



**THE  
POPPY  
FACTORY**

getting you back to work

Candidate Pack - Director of Fundraising

**ASTARITA ALDRICH & WARD**

GLOBAL LEADERSHIP CONSULTING & SEARCH



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# A Letter From Deirdre Mills, CEO

Thank you for your interest in the role of Director of Fundraising at The Poppy Factory. This is a job where you can really make a difference to the lives of ex-Service men and women.

Since I became Chief Executive of The Poppy Factory in January 2017 I have been thrilled by the passion of our staff and the difference that they have made. Whether it be working in the factory making Remembrance products or working to support veterans with mental and physical health conditions, everyone has given their all.

Commitment, enthusiasm and team work ensures that The Poppy Factory delivers some of the best results in the sector. Working together, we can transform the lives of wounded, injured and sick veterans. We are proud that, having been helped into work, almost three quarters of our veterans remain in their employment after 12 months.

This is an exciting time of change at The Poppy Factory. Our team has expanded to meet increasing demands from veterans seeking meaningful work across the UK. In our 2014/15 financial year, the charity handled 337 veterans registrations. By 2016/17, this had risen to almost 800. We know that there are still thousands more veterans who need our support across the country and we therefore anticipate further growth in the future.

The Poppy Factory relies on its generous supporters to continue our life-changing work. As our Director of Fundraising you will have an exciting opportunity to develop and deliver our fundraising strategy, accelerating the growth of fundraising across a diverse range of income streams and helping us achieve long-term sustainable income to support service delivery.

Every day, I am inspired by our team and their achievements. Working together with our supporters, employment partners, and volunteers, we are able to produce outstanding results. If you would like to join us, we would love to hear from you.

If you would like to find out more about this great opportunity, please get in touch with Anton Packheiser on +44 (0) 7749 858597 or Suzie Spooner on +44 (0) 7960 932 315.



Deirdre Mills  
Chief Executive Officer



# About Us

Our vision is to have a world in which every workplace values veterans with disabilities. Our mission is to help veterans with disabilities create successful careers.

The Poppy Factory is the country's leading employment charity for veterans with health conditions or impairments.

We work with businesses across the country to provide bespoke opportunities and ongoing employment support for hundreds of disabled veterans of all ages and from all Services, helping to restore their financial independence through sustainable and rewarding work. Our factory in Richmond also employs disabled veterans to produce the poppies and wreaths for the Royal Family and The Royal British Legion's annual Poppy Appeal - something we have been doing since we were founded in 1922.

Ex-Serving Personnel and Reservists can have a tough time finding and maintaining a rewarding civilian job. Complex health issues - developed during or after Service - can make it incredibly hard for veterans to find and sustain civilian work.

## How we work

We provide a free, personalised employability service to veterans across England and Wales, supporting those with a medical condition or impairment back into work. We know that meaningful employment changes lives.

Ex-Service men and women have a strong work ethic, are disciplined, trustworthy and used to performing as part of a team. Many have qualifications that are invaluable for companies today. We work one-to-one with each veteran to ensure they can make the best start in work and we help them make any necessary adjustments to the workplace. We provide 12 months of ongoing "in-work support" to both the employer and the employee, ensuring our veterans thrive in their new job. We have 96 years of experience in this field and our unique approach means that over 70% of Poppy Factory veterans remain in work after one year.



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# About Us

## Poppies, symbols and wreaths

Every year our production team hand-make millions of Remembrance products for the Royal Family and The Royal British Legion's Poppy Appeal.

We were founded in 1922 to provide employment opportunities to wounded soldiers returning from World War One and an agreement was struck at the time between the British Legion and the Disabled Society (soon to become The Poppy Factory) to produce poppies for the second annual Haig Fund (now the Poppy Appeal).

This was such a successful venture that it continues to this day; we currently have 27 employees in Richmond who, last year, produced 7.6 million Remembrance poppies, 139,000 wreath sprays and 925,000 wooden Remembrance symbols.

For further information visit our website: [www.poppyfactory.org](http://www.poppyfactory.org)



# How We Fund Our Work

The Poppy Factory relies on its generous supporters to continue its life-changing work and to help meet rising costs and demand for our Getting You Back to Work programme.

The Poppy Factory's Fundraising Team has grown in recent years in order to access additional funding streams. Whilst military charities, trusts and foundations remain fundamental to achieving our purpose, corporate giving and major donors are new income streams for The Poppy Factory. The aim is to grow these streams alongside improving our relationships with our valuable individual supporters and tour visitors. In 2016/17, funders and donors contributed voluntary income, enabling The Poppy Factory to support 232 disabled individuals back into work in the year.

Importantly, the charity's property in Richmond provides supplementary income through residential and office rental. This means that all voluntary income can be invested directly into helping veterans get back into work.





# About Your Role - Main Responsibilities

The Director of Fundraising reports to the Chief Executive and is responsible for the Fundraising Function, with five direct line reports.

