



**Job Title:** Head of Fundraising

**Reporting to:** Chief Executive

**Responsible for:** The Fundraising Team, six staff members

**Working Hours:** 37.5 hours per week (flexible working to meet needs of the role)

**Location:** Office based at Slynedaes centre, Lancaster, with travel across the Morecambe Bay footprint

**Salary:** £35,000 to £37,000 (per annum)

### **Overall Job Purpose**

The Head of Fundraising will be responsible for the fundraising planning process, staff management and income generation via new and existing channels, media and resources and sits within the Strategic Management Team of the charity. Your primary role will be to lead the fundraising team to increase overall fundraising income and therefore support CancerCare to reach out to and provide increased support to local people and their families living with cancer.

### **Fundraising**

- Working with the Chief Executive to deliver the fundraising strategy, providing strategic direction to the SMT, Trustees and all staff.
- Implementing this by developing and managing a fundraising team plan.
- Explore innovative and effective ways to increase the organisation's income and revenue streams and build a network of supporters who will enable fundraising to flourish today, tomorrow and in the future.
- Support the successful delivery of a legacy strategy for CancerCare.

- Establish and foster relationships with current and potential major donors and corporate supporters, seeking out new connections and making them.
- Direct the preparation of tailored and compelling applications to trusts and other institutional funders by the Bids and Trusts Officer.
- Oversee the growth of regular giving.
- Manage the relationship with Starvale, the managing agents of our Lottery and oversee the continued expansion of the Lottery into new areas of our operational geography.
- Work with the Marketing and Communications Officer on the brand image to maximise voluntary income and make best use of all available forms of media.

### **Management of the team**

- Lead, manage, develop and motivate the fundraising team, ensuring that all team members reach the required level of performance.
- With fundraising colleagues set annual key performance indicators and targets for your team, monitoring performance during the year and take appropriate steps to address variances and/or changes in response to emerging needs.
- Responsible for the recruitment, development and retention of the fundraising team ensuring that annual appraisal and regular personal development reviews are completed.
- Utilise data within the CRM to drive performance within the team and direct available resources effectively.
- Ensure effective working practices between teams.

### **Senior management**

- Ensure compliance with fundraising legislation.
- Prepare and present management reports on fundraising activities for management meetings, trustee board and the fundraising sub-committee.
- Prepare and agree annual budgets for the fundraising team with colleagues.

- Ensure fundraising policies and practice are up to date.

## General

- Ensure that all aspects of CancerCare’s fundraising are carried out safely and in accordance with the law, Institute of Fundraising Codes of Practice and CancerCare policies and procedures.
- Ensure value for money and best use of resources in all activities relating to the post.
- To support CancerCare’s core values and carry out all responsibilities with due regard to Equal Opportunities Policy and procedures.
- Represent CancerCare on external fund-raising organisations as required.
- Represent CancerCare at public events as required.
- The post-holder will be working in a changing organisational environment and may be expected to undertake other appropriate duties for the effective operation of CancerCare.
- Be flexible in working arrangements, including “out of hours” and weekend activities as necessary.
- Promote the aims and vision of CancerCare and safeguard its good name and reputation at every opportunity.
- Encourage the community, donors and clients to be aware of the full extent of CancerCare’s services.
- The job description is not an exhaustive list. The post holder may be required to undertake other duties as directed by the Chief Executive.