

| Job Description | |
|--|--|
| Job Title | Director of Fundraising |
| Salary Range/Grade | Circa £70k - £73k |
| Job Location | Home based with regular travel |
| Hours Per Week | 37 |
| Reports To | Chief Executive Officer |
| Responsible For | The Fundraising team, Partnerships Data & Research Team and Partnerships Teams (external engagement) |
| <p>What positive impacts will this position have on children, young people and families?</p> <p>The Director of Fundraising will be instrumental in creating transformative opportunities for children, young people, and families who rely on Spurgeons vital services. With inspiring leadership and innovative strategies, this role will propel our mission forward by securing at least £5m in voluntary income annually by 2030 and expanding our reach through dynamic new contracts and partnerships. By cultivating strategic relationships with external partners and aligning funding with our charitable objectives, the Director of Fundraising will enhance our capacity to deliver impactful programmes that truly change lives. This is an extraordinary opportunity to lead a passionate team, spark meaningful change, and leave a lasting legacy for generations to come!</p> | |
| General Description | |
| Task | |
| <ul style="list-style-type: none"> • Organisational leadership and strategic development: As a member of the Senior Leadership Team (SLT), shape and lead Spurgeons overall strategy, providing high-quality strategic advice to the Board and cross-functional teams. Ensure unity of purpose and messaging across the organisation, attend and report at Board and committee meetings. • Championing values and external representation: Champion and embody Spurgeons Christian ethos and core values, fostering a positive organisational culture within the team. Represent Spurgeons in external forums and lead cross-functional working groups to ensure alignment with the charity's vision and strategy. • Lead and develop fundraising team and infrastructure: Lead and inspire a newly formed fundraising team and with the team, support a multi-stream fundraising approach, while establishing a collaborative culture to drive success. • Develop and implement fundraising strategy: Lead the development and implementation of Spurgeons fundraising business plan, ensuring a diverse mix of income streams to meet both restricted and unrestricted funding needs. • Partnership and stewardship management: Establish robust structures and systems to enhance supporter pipelines and stewardship. • Build and maintain donor relationships: Cultivate, secure and nurture long-term relationships with charitable trusts, foundations and other institutional funders and develop detailed strategies and budgets to maximise financial and non-financial support. | |

- | |
|--|
| <ul style="list-style-type: none">• Business development and stakeholder engagement: Build a robust business development function to identify and secure new donors while engaging with local authorities and stakeholders to expand Spurgeons commissioned services in support of our Family Hub strategy. |
| <ul style="list-style-type: none">• Drive church engagement: Develop and implement strategies to engage churches in supporting Spurgeons mission, build relationships with church leaders to enhance community support, and align these efforts with overall fundraising strategies. |
| <ul style="list-style-type: none">• Funding alignment and proposal development: Ensure funding opportunities align with Spurgeons operational needs by developing collaborative funding proposals with the service teams, while monitoring and reporting on performance against targets to support sustainable income growth. |
| <ul style="list-style-type: none">• Support marketing and communications: Collaborate with the Head of Public Fundraising and the Communications & Digital Services team to provide the fundraising team with marketing resources, leveraging compelling stories and data-driven strategies to engage supporters effectively. |
| <ul style="list-style-type: none">• Oversee external engagement strategy: Work with CEO to deliver Spurgeons external engagement strategy, represent Spurgeons in forums, and build relationships with key stakeholders to attract support and partnerships aligned with organisational goals. |
| <ul style="list-style-type: none">• Manage supporter data and CRM systems: Oversee supporter data management with the Head of Partnerships Data and Research, ensuring accurate handling of our CRM platform and developing strategies to enhance partner stewardship and retention. |
| <ul style="list-style-type: none">• Monitor and report on fundraising performance: Track performance against targets, providing regular reports to the CEO and Board on income growth, forecasts and fundraising success. |
| <ul style="list-style-type: none">• Financial accountability: Ensure effective budget management and resource allocation to optimise fundraising activities for maximum return on investment and enhance resource utilisation through data-driven decision-making. |

| | |
|---------------------------|---|
| <p>By month 3</p> | <ul style="list-style-type: none"> • Co-develop strategic objectives with the team. • Attend Spurgeons Ethos and Values workshop. • Complete the 3-month probation review. • Establish key performance indicators (KPIs) and early wins. • Initiate outreach to churches and key stakeholders. • Conduct a SWOT analysis of current fundraising efforts. • Collaborate with the Director of Communications on a communications plan. |
| <p>By month 6</p> | <ul style="list-style-type: none"> • Successfully complete probation review. • Secure new funding commitments and launch initial church engagement strategies. • Develop and submit key funding proposals. • Foster partnerships with local authorities. • Enhance marketing materials and create a donor stewardship plan. • Monitor KPI progress and adjust strategies as needed. |
| <p>By month 12</p> | <ul style="list-style-type: none"> • Achieve key fundraising milestones toward the £5m target. • Organise major donor events and secure funding from new charitable trusts. • Expand community engagement and launch a new fundraising campaign. • Optimise the fundraising database and set next year's strategic plan. • Foster a culture of continuous improvement within the fundraising team. |