## Key purpose of role:

- To develop and deliver the fundraising strategy, accelerating the growth of fundraising across a diversified range of income streams and achieving long term, sustainable income to support service delivery.
- As a member of The Poppy Factory's senior leadership team, contribute to strategic planning and management.
- To work in close partnership with the Director of Operations and Head of Communications to develop an integrated approach to fundraising, communications and marketing.
- To provide motivational leadership to the fundraising function ensuring the development of a high performing team.

## Main responsibilities of role:

- To develop and implement the fundraising strategy achieving identified income targets in the business plan across the range of revenue streams, including Corporate, Trusts, Major Gifts, Individual and Statutory.
- To advise the Chief Executive, Trustees and Senior Leadership Team on all aspects of fundraising strategy and priorities. To present and provide reports to the CE and Board of Trustees as required.
- To identify new income streams and produce plans to access these funds.
- To produce cost-effective budgets and to manage revenue and expenditure budgets within approved limits.



# About Your Role - Main Responsibilities

## Main responsibilities of role (cont.):

- To develop and manage a high performing fundraising team that consistently delivers income targets:
  - provide support and guidance to fundraising staff in the production of high quality bids/funding proposals and reports;
  - ensure staff have clear objectives and work plans;
  - ensure effective staff performance through regular one to one meetings;
  - undertake annual appraisal and performance reviews with designated line reports
- Deliver compelling presentations on all aspects of fundraising at a senior level and with a variety of audiences.
- To identify and effectively engage with high profile and high net worth individuals and organisations and secure their support for the Poppy Factory activities.
- To oversee development of systems and processes including the CRM database, to support fundraising function and activities.
- To ensure that all fundraising activities comply with the requirements of relevant legislation and the Institute of Fundraising's Code of Fundraising Practice.
- To work cooperatively with colleagues contributing views and providing critical feedback as needed, and to provide specialist knowledge and input to the team on all initiatives requiring fundraising support.

## General

- To work flexibly as needed and undertake other duties as required and that are within the level and scope of the responsibilities of the role.
- To be an ambassador for the Poppy Factory, working in accordance with its vision and values.





# Person Specification

## Essential qualifications, experience and skills

### Education/qualifications

- Degree level or equivalent
- Evidence of continuous professional development
- Relevant professional qualification accredited by the Institute of Fundraisers

### Experience

- Significant experience of developing and implementing successful fundraising strategies  
Demonstrable track record of success in a broad-based fundraising role.
- A proven record of meeting challenging income targets
- Experience of developing and implementing innovative fundraising and income generation programmes, e.g. donor acquisition, major gifts
- Significant experience of planning, managing and monitoring budgets
- Experience of working effectively with senior level contacts (internal and external)
- Staff management with demonstrable experience of developing high performing fundraising teams

### Ability/Knowledge and Skills

- A creative and innovative thinker
- In-depth knowledge, understanding and application of contemporary fundraising techniques
- Proven ability to build, manage and develop key stakeholder, client and donor relationships
- Excellent oral and written communication skills
- Excellent presentation skills and the ability to “pitch” effectively for new business.
- High level analytical skills
- Strong leadership and motivational skills
- IT literate



# Person Specification

## Attributes

- Positive outlook, resilient and tenacious in approach
- Comfortable working in a diverse environment
- Self-starter, driven to achieve excellent results
- Open to new ideas and perspectives
- Empathy with needs of the Poppy Factory's client group
- Role model who leads by example

