

# Head of Development (Maternity cover)



**Closing date: Friday 29 March 2019 by 1pm.**

**Full time, competitive salary**

**Office-based (Romsey, Hampshire)**

*Some flexibility is possible on full-time/part-time contract and on location for the right candidate.*

## About Cranfield Trust

Cranfield Trust is a national charity (England & Wales 800072, Scotland SC040299) and the leading provider of free management support and business advice to the UK voluntary sector. The Trust's vision is that charities will be effectively managed and will support those experiencing poverty, disability and social exclusion. Our client charities are usually small to medium sized charities with incomes of less than £1 million per annum, which provide vital frontline services to their communities.

- Cranfield Trust uses a network of project managers and over 1000 highly skilled volunteer business professionals to deliver free consultancy projects for hundreds of small to medium-sized charities in eleven strategic regions of England, Wales and Scotland. The purpose of this is to support charities to manage themselves and provide their services effectively to their beneficiaries.
- The Trust also runs HRNet, a free HR lifeline to charities and social enterprises. It offers specific advice on complex employment situations without expense, as well as regular briefings on employment issues, an information archive, and model documents.
- And the Trust provides free Masterclasses for charity professionals and Trustees on topics as diverse as governance, change management, business planning and financial forecasting.

Last year, 100% of the charities using our consultancy services reported that they were better able to plan and prepare for the challenges ahead as a result of working with the Trust. Over 95% of these charities reported improvements in strategic direction, financial management and sustainability, people management and leadership - and 100% of charities would recommend the Trust's services to other charities. [You can read about some of these success stories on our website.](#)

In 2019, the Trust is celebrating its 30<sup>th</sup> anniversary as a charity. We are using our 30<sup>th</sup> anniversary year to help charities to be as prepared as possible for the political and economic challenges facing our sector. Our anniversary serves as an important milestone in our history. It also coincides with a period of great change for the Trust as we are in the first year of an ambitious three-year strategy to support more charities with the delivery of vital services.

Cranfield Trust's three-year strategy will enable us to help more charities in these and other ways by extending the reach of our existing consultancy and advice services. In addition, we will launch new services, for example, a mentoring programme for charity managers, and a telephone advice service to provide access to critical and timely advice from external advisers on key management topics.

## About this role

Cranfield Trust has a strong history of fundraising and income generation through its relationships with Trusts and Foundations. We have worked with many of our current funders for many years, and also have a small number of committed individual donors, many of whom have supported the Trust for some years. We have had a previous, highly successful major donor initiative, the Smart Fund, which enabled the Trust to become a national charity, over the five years to 2010.

As an organisation, we have an ambitious three-year strategy to support more charities to prepare and adapt during the current unprecedented era of adjustment for the voluntary sector. To achieve this, we need to grow our income by further developing our portfolio of grant makers, as well as, in parallel, developing other sustainable income streams.

2019 is a year of change for the Trust as we continue to invest in our staff team and develop our own capacity and capability to underpin our growth plan. While continuing to develop our existing services, we also plan to introduce new types of support which will enable charities and volunteers to work with us in new ways.

We are looking for an experienced and capable fundraiser to cover the maternity leave of our Head of Development from June 2019. The Head of Development's objectives currently have a focus on major gifts; however, there is also further potential to explore other income streams and the role includes oversight of other fundraising areas, as well as marketing and communications. This role would suit either a senior Development professional, who would cover the role in full, or a talented and experienced Major Gift/Development Manager looking for the next step to a Head of Development role.

It's an exciting time to work with the Trust, as we build our service offer, and work to diversify our income.

If you are ready to help us meet the challenge, please do get in touch. The role is full time, ideally based in our Romsey Head Office, with travel as required to meetings with donors and potential donors. Some flexibility on whether the role will be full or part-time input and its location is possible for the right candidate.

We are committed to supporting you, your wellbeing and development, to ensure you enjoy working with us. We offer 33 days holiday including Bank Holidays and a contributory pension scheme.

For more information about our work please visit [www.cranfieldtrust.org](http://www.cranfieldtrust.org)

## Job Description

**Job Title:** Head of Development (maternity cover)

**Reporting to:** Chief Executive

**Hours:** This is a full time (37.5 hours a week) position based at the Cranfield Trust's office in Romsey, Hampshire with regular travel to London and other locations. For the right candidate, we can be flexible on time input and location, as long as the post holder is able to attend the Romsey office for meetings when needed. If part-time, the role will focus on fundraising, with personal responsibility for major gift fundraising.

