

# Job Description



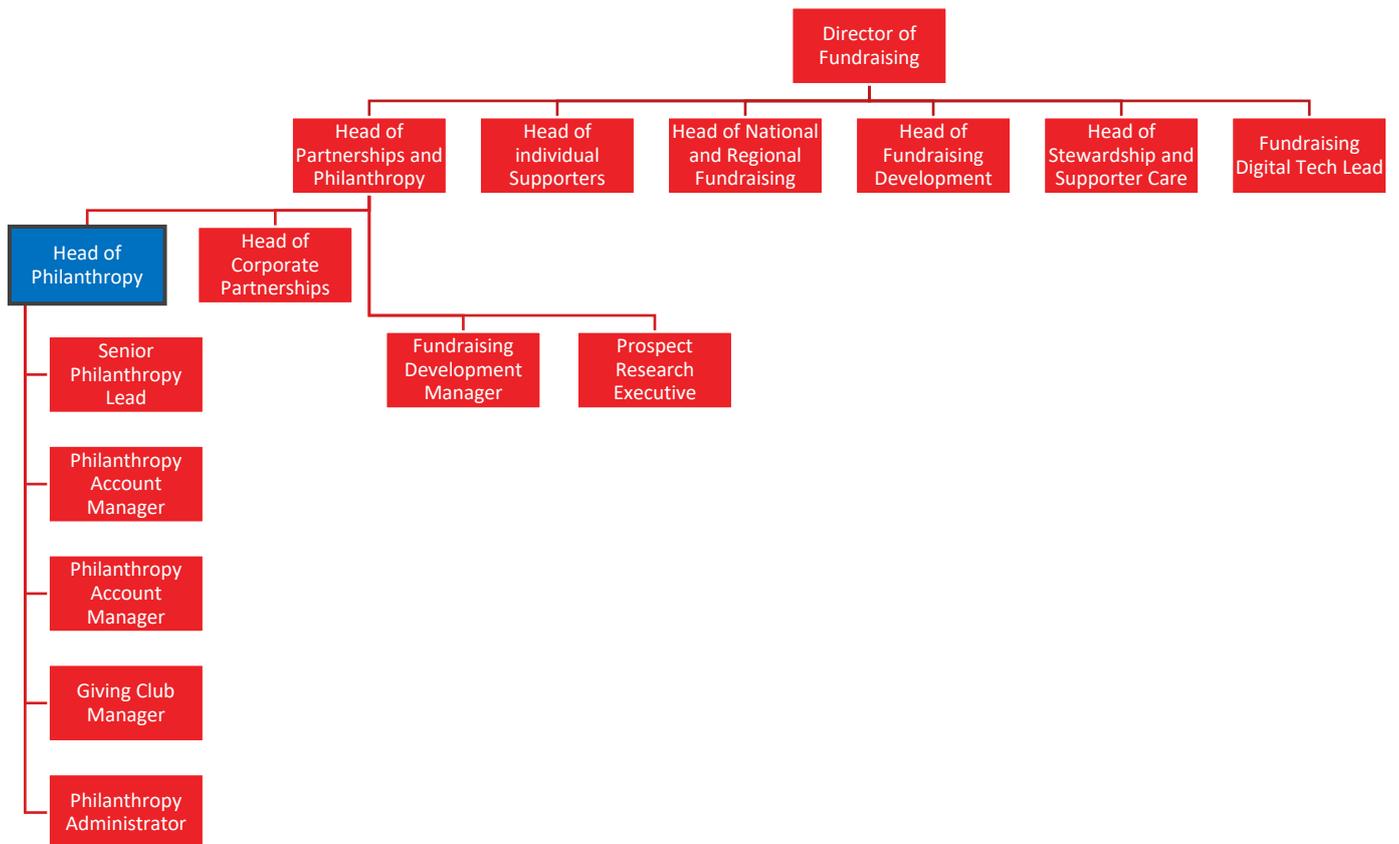
|                       |   |
|-----------------------|---|
| <b>Job title:</b>     | Head of Philanthropy (Maternity Cover)  |
| <b>Department:</b>    | Fundraising   |
| <b>Reporting to:</b>  | Head of Partnerships and Philanthropy   |
| <b>Salary:</b>        | £63,050 per annum   |
| <b>Hours:</b>         | 35 hours per week. Flexible working arrangements will be considered.  |
| <b>Location:</b>      | Based in London, E1.<br><br>Hybrid working; you will be required to work from the London office a minimum of one day a week/ twice a fortnight. |
| <b>Contract type:</b> | Fixed term contract until September 2022  |

