Job Description

Job Title: Director of Income Generation & Marketing (IGM)

Reporting to: Chief Executive

Hours of Work: 35 hours per week
(hybrid working arrangement with a minimum of 3 days in the office)

Role Purpose

The Director of Income Generation & Marketing (IGM) will lead Haven House's income generation, retail and marketing functions to deliver sustainable growth in voluntary income and strengthen supporter relationships. The role will provide strategic and operational leadership to a directorate of more than 30 colleagues and four direct reports, ensuring strong delivery against income targets while building a high-performing and collaborative culture.

Haven House currently generates around £4 million in voluntary income annually, with an ambition to grow this in the coming years, with significant opportunity available due to an expansion in geographic remit. The Director will play a central role in achieving this growth while ensuring the organisation continues to build long term supporter engagement and income sustainability.

Key Responsibilities

1. Income Delivery and Growth

Lead the development and delivery of Haven House's income generation strategy to achieve and exceed voluntary income targets. Ensure strong performance management across all income streams including high value fundraising, public fundraising, retail and marketing. Maintain clear forecasting, monitoring and reporting systems to track progress against targets.

2. Strategic Planning and Delivery

Develop and deliver a clear and investable income generation strategy that supports Haven House's wider organisational goals. Translate strategic priorities into annual operational plans with clear milestones, ownership and accountability.

3. **Expansion Opportunity**

   Work closely with the CEO and senior leadership team to shape and deliver the fundraising strategy connected to the expansion opportunity. Build pipeline, partnerships and funding opportunities while ensuring plans are realistic, deliverable and properly resourced.

4. **Leadership and Team Development**

   Lead, support and develop a team of more than 30 colleagues across income generation, retail and marketing, including four direct reports: Associate Director & Head of High Value, Head of Public Fundraising, Head of Retail and Head of Marketing. Create a culture of accountability, collaboration, learning and high performance.

5. **Retail Growth**

   Provide leadership to Haven House's retail operation, currently consisting of eight shops, ensuring strong commercial performance and exploring opportunities for growth in 2026/27 and 2027/28.

6. **Supporter Experience and Marketing**

   Ensure Haven House delivers a compelling supporter experience through effective marketing, communications and donor stewardship. Build strong brand engagement and support the development of integrated fundraising and communications campaigns.

7. **Governance and External Representation**

   Act as a senior organisational leader and member of the Senior Leadership Team. Build strong relationships with trustees, supporters, partners and key stakeholders, representing Haven House with credibility and professionalism.

Director of Income Generation & Marketing – Person Specification

	Essential Criteria
Experience	• Proven senior leadership experience in fundraising, income generation or a related field. • Demonstrable success in delivering income growth and managing significant income targets. • Experience leading multi disciplinary teams and developing senior leaders. • Experience of working with boards or senior governance structures.
Knowledge, and skills	• Strong strategic thinking combined with operational delivery. • Excellent relationship building and stakeholder engagement skills. • Ability to lead and inspire teams through change and growth. • Strong financial awareness and commercial understanding.
Personal qualities	• Values led leadership style aligned with Haven House's mission. • Collaborative and supportive approach to leadership. • Resilient, pragmatic and delivery focused.