

## ROLE & TEAM MEMBER PROFILE



ROLE SUMMARY	
<b>Role Title</b>	Director of Fundraising
<b>Reports To</b>	CEO
<b>Division</b>	Charity Division
<b>Team</b>	Fundraising
<b>Location</b>	Newlife is based in Cannock, Staffordshire. The role holder will work from our head office part of the time and from home part of the time as is required.

  

ROLE PURPOSE
<p>At Newlife we believe that disabled children should get the better future they deserve. For 30 years we have provided disabled children and their families with specialist protective equipment, growing to become the biggest charitable provider of essential specialist equipment for disabled children in the UK and the only one offering an emergency response, delivering items directly to family homes within just 72 hours. We also run a free, national nurse-staffed helpline.</p> <p>As well as providing specialist equipment we campaign strongly for better rights for disabled children and their families. Our campaigning is informed by academic research into the lived experience and needs of disabled children and their families, funded and commissioned by Newlife.</p> <p>Our work is made possible by two main income streams, generating annual turnover of c. £11m p.a. of which c. £5m p.a. is available to support our services for disabled children. The first key income stream is our successful discount clothing retail operation. We are a distinctive social enterprise and in addition to income, our retail activity delivers social and environmental impact; we employ many disabled people, offer volunteering opportunities, and provide valuable CSR-focused recycling benefits for our network of high-street brand retail partners.</p> <p>Fundraising is currently our second income stream, focused primarily on trust fundraising, child-focused media appeals and a successful plastic bag levy partnership with River island. At present our fundraising team comprises two full-time and three part-time positions, covering trust fundraising, data management and donor relations. Our donor base is primarily charitable trusts, with one or two major donors, a small number of corporate partners and a relatively small pool of lower-level individual donors.</p> <p>Digital media appeals are currently led and managed by the communications and marketing team. Responsibility for leading this activity will move to fundraising as the team grows.</p> <p>The impact of the Covid pandemic on our retail income has highlighted the importance of growing our philanthropic income stream and our trustees have approved new investment in fundraising to strengthen the team and its performance. We also have a new fundraising strategy in place, developed with the support of specialist fundraising consultants More Partnership, and our ambitions are to treble fundraising income over the coming three years, create a sustainable fundraising programme for the long-term and bring about a culture change that sees fundraising take a central role in the organisation, equal to and alongside our retail activity.</p> <p>The Director of Fundraising is a pivotal new appointment for Newlife. The Director will join our senior leadership team and be responsible for delivering a transformation in our fundraising activity,</p>

performance and positioning, with the full support of the CEO, the senior leadership team and the trustee board.

This will include leadership and management of the fundraising team and its programmes and growth, development and implementation of the fundraising strategy, and financial management. This is a hands-on role and the Director will lead by example, undertaking as well as directing the fundraising, and managing relationships with a pool of major donors and other key stakeholders.

### ROLE SCOPE

<b>Direct Reports</b>	Currently: Head of Fundraising and Partnerships (F/T); Senior Fundraiser (F/T); Trusts and Partnerships Fundraiser (P/T) 2 x Supporter Relations Administration (Manager and Deputy Manager both P/T). Approval for the team to grow in size and scope is in place.
<b>Indirect Reports</b>	None at present
<b>Key Internal Contacts</b>	CEO Care Services Director Commercial Director Finance Director Operations Director Senior Communications and Marketing Manager
<b>Key External Contacts</b>	Newlife Trustees Newlife supporters, particularly major donors
<b>Budget Responsibility</b>	Yes. Investment has been approved, actual budget tbc.