**Job purpose:** To develop and manage the income generation activities of the Trust, developing new income streams as well as sustaining and building existing fundraising activities.

### Key Objectives

- To work closely with other colleagues, contributing to the overall strategic direction of the Trust.
- To lead, build and develop a team of fundraising, communications and business development staff.
- To deliver on a fundraising plan for the Trust during 2019-20, and to contribute to researching, planning and implementing an integrated income generation strategy for the Trust, delivering growth over the next four years and beyond.
- To develop individual giving programmes, at major donor and regular giving levels, to provide unrestricted income and a pipeline of future prospects and gifts.
- To manage the existing fundraising activities of the Trust, taking over from the Chief Executive and ensuring continuing development of trust and foundation income, managing the new post of Trust and Foundation Fundraiser.
- To explore and develop new income streams for the Trust, including corporate partnerships and opportunities for earned income.
- To provide strategic oversight for the Trust's communications strategy and activities.

### Activities

#### Planning and strategy

- Develop and implement a diverse and sustainable income strategy for the Trust, exploring and planning income generation from developing the Trust's services, and fundraising from a range of organisations and individuals.
- Maintain a robust understanding of trends in need for support, and of trends in interests of funders and donors, and apply these to the development of the Trust's services and income generation activities.
- Stay abreast of developments in the fundraising sphere, ensuring that the Trust is well briefed as well as compliant with all fundraising regulation, policy and practice.
- If full time, steer the Trust's marketing and communications strategy, line managing the Marketing and Communications Manager and working with operations colleagues to identify and deliver on opportunities to grow the Trust's profile and pursue effective communications campaigns.

## **Management**

- Develop and lead a Trust and Foundation Fundraiser, and the Trust's marketing and communications team, effectively.
- Maintain close working relationships with operational colleagues to understand and represent the Trust's activities well in relationships with supporters.
- Prepare fundraising forecasts, and monitor income against budget, in conjunction with the Head of Finance, Administration and Control, reporting on progress to the Board and Chief Executive.
- Ensure that the Trust's fundraising and income generation activities meet all legal, regulatory, sector and good practice standards to model a high level of excellence.

## **Business development**

- Identify, prospect for and develop new markets and income streams for the Trust, building relationships with new customers, sponsors and donors, to generate new and increased income, building and maintaining a pipeline of opportunities.
- Ensure that income opportunities of all types are appropriate to the values and activities of the Trust and have realistic outcomes.
- Assign clear account management responsibilities to ensure that relationships with existing and new donors and funders are managed and developed, taking personal responsibility for key relationships as required, including planning and executing approaches, pitches, proposals and applications.
- Plan, track and record activity on income relationships using the organisational CRM systems, highlighting areas of risk and taking mitigating action to ensure that targets are met.
- As appropriate, plan and execute events and communications to support income relationships.

## **Service development and project management**

- Identify income generating services and opportunities for the Trust, whether from donated or earned income. These will include individual fundraising (regular giving and major donor fundraising, grant fundraising and earned income, in conjunction with the Online and Remote Services team).
- Work closely with operations colleagues to ensure that monitoring and evaluation are embedded in the Trust's services, and that feedback from clients informs the Trust's development and reporting to funders.

## Person Specification

| Experience   |           |
|--|-----------|
| Working at a strategic level with experience of planning   | Essential |
| Managing multiple activities with and through team and colleagues  | Essential |
| Experience of major donor fundraising  | Essential |
| Experience of corporate partnerships and fundraising   | Desirable |
| Experience of planning and launching successful new income generation activities                         | Essential |
| Sales/business development experience  | Desirable |
| Building and maintaining strong relationships with supporters and potential supporters                   | Essential |
| Using a CRM system, ideally Salesforce.com   | Desirable |
| Experience of a growing organisation   | Desirable |
| Knowledge & Qualifications   |           |
| Professional qualification - fundraising   | Desirable |
| Knowledge of fundraising regulations and regulatory environment  | Essential |
| Excellent knowledge of the voluntary sector  | Essential |
| Skills/Competencies  |           |
| Strong relationship skills   | Essential |
| Excellent communications and interpersonal skills  | Essential |
| Management skills/teamworking skills   | Essential |
| Excellent organisational skills with the ability to coordinate, manage and report on activities          | Essential |
| Effective influencing and presentation skills  | Essential |
| Client (internal and external) focused, service oriented   | Essential |
| Behaviours (including circumstances)   |           |
| Ability to take on a leadership role and to serve as a fundraising role model, champion and expert.      | Essential |
| Represents the Trust's values: Friendly, Professional, Committed   | Essential |
| Engages colleagues with income approach – encouraging all colleagues to be alert to income opportunities | Essential |
| Ability and willingness to undertake administrative tasks and support colleagues, a 'hands on' approach  | Essential |

