

# Head of Fundraising & Business Development



## APPLICATION PACK



## Head of Fundraising and Business Development

Full-time (some flexibility possible), Competitive Salary

The Cranfield Trust is a national charity which provides free management support to the voluntary sector. The Trust is going through a period of strong growth and development, and we are looking for an experienced and innovative fundraiser to join our team.

You will be a fundraising leader, with a great track record in major donor fundraising, who's also commercially oriented, able to help us develop and diversify our income streams. You will be confident and professional in working with high net worth individuals and will have a track record in making the ask. You will also be commercially astute, and able to identify and implement new activities in generating earned income through finding new markets for the charity's services, and reacting to new opportunities as they present themselves.

More information on the role is available in a job description and person specification. This is a full time role but some flexibility is possible for the right candidate. The role is based at the Trust's office in Romsey, Hampshire, but flexibility is also possible in terms of location, as it is expected that travel to London and other locations will be required on a regular basis.

To discuss the role informally please contact the Chief Executive of the Cranfield Trust, Amanda Tincknell, on 01794 830338, or by email [amanda.tincknell@cranfieldtrust.org](mailto:amanda.tincknell@cranfieldtrust.org)  
Closing date: 5pm, Monday 29th January 2018

Registered Charity No. 800072 (England & Wales) & SC040299 (Scotland)

***We believe in building successful charities***

## About the Cranfield Trust

The Cranfield Trust is a UK-based national charity (England & Wales 800072, Scotland SC040299) and a Company Limited by Guarantee (No. 2290789). The Trust was established in 1989 after HRH The Princess Royal challenged the staff, students and alumni of Cranfield University to use their business skills to benefit the voluntary sector.

In the UK there are over 165,000 voluntary organisations with a total income of £45.5bn, the Cranfield Trust provides a range of business services to support these organisations and help build successful charities. Our range of services include pro bono management consultancy, free, tailored HR advice and guidance, masterclasses and online resources.

We rely on the generous support our funders, and team of highly skilled commercial sector volunteers, as well as working in partnership with companies such as RBS Mentor to offer high value, independent business support to local and national charities across the UK.

This is an exciting time to join the Cranfield Trust as we move into the third year of our five year strategic growth plan. We are now seeking a full time Head of Fundraising and Business Development to join our senior management team, to help us achieve our ambitious goals. For more information about our work, visit our website – [www.cranfieldtrust.org](http://www.cranfieldtrust.org)

### Our Mission

Our Mission is to share expert business skills and knowledge with the voluntary sector to build strong, sustainable charities.

### Our Vision

Our Vision is for all voluntary organisations to have the management expertise to help them thrive.

## Job Description

**Job Title:** Head of Fundraising and Business Development

**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

**Job purpose:**

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

**Key Objectives**

- To work closely with other colleagues as a member of the Trust's management team, contributing to the overall strategic direction of the Trust
- To research, plan and implement an integrated income generation strategy for the Trust, delivering growth over the next four years and beyond
- To work with the Chief Executive, complementing her skills in trust and foundation fundraising, on building successful relationships to support the Trust
- To ensure delivery of all the income of The Cranfield Trust, including developing earned income from sales of or subscriptions to consultancy and other services, and fundraising from charitable trusts, government, companies and individuals
- To lead and develop a small team of business development, marketing and fundraising staff

**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
- Steer the Trust's marketing and communications strategy, working with the Marketing Manager and operations colleagues to identify and deliver on opportunities to grow the Trust's profile and pursue effective communications campaigns

**Management**

- Develop and lead a small team of marketing, fundraising and income generation staff 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 business, 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, 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

## Person Specification

<b>Role</b> Head of Fundraising and Business Development
<b>Experience</b> Working at a strategic level as part of management team Managing multiple activities through team and colleagues Experience of at least two different types of fundraising – one of which would ideally be major donor fundraising Experience of planning and launching successful new income generation activities Sales/business development experience Building and maintaining strong relationships with supporters and potential supporters Using a CRM system, ideally Salesforce.com Experience of growing organisation
<b>Knowledge &amp; Qualifications</b> Professional qualification - fundraising Knowledge of fundraising regulations and regulatory environment Excellent knowledge of the voluntary sector
<b>Skills/Competencies</b> Strong relationship skills Excellent communications and interpersonal skills Management skills to recruit and manage team members effectively Excellent organisational skills with the ability to coordinate, manage and report on activities Effective influencing and presentation skills Client (internal and external) focused, service oriented
<b>Behaviours (including circumstances)</b> Represents the Trust's values: Friendly, Professional, Committed Engages colleagues with income approach – encouraging all colleagues to be alert to income opportunities Ability and willingness to undertake administrative tasks and support colleagues, a 'hands on' approach

## Summary of terms and conditions of employment

This is a full time, permanent post.

