



# HEAD OF FUNDRAISING

## Job Pack

# Introduction

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West London Mission has a challenge. We hope you see it as an opportunity.

We have spent time reflecting on what we do and the difference it makes in the lives of the people who use our services. We work in diverse areas; from people rough sleeping but holding down a job to people leaving the forces and struggling to adapt to civilian life. From people leaving prison to those seeking to overcome challenges through therapy to people going through tough times every day in their community. This work falls into three areas: Community, Criminal Justice and Counselling.

We need to look at how we promote our work and the way we fund our work, therefore this role is crucial in showing the way forward. We seek to increase our voluntary income to exceed £680,000 and this will be your key objective.

Working through the past two years and the Pandemic has been challenging as far as delivering services and funding our work is concerned. We have faced increased costs and reduced income. We have been in a fortunate position to be able to rely on our reserves so that we can protect those living in our services but we now need to plan our way forward. We need a new fundraising and funding model to allow us to recover lost income and grow our services in line with our business plan.

WLM has been part of the West London Methodist Circuit. We have decided that it is in the best interests of both funding and governance we will form a separate charity. This is important as large reserves have hampered fundraising and we need to refresh the skills set of our governance team.

We are therefore looking for someone who can inspire more people and organisations to support the work of WLM. This individual will have a strong track record of fundraising, who knows about securing support from trusts, events, corporates and individuals and who has a clear strategic vision.

WLM's fundraising team currently consists of this role and three other posts currently – Individual, Events and Community Fundraiser, Senior Trust Fundraiser (vacant) and Communications and Marketing Manager. You will have the opportunity to build your team

We need a confident ambassador for our work – comfortable talking with corporates, high net-worth individuals and speaking publicly about our work. We want someone who will dovetail their work with our frontline services and form strong relationships with our team. In return we offer a range of benefits.

We look forward to hearing from you.

# JOB DESCRIPTION

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<b>TITLE OF POST:</b>	<b>Head of Fundraising</b>
<b>LOCATION:</b>	<b>WLM Fundraising Team, Seymour Place Marylebone</b>
<b>CONTRACT:</b>	<b>Permanent</b>
<b>SALARY:</b>	<b>WLM Band 11 (currently £49,426.00 - £52,461.00 per annum ILW)</b>
<b>HOURS:</b>	<b>Full Time, 36.5 hours per week</b>
<b>RESPONSIBLE TO:</b>	<b>CEO</b>
<b>RESPONSIBLE FOR:</b>	<b>Fundraising and Comms Team</b>

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## About WLM

WLM has been working in the community in London since 1887. We currently work in Lambeth, Southwark, Westminster and Islington with a focus on PTS Coaching, Hubs & Residential Services, Counselling Services and Criminal Justice Services.

WLM is a values led organisation. Our people are the heart of what we do. We have recently embarked on developing an asset-based approach in partnership with Mayday Trust building on our work embedding recovery and psychologically informed approaches.

## Purpose of the Role

The Head of Fundraising role is crucial in leading the growth of income. The role is responsible for leading the fundraising team and oversee a comprehensive fundraising strategy which meets the demands for WLM's services. The post holder will work with the Communications and Marketing Manager, to increase WLM's profile with our key stakeholders and develop further opportunities for the organisation.

## Key Responsibilities

- 1. Oversee a fundraising strategy which delivers the fundraising target for WLM's services.**
  - 1.1 To be a member of the Senior Leadership Team and to work closely with the CEO, Deputy CEO and Director of Finance and Corporate Services to ensure the organisations funding strategy meets WLM's needs.
  - 1.2 Provide leadership and line management to the Fundraising Team
  - 1.3 Review the current strengths and opportunities and develop a five-year strategy for Fundraising within WLM which significantly develops our fundraising through Grants and Trusts, Events, Individual Donors and Corporate partners.
  - 1.4 To review the roles and responsibilities within the team and re-shape to optimum configuration.
  - 1.5 Work closely with Deputy CEO and Service Managers to ensure current targets are reached and new ideas and opportunities are developed.
  - 1.6 To take a lead on the growth of our Major Individual Donors and to develop links with potential High Net-Worth donors.
  - 1.7 To oversee the development of core systems to enhance WLM's fundraising capacity.
- 2. Increasing WLM's profile with our key stakeholders, developing further opportunities for the organisation**
  - 2.1 To ensure key audiences, such as the church and the local community, become more aware of WLM and what we do.
  - 2.2 To work with the CEO, Communications and Marketing Manager and the SLT to implement a new brand identity for WLM's work that embraces our new strategic direction, structure and asset-based approach.
  - 2.3 Contribute to WLM's website to ensure its suitability for fundraising and marketing WLM's work.
  - 2.4 To work closely with the Communications and Marketing Manager to contribute to the production of WLM's Impact Report and other relevant marketing materials.
  - 2.5 To work with the Deputy CEO to support the marketing of different WLM services.
- 3. Administration**
  - 3.1 Manage and administer WLM's data on Donorfy ensuring data is recorded accurately and is up-to-date and

- complies with GDPR.
- 3.2 Adhere to the Institute of Fundraising Code of Practice, Charity Law, Data Protection Act and other relevant legislative requirements.
- 3.3 Ensure that all donations (cash, cheques and online) are processed in line with agreed policies.