### ROLE KEY ACCOUNTABILITIES

- Provide leadership, inspiration, oversight and direction for all areas of fundraising.
- With the team, deliver agreed annual fundraising targets and build a fundraising programme that is sustainable for the long term.
- Recruit, support and direct the fundraising team, ensuring effective working within the team and compliance with key processes such as KPI setting and performance management and reviews.
- Lead and support the personal development of fundraising team members, building a high performing, motivated and engaged team.
- Lead by example, building and managing a pool of committed higher level donors and partners.
- Build a strong network of committed donors and partners who will support Newlife for the long-term and deliver sustainable fundraising income.
- Support the team in developing and implementing effective fundraising systems and processes, from donor identification, research and recruitment through to the management of major and legacy donors.
- Provide outstanding fundraising leadership within Newlife, engaging key staff and trustees, demonstrating the value of investing in fundraising, and repositioning fundraising as a core, valued organisational activity.

- Build strong and harmonious working relationships with a range of key staff at Newlife, maximising cross-team and cross-division opportunities and embedding fundraising effectively across the organisation.
- Work closely with the senior leadership team to develop fundraising propositions that support organisational priorities, using a full-cost recovery approach wherever possible.
- Ensure that all fundraising activities, systems and behaviours are compliant with regulatory requirements and sectoral Codes of Practice, including best practice in donor stewardship, data management and use, and financial management of donations.
- Direct and manage fundraising budgets effectively.
- Contribute effectively, as a member of the senior leadership team, to the overall strategic direction of Newlife.
- Introduce effective systems for reporting to the wider charity and trustees on fundraising progress and challenges.
- Be alert to potential risks to the fundraising strategy and performance and take steps to manage and mitigate those risks.
- Ensure that all fundraising activity takes place in accordance with Newlife’s core values, purpose and strategy.

In addition:

- Undertake any duties commensurate with the post as requested and in accordance with all Newlife internal policies and procedures.
- Bring a positive, flexible, responsive and self-aware approach to work, working effectively both individually and as a member of the Newlife team.
- Show commitment to the Newlife culture, Values and ethos.

### TEAM MEMBER REQUIREMENTS

#### Knowledge & Experience

- A strong track record in fundraising success at the major gift level, with HNWI and/or corporates and/or charitable trusts.
- Successful experience of building and/or leading a fundraising team and programme encompassing a range of types of fundraising and related activities.
- Understanding of the systems and processes required in an effective fundraising operation. Knowledge of the Raisers’ Edge database would be helpful.
- Understanding of the role of digital technologies, brand, marketing and audience segmentation in influencing income growth.
- Experience in how to develop and package compelling donor propositions.
- Knowledge of what best practice donor stewardship involves.
- Experience of working successfully with influential volunteers and Boards.
- Experience of setting and managing budgets effectively.
- Knowledge of the wider fundraising environment including regulatory and compliance requirements.

<p><b>Skills</b></p>	<ul style="list-style-type: none"> <li>• Superb, senior level leadership skills.</li> <li>• Strategic thinking and the ability to see the wood from the trees and prioritise effectively.</li> <li>• Excellent interpersonal and influencing skills and the ability to motivate, inspire, and establish strong rapport, trust and respect with people from a range of backgrounds and professions.</li> <li>• High level communication skills in person, digitally and on paper. Strong writing skills and the ability to present information clearly and succinctly would be advantageous.</li> <li>• Ability to manage teams effectively, both supporting and motivating people to do their best work and knowing when and how to take action in the event of problems.</li> <li>• Good IT skills.</li> <li>• Ability to keep a level head under pressure.</li> <li>• A creative, problem solving mindset with the ability to recognise and act on opportunities.</li> <li>• The ability to lead and cope well with change.</li> <li>• Tact and discretion.</li> </ul>
<p><b>Attributes</b></p>	<ul style="list-style-type: none"> <li>• Empathy with Newlife’s purpose and all those working to deliver it.</li> <li>• High emotional intelligence.</li> <li>• Energy, enthusiasm and positivity.</li> <li>• Drive to deliver the outcomes Newlife is looking for and make the most of new opportunities.</li> <li>• Confident with a friendly and professional approach to work.</li> <li>• Commitment to inclusive working and to delivering at the highest level.</li> <li>• Strong collaborator and team player.</li> <li>• Compassion, honesty and integrity.</li> <li>• Embraces continuing learning and development opportunities.</li> </ul>