff handbook.
* Ensure all activity is compliant with legislation and standards issued by the Charity Commission and Fundraising Regulator.
* Undertake additional duties commensurate with the post as may reasonably be requested.

**Person specification:**

| Area |  |
| --- | --- |
| Qualifications and/  or Education | Essential:   * Educated to degree level and/or have proven substantial relevant experience.   Desirable:   * Membership of relevant professional body e.g. CIOF, CIM. * Chartered Institute of Fundraising: Diploma or Advanced Diploma in Fundraising. * Evidence of continual professional development in fundraising. |
| Experience/  knowledge | Essential:   * Developing and successfully delivering a fundraising and/or marketing strategy. * Experience of leading a fundraising and/or marketing team in a charity, supporting people to achieve their potential as individuals and as a team. * Proven track record of fundraising success across a range of income streams. * Developing systems for measuring effectiveness of activity/campaigns and utilising insight to improve performance. * Knowledge of legislation and recommended/best practice in fundraising and charity marketing. * Managing successful a major donor fundraising programme and managing effective high value/senior external relationships. * Senior management experience: strategic planning, staff management, project management, targets and budgets. * Proven experience of performance management for staff. * Familiar with CRM systems and experience of using data extracted to provide insight. * An understanding of current Data Protection legislation across Fundraising and Marketing.   Desirable:   * Track record of supporting a fundraising team to deliver against increased. fundraising targets or improving return on investment. * Experience of working with volunteers to maximise charitable impact. |
| Skills | Essential:   * Highly IT literate. * Highly effective presentation skills. * Strong written and verbal communication skills, with the ability to persuade, influence and negotiate effectively. * High analytical capacity, with the ability to use evidence guide strategy. * The ability to solve complex problems effectively. * Strong interpersonal/verbal skills in order to build relationships. * A collaborative and inclusive leadership style. * High level of financial literacy, able to think and plan strategically. * Strong project management skills. * Highly organised and able to coordinate multiple activities to deadlines. * High level of attention to detail. * Good standard of numeracy and able to construct project budgets.   Desirable:   * Highly analytical with the ability to analyse and interpret data to develop strategic plans for funders or groups of funders. * Experience of developing a great supporter experience, prioritising excellent stewardship and tracking outcomes of enhanced donor relationship. |
| Personal attributes | * Vision and leadership, with a passion for results. * Strategic thinker, who is ambitious and innovative. * Good judgement in making sound and timely decisions which are evidence based. * Able to prioritise and manage a wide range of projects and issues concurrently. * A passion for the transformational impact of relationship marketing and fundraising. * Demonstrable creativity, innovation and an ability to make things happen * Strong interpersonal and influencing skills. * The ability to work autonomously, planning/managing your own workload and work collaboratively and as part of a team. * Ability to communicate empathetically with bibic families, with the ability to work with the therapy team constructively. * A commitment to the highest standards in fundraising and marketing practice. * An ability to question and challenge current practice. * An understanding of and commitment to the ethos of bibic. * Credibility, securing the confidence of others quickly as an ambassador for bibic. |
| Other | * Able to work outside of normal office hours work for which time of in lieu is given. * Current driving licence and access to a car with business insurance. |

**Other information**

**Terms and conditions:**

Salary: £33,000 - £40,000 pro rata per annum

Contract: Permanent

Probationary period: 6 months

References: This role is subject to the receipt of a satisfactory Enhanced Disclosure and Barring Service check and suitable references.

**Our benefits package:**

* Our holiday entitlement is 23 days plus bank holidays, per annum pro rata, including a mandatory three-day shutdown over Christmas.
* bibic provide life Insurance following 1 years of service and permanent healthcare insurance.
* We provide a workplace pension with an employer contribution of 5%.
* There is free parking on site.

**How to apply / timescales:**

Please complete an application form and email it to Pip Buckley – Managing Director on [philippa.buckley@bibic.org.uk](mailto:philippa.buckley@bibic.org.uk)

Applications will be considered on a rolling basis, with interviews being held when candidates are shortlisted.

**Selection process:**

Shortlisting of applications will be based on the information supplied in the application form using the selection criteria in the person specification. Shortlisted candidates will be invited to interview. We will contact you if you have been unsuccessful at the application stage.

**Recruitment standards:**

bibic is proud to be a Living Wage employer. This means that we are recognised by the Living Wage Foundation as paying a higher-level salary than the minimum wage set by the UK government, calculated in relation to the cost of living.

We are also a Disability Confident Committed Employer. This means we are committed to ensuring our recruitment process is inclusive and accessible; communicating and promoting vacancies; offering an interview to disabled people; anticipating and providing reasonable adjustments as required; supporting any existing employee who acquires a disability or long-term health condition, enabling them to stay in work; and at least one activity that will make a difference for disabled people.