## Aim and influence

- Lead and drive forward growth in our Philanthropy Fundraising team
- Overall responsibility for ensuring philanthropy income target (£2.2m in 21/22) is achieved
- Manages one Senior Philanthropy Lead, three Philanthropy Managers and an Administrator to create an exceptional supporter experience for Crisis philanthropists



## Organisational chart



*Please note structure is subject to change*

## Job responsibilities

### Fundraising leadership

- Leading on embedding a culture of philanthropy across Crisis
- Support the management and strategic direction of Fundraising through the Fundraising Management Team
- Play an active role in building and maintaining the leadership culture across Crisis through membership of the Strategic Leadership Group
- Work particularly closely with the Corporate Partnership Team and Trusts Fundraising team, understanding the interdependencies between Philanthropy and Partnership income streams and other fundraising activity and how that impacts on relationship management and prioritisation.
- The permanent post holder also leads on building an innovation culture across the fundraising department and subject to the skills, experience and preferences of the maternity cover post holder, this element of the role can continue.

### **Strategy, Planning and Reporting**

- In consultation with the Head of Partnerships and Philanthropy, lead on the development of a strategic plan for Philanthropy that supports, complements and aligns with wider fundraising priorities and the Partnerships and Philanthropy Strategy
- Provide leadership to the Philanthropy Team, managing the budgeting and planning process ensuring that targets are established and communicated in a consultative manner, investment opportunities and risks identified, and plans delivered on time
- Work with the Head of Partnerships and Philanthropy to ensure Philanthropy plans are integrated with wider organisational strategies
- Contribute to the evolution of the overarching fundraising strategy
- Monitor results across the team and ensure that regular reports of key metrics and results are provided to the Head of Partnerships and Philanthropy and Finance.

### **Relationships**

- Empower the philanthropy team to deliver excellent relationship management with Crisis Philanthropists and work to create an integrated and collaborative approach to stewardship of Corporate Partners with the Corporate Partnership Team
- Support peer to peer giving and facilitate relationships with the Head of Partnerships and Philanthropy and Head of Corporate Partnerships
- Work closely with the Fundraising Development Team (FDT) within P&P who lead on generating the cases for support, events, communications and more to meet the needs of the philanthropy and corporate partner audience
- Work closely with service heads and directors across the organisation, ensuring that funding proposals are of the highest standard and aligned to our long term goals
- Work closely with the Head of Partnerships and Philanthropy, Head of Finance, Head of IT, and Database Manager to ensure that systems and processes best supports fundraising activity

### **Management**

- Line manage the Senior Philanthropy Lead, Lead, Philanthropy Account Managers, Giving Club Manager and Philanthropy Managers and Administrator ensuring that one-to-one meetings, annual performance reviews and learning and development opportunities are taken forward.
- Build on recent developments in our culture to strengthen a culture that celebrates giving and receiving feedback, makes use of personality profiles and preferences and maintains an environment of psychological safety for the team where collaboration can thrive.

### Communication

- Work with the Head of Marketing and Communications, Head of Policy and Campaigns, Head of Research and Evaluation and Fundraising Development Team to communicate the brand and key campaign messages to Philanthropists
- Keep abreast of the key fundraising trends and issues, and the regulatory environment around Philanthropy fundraising, and ensure that standards are set, procedures followed and issues acted upon or communicated to Heads and others as appropriate
- Ensure that all philanthropy communications are of the highest standard and supporter-focussed.

### General responsibilities

- Actively encourage and support member involvement within Crisis
- Ensure best practice in Equality, Diversity and Inclusion are demonstrated throughout our philanthropy fundraising
- Develop and maintain an understanding of the charity's work and the needs and circumstances of homeless people
- Comply with Crisis policies and procedures, including Health and Safety policies, for which all employees owe a duty of care both to themselves and others, in accordance with the Health and Safety at Work Act
- Respect and meet professional standards published by the Institute of Fundraising and the Fundraising Regulator
- Carry out any other duties that may reasonably be required in the light of the main purpose of the job

### Person Specification

#### Essential

- 1 A fundraising leader, with a track record of high performance in Philanthropy Fundraising
- 2 Ability to develop and implement strategies and plans that align with Philanthropy Fundraising and the overall organisational strategy
- 3 Ability to work credibly at the highest level of organisations and with a variety of senior and influential individuals; understanding their motivations and speaking their language
- 4 Ability to lead and inspire a team to work positively and collaboratively with each other and across the organisation
- 5 Proven record of inspiring and developing five, six and seven figure donations
- 6 Proven experience in use of engagement and stewardship events

## Head of Philanthropy, Fundraising, December 2021 – Job Pack

- 7 Ability to create and develop high-level case-for-supports, products and funding proposals
- 8 Ability to plan, budget and measure performance, including the development and use of KPIs
- 9 Commitment to Crisis' purpose and values including equality and social inclusion

### Desirable

1. Demonstrable understanding of digital marketing techniques in high value fundraising.
2. Experience of working with senior volunteers.
3. An understanding of working across devolved nations and regions

*We encourage applications from all sections of the community and particularly from people who have lived experience of homelessness.*

## Supporting your application

Thank you for your interest in working for Crisis.