| Type | Description | Essential/ Desirable |
|---|---|---|
| Qualification(s) | <ul style="list-style-type: none"> • Educated to degree level in Nonprofit Management, Marketing & Communications, Public Relations, Social Sciences or similar, relevant to the role. • Chartered Institute of Fundraising qualification • Recent and ongoing professional development in relevant field | <p>E</p> <p>D</p> <p>E</p> |
| Professional Registration | <ul style="list-style-type: none"> • Member of the Institute of Fundraising | <p>D</p> |
| General Occupational Requirement (GOR) | <ul style="list-style-type: none"> • As a charity with a Christian foundation, Spurgeons is committed to ensuring that our leadership upholds and champions our Christian ethos in all aspects of our work. For this reason, there is a General Occupational Requirement that the Director of Fundraising be a practicing Christian who actively embodies our values and mission. While this requirement is essential to maintaining the integrity of our mission, we welcome candidates from diverse backgrounds who share a deep alignment with our vision of supporting vulnerable children and families. We are looking for a leader who can inspire and engage, both within the Christian community and beyond, bringing people together in support of our life-changing services. This is a role where your faith and professional expertise will intersect to create lasting impact, and we encourage those with a commitment to our mission, values, and ethos to apply. | <p>E</p> |
| Experience | <ul style="list-style-type: none"> • Proven experience in cultivating and securing high-value donor relationships • Demonstrable experience in integrating digital fundraising strategies • Demonstrable experience in the charity or NGO sector with a track record of achieving fundraising targets • Leadership experience at board/governance level in fundraising • Proven ability to lead and develop high-performing teams and manage significant expenditure budgets • Experience in both offline and online fundraising integration | <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> |

| | | |
|------------------|--|--|
| | <ul style="list-style-type: none"> • Experience in developing and implementing long-term fundraising strategies • Proven track record in cultivating and maintaining relationships with high-value donors, corporate sponsors and foundations • Experience in implementing innovative fundraising initiatives and campaigns • Experience of working collaboratively with other departments • Experience with online fundraising platforms, social media campaigns and digital marketing strategies | <p>E</p> <p>E</p> <p>E</p> <p>E</p> |
| Skills | <ul style="list-style-type: none"> • Strategic thinking skills with the ability to develop and implement strategic plans • Strong relationship management and networking skills • Strong public speaking skills to represent organisations effectively at event and inspire stakeholders • Excellent verbal and written communication skills • Strong analytical skills to interpret fundraising data and use insights for strategy optimisation • Ability to innovate and adapt fundraising strategies in changing circumstances and environments • Financial acumen in managing budgets, forecast revenue and allocation of resources • Data analysis skills to assess performance and make informed decisions • Strong project management skills with the ability to organise and manage multiple projects and campaigns | <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> |
| Knowledge | <ul style="list-style-type: none"> • In-depth understanding of various fundraising methodologies • Thorough understanding of best practice in donor stewardship, engagement and cultivation • Strong understanding of legal requirements and ethical standards related to fundraising • Good awareness of current trends in the nonprofit sector, donor behaviour and emerging fundraising technologies • Good understanding of effective communication strategies and marketing principles • Solid understanding of the grant application process, including how to write compelling proposals and reports • Good understanding of diverse communities and cultural sensitivities to engage effectively with various donor demographics | <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> |

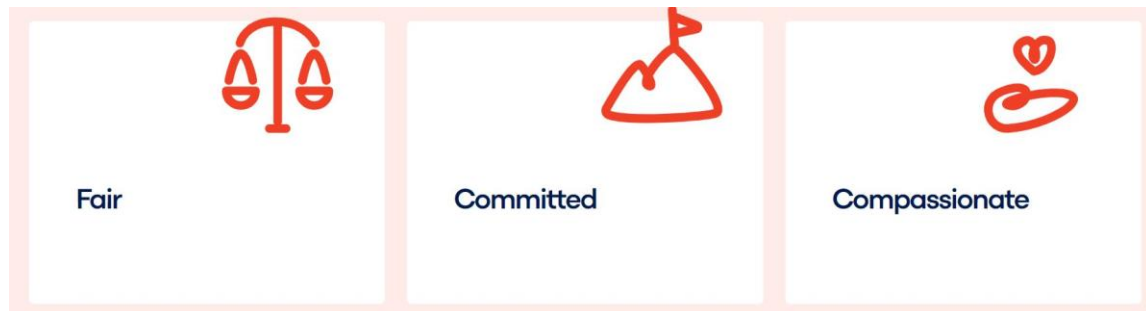
Job Description & Person Specification

| | | |
|--------------------------------|---|----------------------|
| Additional Requirements | <ul style="list-style-type: none">• Flexible approach to working hours, including regular weekend and evening on call cover• Regular national travel, including overnight stays | E E |
| Personal Qualities | <ul style="list-style-type: none">• The ideal candidate will be a passionate advocate for children and families with a strong commitment to engaging the church in family-focused social justice issues. As part of the wider Spurgeons team, you will collaborate effectively and ensure your responsibilities align with the broader mission. You should be self-motivated, people focused, creative and driven by a clear vision for impact. | E |

What We Expect From You

Our Values:

Everything we do is driven by our values which define who we are and how we work together to support children, young people and families. Our values are at the core of everything we do.



Our Behaviours:

We have certain expectations of your interactions with our colleagues, our partners, children and the general public. We would expect that you exhibit these behaviours as an employee of Spurgeons.

- Put children and young people first in everything we do
- Respect and value every individual
- Listen to understand without judging
- Be open and honest with kindness
- Persevere to be our absolute best and do what we say we will do
- Bring out the best in each other as we work together for the right result

Safer Recruitment & Employment Policy:

As part of Spurgeons Safer Recruitment & Employment Policy, any appointment to this role will be subject to the completion of a DBS application and obtaining satisfactory references.

Equal Opportunities For All:

We actively encourage applications from a broad and deep range of backgrounds and experiences. We are a Disability Confident Employer.