#### **4. Other Duties and Responsibilities**

- 4.1 To contribute to WLM Fundraising and WLM's overall strategy and business plan.
- 4.2 Be an advocate for fundraising across WLM and build successful working relationships at all levels to promote the importance of individual, event and community fundraising and engage the support of staff in our work.
- 4.3 To maintain probity and transparency in all dealings and declare any interests that might affect the position or role.
- 4.4 To adhere to WLM's Diversity and Inclusion and Health and Safety Policy in all aspects of the work.
- 4.5 To work collaboratively and contribute to positive working relationships with team colleagues, wider WLM colleagues and volunteers; and participate in reflective practice.
- 4.6 To adhere to West London Mission's Roles and Responsibilities (Code of Conduct).

The listed duties are not exhaustive. The post holder will be expected to undertake any other duties that might from time to time arise, commensurate with this senior position.

# PERSON SPECIFICATION

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To be considered for this post you will need to demonstrate you have the following:

## ESSENTIAL REQUIREMENTS

### 1. Skills and abilities

- 1.1 Ability to devise, implement and monitor strategies
- 1.2 Excellent written communication skills with an ability to write clearly, concisely, accurately and persuasively
- 1.3 Demonstrable track record of managing competing priorities
- 1.4 Ability to meet and connect with a range of people - business people, trustees, benefactors and form positive relationships
- 1.5 Excellent budgeting skills and data analysis
- 1.6 Excellent time management

### 2. Experience

- 2.1 Experience of managing a fundraising team
- 2.2 An all-round knowledge of established fundraising techniques, processes and strategies
- 2.3 A demonstrable track record of securing mid-level and higher-level major gifts (in the £25,000 - £100,000 range) from trusts and foundations
- 2.4 Experience and understanding of statutory funding
- 2.5 Experience of managing fundraising relationships with corporate partners
- 2.6 A demonstrable track record of leading and implementing a successful campaign for different audience targets
- 2.7 Proven experience of data management systems and use of CRM to develop and enhance relationships with customers
- 2.8 Experience of digital marketing including social media, web development and email communication

### 3. Personal Qualities

- 3.1 A strong commitment to providing a high-quality service to people using our services
- 3.2 Ability to work independently and as a team member in a decisive and responsible manner
- 3.3 Commitment to continuing professional development of self and others
- 3.4 A demonstrated commitment to WLM's values
- 3.5 An understanding of WLM's inclusive Christian ethos.

### 4. Additional Requirements

- 4.1 Willingness to work flexibly in response to changing organisational requirements.

### 5. Skills and experience we would consider desirable:

- 5.1 Experience of fundraising for a Christian organization or cause
- 5.2 Qualification in Fundraising or Marketing

# COMPETENCES

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In the selection testing/interview process, we will also be assessing candidates against the following competencies:

<b>Focus on people who use WLM services</b>	Manages people and projects in way which keeps the people who use WLM's services at the core of what is done. Treats everyone with respect and in line with WLM's equality and diversity values.
<b>Organisation and planning</b>	Organises and plans tasks and projects effectively and takes responsibility for delivering high quality results.
<b>Initiative and creativity</b>	Shows initiative and takes appropriate action to deal with challenges that arise in a proactive and timely way. Ability to formulate and implement new ideas to overcome problems.
<b>Communication</b>	Written and oral communication is concise, clear and accurate and is worded appropriately.
<b>People management</b>	Provides effective management through supporting and challenging staff. Develops and maintains a positive and focussed team.
<b>Administration and IT</b>	Develops sound, organised systems for storing key information and ensures these are used accurately and efficiently.
<b>Management of relationships with external agencies</b>	Manages and represents WLM's interests well and negotiates effectively with external agencies and contacts.
<b>Coordination of projects</b>	Coordinates projects and initiatives effectively, keeps stakeholders engaged and projects on-track and is able to manage problems as they emerge.
<b>Strategic and organisational awareness</b>	Aware of the impact of own service on WLM as a whole and team works well with other managers. Identifies strategic aims for own service, anticipating future demands, opportunities and constraints
<b>Leadership</b>	Leads by example by being personally effective. Inspires team members to deliver on WLM's vision and goals. Behaviour is visibly consistent with WLM's stated values. Is able to reflect and self-assess and takes responsibility for self-development.