

Job Summary and Person Specification

Job title:	Head of Fundraising
Location:	Chilcomb House, Winchester
Line manager:	Director of Marketing and Fundraising
Line manager to:	Two direct reports

Purpose of role:

To lead the delivery of Hampshire Cultural Trust's interim fundraising strategy, which has been designed in response to the coronavirus crisis to raise funds to help Hampshire's communities to thrive through culture and creativity, and to support our core social impact programmes. To effectively manage the fundraising function across all income streams, line-managing the fundraising team and working with colleagues across the organisation to deliver fundraising activities and to meet financial targets.

Main responsibilities:

1. Lead the delivery of Hampshire Cultural Trust's interim fundraising strategy to secure income from trusts, foundations, statutory sources, individual donors and venue/online visitors
2. Be responsible for the organisation's fundraising target (c. £850,000 for the contract period) and work with colleagues across the organisation to achieve this
3. Manage a newly established fundraising function of: Individual Giving Manager; Fundraising Officer
4. Monitor changes to the fundraising operating environment and adapt fundraising plans accordingly
5. Develop and write funding applications to trusts, foundations and statutory funders for priority activities and larger projects, including capital projects if appropriate
6. Lead the development of Hampshire Cultural Trust's application to become a National Portfolio Organisation
7. Review all fundraising applications with a value of £10,000 plus prior to submission
8. Manage Hampshire Cultural Trust's central case for support and ensure compelling fundraising messaging across all income streams and channels
9. Develop effective cases for support for specific projects, programmes and sub-campaigns

10. Support colleagues to develop activities and programmes that are attractive to funders and donors, and to develop effective budgets and monitoring and evaluation plans for funding applications
11. Support the Individual Giving Manager to design and implement effective major donor and individual giving strategies for the organisation, including scoping options for a new membership scheme
12. Manage relationships with key funders, including Arts Council England, National Lottery Heritage Fund and multiple trusts and foundations
13. Support effective reporting to funders and donors
14. Work with the marketing team to manage Hampshire Cultural Trust's fundraising presence online and in venues, managing key campaigns to generate income and raise the organisation's profile as a charity
15. Provide monthly fundraising reports for the Executive Leadership Team and report to the Board of Trustees as required
16. Work with the finance team to develop clear fundraising budgets and forecasts
17. Ensure compliance with GDPR, Gift Aid, VAT and other fundraising-specific compliance issues
18. Maintain strong relationships with all colleagues to deliver successful fundraising

Other duties:

1. Support delivery of the National Lottery Heritage Fund supported *Culture: Impact* project, designed to embed best-practice in community engagement and impact measurement across Hampshire Cultural Trust
2. Undertake any other duties or projects commensurate with the nature and grade of this post as required by the organisation
3. Be willing to undertake duties outside normal working hours; TOIL will be granted as appropriate

Corporate and statutory initiatives - equalities/health and safety/environmental sustainability:

1. Maintain an awareness of and comply with Hampshire Cultural Trust policies and apply them to the day-to-day operation to ensure its legal and statutory obligations are met
2. Comply with health and safety, equalities and environmental sustainability guidance and working practices
3. Undertake appropriate training and development

Key competencies of role:

- 1.2 Leading and supervising
- 3.1 Relating and networking
- 3.2 Persuading and influencing
- 6.1 Planning and organising
- 6.2 Delivering results and meeting customer expectations
- 7.1 Adapting and responding to change.

Person Specification (competence requirement):**1. Essential qualifications**

- 1. Degree or proven expertise in a similar environment

2. Essential knowledge/skill/experience

- 1. Experience of successfully delivering fundraising strategies and campaigns across multiple income streams
- 2. Experience of successfully developing five and six figure funding applications
- 3. Experience of working to and achieving agreed fundraising targets
- 4. Experience of working collaboratively with executive level staff and trustees
- 5. Strong interpersonal skills and the ability to cultivate excellent internal and external relations
- 6. Fully conversant with fundraising regulations and GDPR requirements
- 7. Team player with a clear passion for the trust's vision, mission and charitable purpose
- 8. Ability to act on own initiative and effectively under own direction, as well as productively within a team
- 9. Excellent knowledge of fundraising best practice and compliance
- 10. Experience of using a CRM database
- 11. Proactive and 'can do' approach

3. May also include development/desirable requirements – qualifications, skills, knowledge, experience:

- 12. Experience of fundraising in the cultural sector
- 13. Line-management experience
- 14. Experiencing of developing a successful Arts Council England National Portfolio Organisation application

15. A fundraising specific qualification e.g. MSc in Fundraising and Marketing from Cass Business School, advanced Institute of Fundraising qualifications
16. Full Institute of Fundraising membership
17. Full and clean driving license, and own car for business work use.

Working Conditions

The following section provides an outline of the working conditions that may be encountered in this role:

1. Use of display screen equipment
2. Use of own vehicle for work purposes