## Desirable qualifications, experience and skills

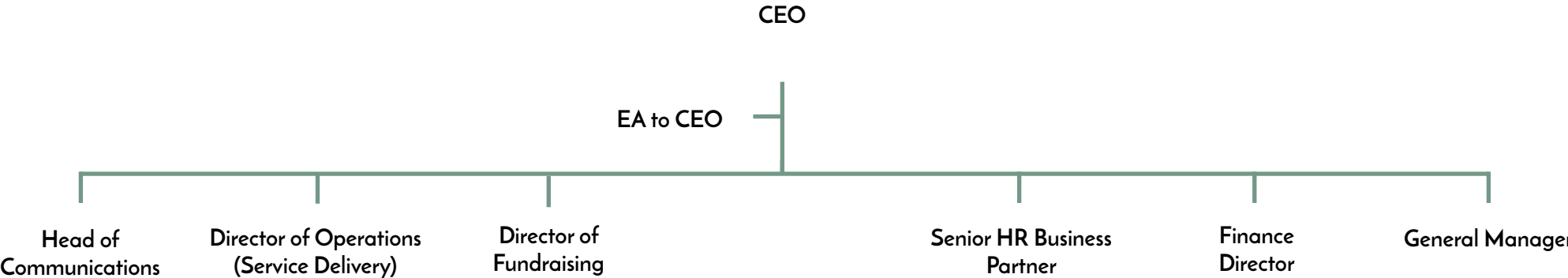
Management qualification

Fundraising experience gained within the military charity sector

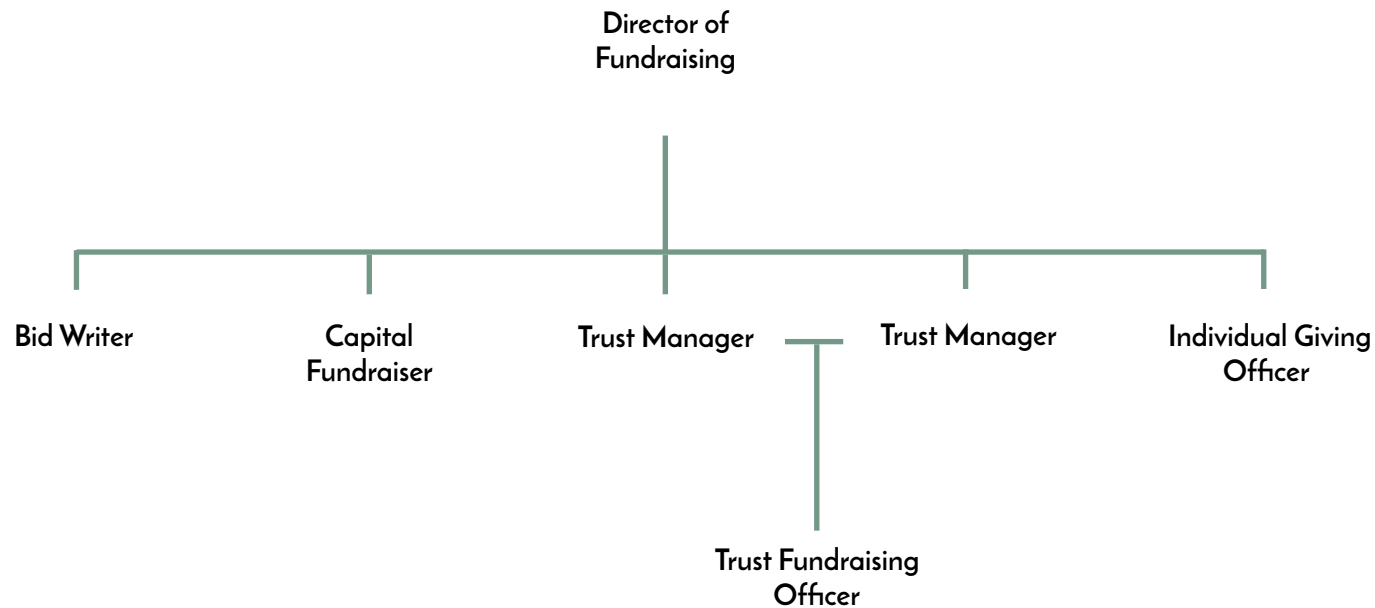




# Organisation Chart - Senior Management



# Organisation Chart - Director of Fundraising Management





# Salary and Benefits

**Salary:** Competitive.

**Nature of contract:** Full time, 37.5 hours a week, Monday to Friday.

**Base:** The Poppy Factory, 20 Petersham Road, Richmond, Surrey TW10 6UR

**Contract:** The position is offered on a permanent contract subject to completion of a six-month probationary period.

**Pension:** On completion of three months service the post-holder will be auto-enrolled into the Poppy Factory occupational pension scheme offered by Standard Life.

Contribution rates on auto-enrolment are 3.67% employer and 1.33% employee (via salary sacrifice). From the date of auto-enrolment employees are able to increase their contribution rate to either 2.5% or 5%. The Poppy Factory will contribute double the rate i.e. 5% or 10% respectively.

**Annual Leave:** Full time entitlement is 24 days with 1 day additional leave on completion of 3, 4, 5 and 9 years' service i.e. maximum 28 days plus 1 day in lieu of armistice-day if employed on this day plus public holidays.

**Reservists Leave:** 5 days.

**Life Cover:** Life insurance cover three x annual salary.

**Employee Assistance Programme:** 24 hour/365 days confidential service offering a wide range of advice and support.

**Family Friendly:** We offer enhanced maternity and paternity benefits (subject to meeting statutory requirements).

**My Work/Life Benefits:** Subject to HMRC regulations we offer a childcare vouchers scheme (via salary sacrifice) and a wide range of discount vouchers for high street shopping, restaurants etc.



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# How to Apply

Please apply by submitting a copy of your Curriculum Vitae (CV) and a covering letter, highlighting your suitability for the position and why you are interested, by email to:

[talent@aawpartnership.com](mailto:talent@aawpartnership.com)

For an informal conversation prior to applying to this role, please contact Anton Packheiser +44 (0) 7749 858597 or Suzie Spooner at +44 (0) 7960 932 3215

Closing date: 17th October - 9am

Interview date: week commencing 29th October

Please note that we will be shortlisting as we receive applications, so please apply as early as possible to avoid disappointment.



# Find out more about the Poppy Factory

The Poppy Factory supports ex-Service men and women with health challenges into fulfilling careers around the country through coaching, guidance and ongoing support.

For more on our vital work visit [www.poppyfactory.org](http://www.poppyfactory.org)





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# Thank You

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