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

**Location:** Court Room Chambers, 1 Bell Street, Romsey, Hampshire, SO51 8GY

**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. The office is closed during the Christmas break and annual leave must be taken during this time.

**Probationary period:** There will be a six month probationary period.

**Policies and procedures:** We have policies designed to ensure the safety and well-being of both workers and volunteers e.g. health and safety.

## 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 and 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.

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 Data Protection Act 1998 (DPA).

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.

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 your CV and a covering email or letter to the Chief Executive of the Cranfield Trust, Amanda Tincknell, [amanda.tincknell@cranfieldtrust.org](mailto:amanda.tincknell@cranfieldtrust.org) no later than **Monday 29<sup>th</sup> January 2018 at 5pm.**

Interviews are expected to take place the week commencing **Monday 5<sup>th</sup> February 2018.**

To discuss the post informally, please contact Amanda Tincknell on 01794 830 338 or by email [amanda.tincknell@cranfieldtrust.org](mailto:amanda.tincknell@cranfieldtrust.org)

## Equal Opportunities Monitoring Form

### PRIVATE AND CONFIDENTIAL

The Cranfield 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 (Please circle/cross out as appropriate):	MALE/FEMALE/ TRANSGENDER/ OTHER (Please specify) _____	IS THIS THE SAME GENDER YOU WERE ASSIGNED AT BIRTH?	<input type="checkbox"/> Yes <input type="checkbox"/> No (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 <input type="checkbox"/> ELDERLY <input type="checkbox"/> OTHER <input type="checkbox"/> NOT APPLICABLE		
DISABILITY 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)  Please give details if you wish:		
ETHNIC ORIGIN How would you describe your identity?	<b>WHITE:</b> <input type="checkbox"/> BRITISH <input type="checkbox"/> ENGLISH <input type="checkbox"/> IRISH <input type="checkbox"/> SCOTTISH <input type="checkbox"/> WELSH OTHER (PLEASE SPECIFY): _____  <b>MIXED:</b> <input type="checkbox"/> WHITE AND BLACK CARIBBEAN <input type="checkbox"/> WHITE AND BLACK AFRICAN <input type="checkbox"/> WHITE AND ASIAN		

	<p>OTHER (PLEASE SPECIFY): _____</p> <p><b>ASIAN, ASIAN BRITISH, ASIAN ENGLISH, ASIAN SCOTTISH ASIAN IRISH OR ASIAN WELSH</b> (Delete as applicable):</p> <p><input type="checkbox"/> INDIAN</p> <p><input type="checkbox"/> PAKISTANI</p> <p><input type="checkbox"/> BANGLADESHI</p> <p>OTHER (PLEASE SPECIFY): _____</p> <p><b>BLACK, BLACK BRITISH, BLACK ENGLISH, BLACK SCOTTISH, BLACK IRISH, BLACK WELSH</b> (Delete as applicable):</p> <p><input type="checkbox"/> CARIBBEAN</p> <p><input type="checkbox"/> AFRICAN</p> <p>OTHER (PLEASE SPECIFY): _____</p> <p><b>CHINESE, CHINESE BRITISH, CHINESE ENGLISH, CHINESE SCOTTISH, CHINESE IRISH, CHINESE WELSH</b> (Delete as applicable):</p> <p><input type="checkbox"/> CHINESE</p> <p>OTHER (PLEASE SPECIFY): _____</p> <p><b>OTHER ETHNIC ORIGIN:</b> (PLEASE SPECIFY): _____</p>		
RELIGION/CULTURAL BACKGROUND	<p><input type="checkbox"/> NONE</p> <p><input type="checkbox"/> CHRISTIAN</p> <p><input type="checkbox"/> BUDDHIST</p> <p><input type="checkbox"/> HINDU</p> <p><input type="checkbox"/> JEWISH</p> <p><input type="checkbox"/> MUSLIM</p> <p><input type="checkbox"/> SIKH</p> <p>OTHER (PLEASE SPECIFY): _____</p>		
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:**

Amanda Tincknell, Cranfield Trust, Court Chambers, 1 Bell Street, Romsey, Hampshire, SO51 8GY.

**Email:**

[Amanda.tincknell@cranfieldtrust.org](mailto:Amanda.tincknell@cranfieldtrust.org)