## Summary of terms and conditions of employment

This is a full time, fixed-term contract position, although flexibility in working hours is possible for the right candidate.

**Salary:** Competitive salary plus 2% employer pension contribution

**Location:** Court Room Chambers, 1 Bell Street, Romsey, Hampshire, SO51 8GY. Flexibility on location is also possible for the right candidate.

**Parking:** There is no onsite parking available but there are a number of pay and display [car parks](#) close to the office.

**Hours of work:** The post holder will be employed full time for 37.5 hours per week. This role is office-based at the Trust's offices in Romsey, but will involve regular meetings in London and other locations as needed.

**Annual leave:** Annual entitlement of 33 days inclusive of Bank/Public Holidays (pro rata for part time employment). The office is closed during the Christmas break and annual leave must be taken during this time.

**Probationary period:** There will be a three-month probationary period.

## Recruitment and Selection Process

The Cranfield is an Equal Opportunities employer. This means that when carrying out our work and in the employment of staff to undertake this work, we will seek to ensure equality of treatment for all persons regardless of ethnicity, gender, age, marital status, disability, religion, sexual orientation, or economic status.

### Pre-employment checks:

We will require a minimum of two appropriate references, covering at least 3 years of prior employment. We will check original documents proving your qualifications, identity, and right to live and work in the UK before you can start work with us. You will be asked to provide details of any unspent criminal convictions.

### References:

Referees should be your present and last employer. They should have had either managerial or supervisory responsibility for your work, and not be colleagues, subordinates or friends. Where appropriate, a tutor's reference and a personal reference or similar will be acceptable.

Referees will be provided with a copy of the job description and person specification for the vacancy. The Cranfield Trust will only approach your referees once an offer of employment has been made.

### How we use your personal information:

The information which we gather from you during the recruitment and selection process is retained and processed in accordance with the provisions set out by the General Data Protection Regulation (EU) 2016/679 (GDPR) and any national implementing laws, regulations and secondary legislation, as amended or updated from time to time, in the UK, as well as any successor legislation to the GDPR and Data Protection Act 1998.

Please note that by submitting an application for employment, you are also agreeing to the Cranfield Trust processing such information as may be necessary to assess your application, provided that proper regard is had to the data protection principles in force and in accordance with our Privacy Notice in respect of Employees, Workers and Contractors (see attached).

If your application is successful, the information you provide will be retained and will form part of your personnel file. If you are not offered work with the Cranfield Trust, all documentation related to your application will be confidentially destroyed after a period of six months.

### How to apply:

If you are interested in joining us, please send a CV and a cover letter, which will explain why the role is of interest to you and your suitability as a candidate for the role. Please send this by email to [Karen.Hurley@cranfieldtrust.org](mailto:Karen.Hurley@cranfieldtrust.org) no later than **Friday 29 March 2019 by 1pm**.

First-round interviews are expected to take place the week commencing **Monday 8 April 2019**.

To discuss the post informally, please contact **Amanda Tincknell** on **01794 830338** or [amanda.tincknell@cranfieldtrust.org](mailto:amanda.tincknell@cranfieldtrust.org)

## Equal Opportunities Monitoring Form

### PRIVATE AND CONFIDENTIAL

Cranfield Trust welcomes applications from all parts of the community. The Trust operates an Equal Opportunities Policy and no person will be discriminated against whilst seeking employment or during such employment with the Trust on the grounds of any protected characteristics such as age, disability, ethnic origin, gender, marital status, political allegiance, race, religious belief, sexual orientation, responsibility for dependants, or unrelated spent criminal convictions.

The following information will be kept strictly confidential and stored separately from the application form before short-listing takes place. It will not form any part of the recruitment process or decision to appoint and will be used to provide data for monitoring purposes only.

