

Head of Community Fundraising

Reporting Lines



Department	Fundraising	Reporting to	Chief Executive Officer
Salary Range	Up to £60,000	Version	HOCF-JD-V1-05-23
Subordinates	5 currently, may increase	Working hours	Full time: 37.5 Hours per week

Main Job Purpose

Action For Humanity (AFH) is a charity that aims to provide aid and assistance to people affected by natural and man-made disasters. Our vision is a world of crises-resilient communities. Our mission is to mobilise and respond to emergencies and critical needs through humanitarian, development and peace-building action, helping affected communities survive, recover and build a better future.

AFH has recently developed a new 5-year strategy, where one of the key strategic goals is to *diversify resources for growth, securing sustainable income and strengthening strategic partnerships*. In order to help achieve this goal, AFH is recruiting a **Head of Community Fundraising**, where the successful candidate will report directly to the CEO, manage and strengthen the range of funding streams AFH currently has, and develop and build new partnerships, to ultimately increase income.

Developing, implementing, and monitoring the income generation plan will be critical. The role holder will provide a creative and dynamic external focus to identify and develop a range of income generation initiatives beyond the scope of existing fundraising activity, including but not limited to; building corporate partnerships, benefitting from CSR schemes, utilising networks, developing long term relationships with high net worth individuals and major donors, forging new business opportunities, and managing and building our current team of fundraisers.

Accountabilities

1. Diversifying income streams and building new partnerships:

- To drive for full maximisation of income generation opportunities across direct response, corporate partnerships, events, grant making, major gift and legacy promotion activities
- To personally build and manage a “top prospect” list of high net worth individuals, corporate partners and grant making sources to lead from the front and have a measurable personal impact on fundraising goals
- Develop long term relationships with high net worth individuals and forge new business opportunities.
- To devise and implement a plan to help the charity maximise on a range of funding streams, exploring new and innovative opportunities
- To support the CEO with the development of new international fundraising offices, providing strategic and operational input as required, in countries such as Canada and France
- To work towards achieving income targets

2. Leading the Fundraising team, supporting external consultants, managing the budget and supporting the wider team

- Provide strong leadership to the Fundraising team through effective planning, monitoring and evaluation of all activities and campaigns
- Managing all reporting of fundraising activity, including for trustee reports, reports for donors, income and financial reports, and working closely with programmes on developing feedback / programmes update / reports for donors and / or fundraisers
- Manage the Fundraising budget, monitor income against targets, provide and support Finance on fundraising income reconciliation
- Managing, arranging, and attending Live TV Appeals, such as on Islam Channel and other networks
- Managing and arranging Deployments and Field Visits for fundraising, acting as the central point of contact for those travelling, as well as the point of contact for field and/or partner offices

3. Building the charity’s external fundraising profile, and positioning the charity effectively as an impactful, trustworthy and efficient charity of choice for donors:

- To work closely with the CEO to refine the charity’s fundraising strategy, and effectively communicate the charity’s vision to internal and external audiences, for fundraising purposes
- Work closely with marketing to capitalise and build on our new AFH brand and new website with specific focus on income generation
- Work closely with Marketing to look at how income generation can be considered in marketing plans and input into campaigns to ensure they align to the agreed income generation focus
- Build a strong external fundraising profile for the charity, and work with fellow team members to make use of the contacts of Board members and AFH to the full
- Focus on relationship building with AFH, the Board and other stakeholders to create an active network for identifying and building income streams

4. Compliance

- Ensuring fundraising policies and procedures are developed and followed
- Ensuring compliance with the Fundraising Regulator’s Code of Conduct
- Acting as the risk manager for the fundraising department

Our Values

Believe in the cause

We believe in changing a situation from negative to lasting positive; helping those in need; saving and transforming lives for the better is what drives us.

Work together

Teamwork is the backbone of our work's success.

Give with grit

Being a "gritty" person means perseverance and passion for long-term goals; hence, freely giving with courage, conscientiousness, and resilience; acting with optimism, confidence, and creativity as you strive for excellence.

Make life better

Ultimately, our work is to make life, in its holistic sense, better for everyone, and everything, including the environment.

Work Environment

- 45% indoors / office based
- 55% outdoors / travel / events / work trips etc.

Job Requirements

Education	<ul style="list-style-type: none"> • Qualification in Fundraising beneficial but not essential • An in-depth current knowledge of all aspects of fundraising and income generation
Experience	<ul style="list-style-type: none"> • A proven creative commercial approach to income generation activities backed up with a strong understanding of the market • Evidence of a range of innovative ideas and thinking related to income generation that complements but extends beyond traditional fundraising • Proven leadership success with securing new business with a strategic approach to engaging the charity in the process of identifying and pursuing opportunities • Highly attuned and adaptable interpersonal skills with the ability to develop, foster, maintain and utilise a network of relationships • Able to build and implement a programme to identify and foster medium and long term contacts for future income generation opportunities • Strong negotiation and influencing skills with the ability to act in a diplomatic, credible and effective manner • Able to earn the respect and confidence of a range of senior and influential contacts • Ability to think strategically and plan ahead, whilst also being flexible and reacting swiftly to changing needs and demanding situations

	<ul style="list-style-type: none"> • An excellent planning and project management approach with the ability to ensure varied activity is coordinated and coherent, to support others in this approach
<p>Skills</p>	<ul style="list-style-type: none"> • Resilience and the ability to deal with high pressure and difficult situations whilst supporting and maintaining the confidence of others • Ability to identify problems and to work quickly to find long term, practical and diplomatic solutions • Ability to provide inspiring leadership with appropriate line management ability, ensuring clear delegation of day to day operations to the team • Able to work at a strategic and visionary level but also manage detail and complexities if required without relinquishing and maintaining focus on the bigger picture • Ability to be a flexible and adaptable team player who can engage fully with their position on the senior team, and able to work transparently with peers, the Board and elated groups/committees • Strong financial skills and numerical analysis with the ability to produce credible effective data or reports and discuss details with confidence • Highly developed and effective verbal, presentation and written skills
<p>Languages</p>	<ul style="list-style-type: none"> • Strong written and spoken English essential • Other languages such as Arabic, French, Urdu or Bengali beneficial but not essential