

Job Description

Job title	Head of Fundraising
Salary & Hours	SPC Point GL, FTE: £35,745-£39,000 dependant on experience, pro rata 24 hours per week. The post holder will be required to work a few set hours from the office as well as other hours from home, or other locations, as required to fulfil the job role, which could include weekends and evenings.
Responsible to	Executive Director
Contract	Initially one year to be made permanent, subject to funding
Location	Wellspring House, 78 High Street, Starbeck, HG2 7LW
Benefits	25 days holiday plus bank holidays (pro rata) and 4% employer pension contribution

Key Tasks

You will lead in maintaining and developing the organisation's external relationships with stakeholders, donors and other external bodies leading to the promotion and increased financial support of the charity. You will be responsible for all areas of fundraising, raising a sufficient amount to ensure the charity's longevity and sustainability as identified in our 3 to 5 year Business Plan and annual target budget.

Fundraising & Partnerships

1. Lead in increasing the number of individuals who financially support the charity through public engagement and promotion.
2. Lead in building new and stronger relationships with major donors and businesses, to ensure increased income.
3. Increase giving from current supporters through producing compelling appeals and resources, in collaboration with the Communications Officer.
4. You will oversee all applications to trusts and foundations, working closely with the contracted grants writer and maintain relationships that the Executive Director has established.
5. Maintain and develop relationships with churches, so that they see themselves as key partners in praying, fundraising, giving and volunteering for the charity.
6. Organise and run events of varying scale to raise funds.
7. Speak and give presentations at events and churches promoting the work of Wellspring.
8. Coordinate and communicate with volunteers who support the charity with fundraising, ensuring they feel valued and have opportunities to support the charity.
9. You will work with the Communications Officer to organise and run online fundraising campaigns through the website, email and social media.

10. In collaboration with the Executive Director and External Relations Committee create and implement a fundraising strategy to generate income from individuals, major donors, businesses, churches and grant making trusts.

Promotion & Communication

1. Act as an ambassador for the charity to grow its public presence through campaigns, attending and speaking at events, networking, and representing Wellspring in the media to stakeholders and at relevant meetings with statutory and voluntary bodies.
2. Lead on developing key messages and standard paragraphs to be used in communications.
3. Ensure that promotional material is used appropriately, is reviewed and updated regularly, including printed material, website, and social media pages. Support the Communications Officer in creating the quarterly newsletter, monthly prayer letter and other communications.
4. Lead on establishing working procedures for integrating Wellspring's supporters into its new software, Lamplight. Leading to all supporter information being stored meaningfully and legally (adhering to GDPR regulations), to then be used in communications campaigns.
5. Maintain current procedures for listening to and collecting the views of clients to assess the organisation's performance and have stories and case-studies ready for use, when needed.
6. Develop and implement the communications and publicity strategy for Wellspring in collaboration with the Communications Officer.
7. Ensure procedures for communicating regularly with Wellspring's varying 'customers' including friends (individual givers), volunteers, businesses and churches.

Organisational Duties

1. Undertake the line-managing and annual appraisal of other colleagues who will report to your role (Communications Officer).
2. Lead interview, induction and support for volunteers involved in fundraising and events.
3. Produce reports for trustees' meetings and contribute to writing the annual report.
4. Always maintain appropriate confidentiality.
5. Attend and prepare for line management, team meetings and training sessions as and when required.
6. Carry out any other reasonable duties for the benefit of the organisation as required by the Executive Director.