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# Director of Fundraising and Communications

# Full time

# Military Charity

# Recruitment pack

# The Opportunity

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| Reports to: |
| Chief Executive Officer |
| Salary: |
| £40,000 |
| Status: |
| Full-Time Permanent Position |
| Location: |
| Poole/London/Homebased with regular travel |

We are seeking a Senior Fundraiser to join our dynamic team and work closely with the Chief Executive and Fundraising team to develop and deliver our strategy to support our members. You will be our Director of Fundraising and Communications and will have the chance to formulate fundraising approaches, engage supporters, deliver amazing results and shape our future fundraising efforts as we grow and develop. The output of this role will be the creation and management of a sustainable funding stream for the Charity and improved engagement with our members and donors. If you believe that your future is in developing and managing high performing fundraising programmes, then this is a great opportunity for you.

With support from the Chief Executive and the fundraising team, you will be expected to deliver income, assist in scoping the future and develop practices and principles to build a sustainable long-term approach. The right candidate will aim to build a sustainable income platform based on their own success and the development and management of our small fundraising team.

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| Job Specification |
| * Work with the Chief Executive to develop and implement our first formal fundraising strategy * Plan and deliver fundraising activity that ensures the annual income targets are met * Maintain and grow our portfolio of donors and supporters, working to agreed income targets * Create compelling, emotionally powerful funding propositions complete with budgets, costings and financial data as appropriate * Steward and engage supporters and members and write high-quality reports and thank you letters * Prepare high-quality presentations, and fundraising materials as required * Use the fundraising database to log gifts, plan the monitoring of grants to ensure compliance with agreed outputs, and appropriately engage all supporters * Conduct detailed, on-going research into new funding opportunities and prospective supporters * Play a full and active role in supporting the organisation to meet our ambitious targets * Undertake any task that may be requested from time to time that may be consistent with the nature and scope of this post * Maintain the ethos and values of the Charity and positively promote the work and activities of the Charity at all times |

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| Main Duties and responsibilities |
| * Budget Delivery: Writes and delivers defined income and expenditure targets, enabling the organisation to achieve its plans, and contributing to the overall growth of the organisation. * Monitoring Delivery: Monitors, reports on progress against the plan and agreed KPI’s and responds to implement changes necessary to achieve the objectives, identifying appropriate contingency actions where appropriate. * Cross-Team Working: Works closely with the Association Team contributing to the development of the Charity’s overall strategic plan to ensure that fundraising is integrated effectively with other areas of the organisation’s work, and that there is effective synergy between fundraising and service delivery outputs. * New Income Streams: Works to develop new fundraising opportunities, both in terms of new products and new relationship opportunities, to ensure a balanced portfolio of fundraising activities that will spread risk and maximise opportunities for revenue generation. * Special Fundraising Projects and Priorities: Take an active role in the development of new thinking and approaches specifically with regard to digital and social media planning for the future. * Account Management: Provides account management of high-profile partnerships, including trusts, corporate and major supporters as agreed with the wider team and where appropriate supports other fundraising activity. * Legal Compliance: Maintains an up-to-date knowledge of the law surrounding fundraising and communications activities and ensure that any fundraising activity complies with relevant legislation at all times, including contract compliance, GDPR, Fundraising Regulator and insurance requirements. * Deputise for the Chief Executive and acts as an ambassador for the Association at key internal and external meetings and events. |