You may choose to leave any or all questions unanswered.

|  |   |   |   |
|--|---|---|---|
| POST APPLIED FOR:  |   |   |   |
| FULL NAME:   |   |   |   |
| AGE:   |   | DATE OF BIRTH:  |   |
| GENDER<br>(Please circle/cross out as appropriate):  | MALE/FEMALE/<br>TRANSGENDER/<br>OTHER<br>(Please specify) _____   | IS THIS THE SAME<br>GENDER YOU WERE<br>ASSIGNED AT BIRTH? | <input type="checkbox"/> Yes<br><input type="checkbox"/> No<br>(please tick/double click to select) |
| MARITAL STATUS (Please circle/cross out as appropriate):   | MARRIED/CIVIL PARTNERSHIP/SINGLE/DIVORCED/LIVING WITH PARTNER/OTHER   |   |   |
| DO YOU HAVE RESPONSIBILITY FOR DEPENDANTS (e.g. children, elderly, or any other person for whom you are the main carer)?   | <input type="checkbox"/> CHILDREN<br><input type="checkbox"/> ELDERLY<br><input type="checkbox"/> OTHER<br><input type="checkbox"/> NOT APPLICABLE  |   |   |
| DISABILITY<br>Do you consider yourself to have a physical and/or mental impairment as defined by the Equality Act 2010/ Disability Discrimination Act 1995 (NI)? | Yes <input type="checkbox"/> No <input type="checkbox"/> (please tick/double click to select)<br><br>Please give details if you wish:   |   |   |
| ETHNIC ORIGIN<br>How would you describe your identity?   | <b>WHITE:</b><br><input type="checkbox"/> BRITISH<br><input type="checkbox"/> ENGLISH<br><input type="checkbox"/> IRISH<br><input type="checkbox"/> SCOTTISH<br><input type="checkbox"/> WELSH<br>OTHER (PLEASE SPECIFY): _____<br><br><b>MIXED:</b><br><input type="checkbox"/> WHITE AND BLACK CARIBBEAN<br><input type="checkbox"/> WHITE AND BLACK AFRICAN<br><input type="checkbox"/> WHITE AND ASIAN<br>OTHER (PLEASE SPECIFY): _____ |   |   |

|   |   |       |  |
|---|---|-------|--|
|   | <p><b>ASIAN, ASIAN BRITISH, ASIAN ENGLISH, ASIAN SCOTTISH ASIAN IRISH OR ASIAN WELSH</b> (Delete as applicable):</p> <input type="checkbox"/> INDIAN<br><input type="checkbox"/> PAKISTANI<br><input type="checkbox"/> BANGLADESHI<br>OTHER (PLEASE SPECIFY): _____ <p><b>BLACK, BLACK BRITISH, BLACK ENGLISH, BLACK SCOTTISH, BLACK IRISH, BLACK WELSH</b> (Delete as applicable):</p> <input type="checkbox"/> CARIBBEAN<br><input type="checkbox"/> AFRICAN<br>OTHER (PLEASE SPECIFY): _____ <p><b>CHINESE, CHINESE BRITISH, CHINESE ENGLISH, CHINESE SCOTTISH, CHINESE IRISH, CHINESE WELSH</b> (Delete as applicable):</p> <input type="checkbox"/> CHINESE<br>OTHER (PLEASE SPECIFY): _____ <p><b>OTHER ETHNIC ORIGIN:</b><br/> (PLEASE SPECIFY): _____</p> |       |  |
| RELIGION/CULTURAL BACKGROUND            | <input type="checkbox"/> NONE<br><input type="checkbox"/> CHRISTIAN<br><input type="checkbox"/> BUDDHIST<br><input type="checkbox"/> HINDU<br><input type="checkbox"/> JEWISH<br><input type="checkbox"/> MUSLIM<br><input type="checkbox"/> SIKH<br>OTHER (PLEASE SPECIFY): _____  |       |  |
| WHERE DID YOU SEE THIS POST ADVERTISED? |   |       |  |
| SIGNATURE:                              |   | DATE: |  |

**Thank you for taking the time to complete this form.**

**PLEASE RETURN COMPLETED EQUAL OPPORTUNITIES FORM TO:**

**Post:**

Karen Hurley, Cranfield Trust, Court Chambers, 1 Bell Street, Romsey, Hampshire, SO51 8GY.

**Email:**

[karen.hurley@cranfieldtrust.org](mailto:karen.hurley@cranfieldtrust.org)