Before you apply, please take a moment to read through the frequently asked questions below which are designed to support your application and help you understand our recruitment processes.

**The person specification requires a qualification or experience that I do not have. Is it still worth me applying?**

The person specification has the key knowledge, skills, experience or behaviours needed to carry out the job successfully and you will be scored based on any information you provide. If you don't quite meet the criteria, for example if you have an understanding of something rather than experience of doing it yourself, you may still pick up points for explaining your understanding or how you might approach it. However, some of the person specification points, for example specific qualifications, are critical to the role so if you don't meet those requirements, you are unlikely to be shortlisted.

**Can I apply by sending my CV?**

Occasionally we accept CVs and a covering letter but only if this is requested in the advert for the post. We don't accept speculative applications or hold CVs on file.

**What should I do if I can't complete an online application?**

If you would like to apply in a different format, for example in a Word document, because you are unable to use the online process, please contact the Recruitment Team [jobs@crisis.org.uk](mailto:jobs@crisis.org.uk) It is helpful if you provide details of your requirements or suggestions about how we might best support you to apply so that we're able to consider alternatives.

**How can I maximise my chance of being shortlisted?**

It is important that you complete all sections of the online application form to ensure that the recruiting panel understand your interests, skills, behaviours, knowledge and experience.

Shortlisting is mostly based on the information you provide in the assessment form section.

Support your statements with specific examples that show how you meet each of the person specification points. You may wish to use the **STAR approach**:

**S or T – Situation or task**

Describe the situation or the task that you had to complete. It could be something from your previous employment or personal experience – just make sure it's relevant. Given enough detail for the person shortlisting to understand what was involved

**A – Action**

Describe the action you personally took to resolve the situation or task. Explain the process/steps you took. Even if you are describing a group project, describe what you did rather than what the team did as a whole

### R – Result

This is the crucial part of the answer. Explain how your actions resulted in a successful outcome. Talk about what you achieved, the benefits and what you learned.

A strong application will also be in line with the **Crisis Values** that you can find on our website.

**Please note!** If you don't provide full responses against the person specification points, the panel won't be able to score your application fully and it will be unlikely there is enough information for you to be shortlisted.

### How quickly will I know if I have been shortlisted?

Every recruitment campaign will be different depending on how quickly the shortlisting panel can review applications but if you have not been shortlisted, you will receive an email from us confirming that.

### If I am not shortlisted, can I get feedback on my application?

Unfortunately, we are not able to offer feedback on your application if you are not shortlisted for interview.

### Can I get feedback after my interview?

We appreciate that information about where you did well or less well can be useful, so if you are not successful following interview we are able to provide feedback.

### Will you notify me of future vacancies?

Once you have registered via Crisis Jobs Online, you can sign up to receive notifications of new vacancies based on the criteria you select. We also recommend that you check our website regularly for details of new vacancies.

### I recently applied for a role and was not successful, but have seen the role re-advertised. Is it worth me applying again?

If the gap between advertising has been short, we would normally advise that candidates need not apply again, unless you have re-written and enhanced your application. Some examples might be that you have strengthened your examples using the STAR technique above.

## Crisis Jobs Online

I have typed my personal statement answers into the online form, but it won't let me save them.  
What should I do?

There is a word limit of 400 per answer so it could be that you have exceeded the limit and that is what is preventing you from saving your work.

I filled in the personal statement section and tried to save it/submit it. However, it wouldn't do this and my information was lost. Is there any way to retrieve it?

You are encouraged to record your answers in a Word document first before copying and pasting your answers into the online application form, using the keyboard shortcuts Ctrl + C to copy and Ctrl + V to paste. The application form has a strict time out limit and so if you take longer than that limit you will lose your work and we are unfortunately not able to retrieve it.

Where can I get help?

If your query has not been answered above, you can contact the Recruitment Team [jobs@crisis.org.uk](mailto:jobs@crisis.org.uk) for support.