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| Qualifications, skills and knowledge | |
| Essential | Desirable |
| * Excellent written and oral presentation skills:  Great written language skills, with the ability to communicate the sense of mission, meaning and excitement that underpins our work as a Charity * Networking skills: Excellent interpersonal and relationship building skills, to represent the Association & persuade potential donors that our cause is one they should contribute to * Budget management skills: You need to be able to work effectively with limited resources. * Time management skills: The ability to work to deadlines, and under pressure, managing several projects at a time. * Donor strategy: Will be experienced in the use of a CRM system to record and plan activity. * Compliance: Familiar with Institute of Fundraising codes of practice and data protection legislation * Technology: Fluent in Microsoft Office programs and database software | * Member of the Institute of Fundraising * Career qualifications from the Institute of Fundraising such as the Diploma in Fundraising and Advanced Diploma in Fundraising * You will be interested in the changing fundraising landscape for charities and have ideas about how to act to take advantage * Minimum of three years working in a target driven fundraising environment |
| The ideal candidate | |
| * Passionate and driven to make a positive impact on the world * A demonstrable grasp of general fundraising principles and best practice in fundraising from a variety of fundraising channels specifically with a focus on engaging trust, foundations and charity focussed communities. * Experience of working in a fundraising role, with a proven track record in generating and meeting fundraising targets. * Excellent attention to detail and accuracy, ensuring applications fully meet the brief, incorporating all necessary elements, and are error free * Always learning: A self-starter, motivated, eager to learn and committed to your own development * Enthusiastic to work in a fast moving, but very ambitious environment * Team oriented but takes individual responsibility * Resourceful and embraces challenge and change * The discipline to work independently * Happy to work flexibly to meet the Charity’s needs. | |

**About the Charity**

***“Providing a lifetime of support to members and their dependents”***

The Charity gives peace of mind to unit members, veterans and their families, reassuring those that risk everything to protect us have access to a lifetime of welfare and support whenever it is needed.

The unit deploys at the forefront of the war against international terrorism, and the operational intensity that these brave young men experience is unrelenting and unprecedented. Sadly, many of these courageous individuals become damaged in some way as a result of their service on our behalf. They may experience life changing injuries, mental health problems or worst of all may lose their lives to protect our way of life.

The Charity is always there to help serving members, veterans and their families should the worst happen. We provide a wide range of support services to the injured, the damaged, our veterans, families missing a father and widows. It is these services that provide our brave operational teams with the peace of mind that allows them to focus on their jobs without worrying for their futures or their families. That very peace of mind increases their chances of success and coming home safely, but in the worst-case scenarios provides the knowledge of an ironclad commitment to look after them and their families.

Due to the continuing and growing threats in modern global life the demands on our resources are increasing year on year. As the demands on these specialist protectors grow there is no doubt that this pattern of mounting charitable expenditure will continue into the foreseeable future.

**History**

From small beginnings in 1998, the Charity now cares for the needs of a growing number of serving and former personnel and their families, providing a wide spectrum of assistance to a diverse membership, ranging from the serving member injured on operational duty to the veteran facing the challenges of advancing age and infirmity. From the youngest child growing up knowing that their father will be away from home, to the widowed and bereaved, who are living with the permanent loss of their loved ones, we are there.

We are almost unique amongst charities in that, due to the nature of the Charity, we are unable to make a public appeal or to promote the Charity openly. Conventional methods of fundraising such as social media appeals and public collections are therefore unavailable to us.

We therefore rely on the generosity of a discreet network of influential individuals and organisations, who appreciate and respect the vital role that the Charity plays in maintaining the security of our country. In many respects they are our extended family, enabling us to care for our very special immediate family members.

# Terms and Conditions

* Location: Poole, with regular travel to London
* Salary: circa £40K
* Hours of work: 37 hrs per week
* Annual Leave: 25 days
* Probationary Period: 3 months
* Pension: Available after probationary period
* Private Health Care: Available after probationary period

# How to apply

We would like to take this opportunity to thank you for your interest in the Charity.

We know that applying for a job is a two-way process. You will want to find out about the charity as an organisation just as much as we want to find out about the skills, knowledge and abilities that you could bring to the post.

For further information about us please contact Jenny Hanning, [pa@assocation1664.com](mailto:pa@assocation1664.com)

**Your Application**

In the first instance please submit your CV and a covering letter of no more than 2 sides of A4 to:

Jenny Hanning, pa@association1664.com

**Closing Date:** 2nd April 2019

**Interview date:** Week Commencing 8th April 2019

**Start date:** TBC