



## Head of Fundraising & Communications

<b>RESPONSIBLE TO:</b>	Director of Development
<b>JOB LOCATION:</b>	Hybrid working – office based in Amersham (minimum 2 x days/week), Buckinghamshire (on tube and Chiltern Line and close to M25/M40/M1)
<b>HOURS:</b>	Part/Full time (Minimum 28 hours / 35 hours across a minimum of 4 x days/week)
<b>SALARY:</b>	£50-55k

### A message from the Chief Executive, Louise Griew

Thank you for considering applying to Roald Dahl's Marvellous Children's Charity. We believe that very seriously ill children and their families deserve to live the best life possible.

We have a committed, focused and a hard-working team, and I am proud of each and every person for the contribution they each make to achieving our goals. Whilst we work with children and families who find themselves in devastating circumstances, we also strive to sprinkle the Roald Dahl magic in what we do. We aim to value all our staff and ensure everyone who works for the organisation is happy, supported, has a work/life balance and importantly, has fun!

In the last 4 years, we have worked tirelessly to ensure the charity maintains a robust and sustainable position, and we have achieved this. We now need to continue to maintain this whilst also now having the opportunity to explore growth plans and how we can do more to enable us to help many more children. To do this, we need an experienced fundraiser and marketer who can work with our stakeholders and team to deliver on our objectives. Importantly, we need someone who can manage a team of dedicated professionals who need ongoing support and development, and is able to help them achieve all their goals.

In summary, we need someone who is empathetic to the cause, goal-focused and is exceptional at building relationships at all levels. We look forward to meeting you soon.

### About us

**Our vision** is that every seriously ill child has a Roald Dahl Specialist Nurse to help them to lead a more marvellous life.

**Our mission** is to provide specialist nurses and support for seriously ill children living with complex, lifelong conditions.

As a charity that works in partnership with the NHS, we find innovative ways to ensure that children and families have the care and support they need. We do this through improving the healthcare outcomes and resilience of children and families, and we focus on complex, lifelong conditions that are underfunded and under resourced. The outcomes we are aiming to achieve are:

- Improved quality of care
- Improved experience of care
- Improved efficiency and cost effectiveness of care
- Improved resilience of seriously ill children and their families

## **Our Charitable Programmes**

### **Nurses**

Roald Dahl Specialist Nurses are a vital lifeline to the children and their families, supporting them clinically and emotionally. They co-ordinate care and are often there for them until adulthood. Although Roald Dahl Nurses operate across a number of different specialisms, they are all specialist nurses who make a huge difference to children and families. We currently have over 100 Roald Dahl Nurses supporting more than 32,000 children.

### **Nurse Development**

Nurse Development is key to a Roald Dahl Nurse improving the care and support they give. We work with our nurses to offer opportunities to improve their skills, to build a peer network and to ensure that best practice is shared across the Roald Dahl Nurse network. We also work with our nurses on leadership and service improvement, making them incredibly valuable to their services.

### **Nurse Led Innovation**

We support Roald Dahl Nurses to solve problems creatively. Using a cohort approach, and through forming partnerships we work closely with our nurses to improve healthcare outcomes for children through innovation.

### **Marvellous Family Support Service**

Our Marvellous Family Support Service helps families to access their benefit entitlements. This support service helps families to overcome financial worries, helping to relieve some of their stress and anxiety. We have launched a pilot for an emotional support service now and are also building on our programme of workshops for parents and carers.

### **Job Spec**

Reporting to the Director of Development, the post holder will be accountable for:

- Managing the fundraising and communications team
- Contributing fully across the whole organisation on strategic direction and plans for growth and sustainability through core income generation and communications
- Supporting the Director of Development to implement the fundraising and

communications strategies, and manage and monitor performance against agreed budgets and business plans

- Leading the Fundraising and Marketing Communications Team. We also work with a number of agencies and individuals who provide paid and/or pro bono support.
- Providing advice and guidance on all issues relating to fundraising and marketing communications to the Director of Development and when required, work with the Senior Leadership Team and the Fundraising & Communications Sub-Committee of the Board of Trustees.
- Providing regular comprehensive detail to the Director of Development on the development of fundraising and communications performance and activities.
- Agree annual income and expenditure budgets with the Director of Development.

### **Responsibilities to include**

- Lead, motivate and manage the Fundraising and Communications team, including regularly monitoring performance to deliver against objectives and budgets.
- Lead and manage the development of team members (approx.. 7 individuals), so that they are equipped with the skills and confidence to perform their roles in a way that fits with the organisational culture and values.
- Implement and deliver on clear and realistic fundraising and communications strategies to ensure objectives and targets are met, as agreed with the Chief Executive, Senior Leadership team and the Board, putting in place evaluation and mitigations measures.
- Work in collaboration with the Chief Executive, Director of Development, selected trustees, and the Fundraising and Communications Team to build existing income streams and develop innovative and effective plans to secure long-term sustainable funding.
- Manage brand and external messaging to ensure consistency and co-ordination across the organisation, to build a positive reputation and strong public recognition.
- Oversee the liaison and communications of all stakeholders, patrons and ensure all key individuals are kept updated with the charity's progress and are invited to events as appropriate.
- Coordinate the production of reports against targets for the Fundraising & Communications sub-committee and the Board meetings and support the Senior Leadership Team on other relevant reports and papers.

- Ensure regular communications with other teams.
- Maintain a good knowledge of fundraising methods and trends across the charity sector, communicating these internally to staff as appropriate.
- Maintain and develop the professional standards of the Fundraising and Communications team and Roald Dahl's Marvellous Children's Charity through appropriate training and dissemination of information from relevant organisations.
- Keep abreast of all legislative matters related to fundraising and provide advice and guidance as necessary.
- Represent Roald Dahl's Marvellous Children's Charity at internal and external conferences, where appropriate and at fundraising events.
- Act as ambassador for Roald Dahl's Marvellous Children's Charity, protecting and promoting its good name and reputation at all times.

### Other Matters

This job description is not exhaustive. It may be amended to meet the changing requirements of the charity at any time after discussion with the post holder.

Roald Dahl's Marvellous Children's Charity is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. Confirmation of appointment will be subject to a satisfactory Disclosure Barring Service report.

Roald Dahl's Marvellous Children's Charity is committed to achieving the highest standards of service and employment practice. We give equal opportunity to everyone, regardless of background. While our offices are not currently accessible for people with significant mobility difficulties, we will make all reasonable adjustments to allow the most suitable candidate to perform their role effectively.

Person Specification: Head of Fundraising & Communications	Essential (E) or Desirable (D)
<b>1. Knowledge:</b>	
Good understanding of health and the charity sectors across the UK	<b>E</b>
Understand and support the charity's aims and objectives	<b>E</b>
Understanding of the impact of serious illnesses on children and their families	<b>D</b>

Ability to think at a strategic and operational business level including project planning, monitoring and evaluation	E
Ability to manage teams with empathy and professionalism, and develop individual	E
Someone who can bring new ideas to the charity whilst delivering on all traditional fundraising tasks	E
<b>2. Skills</b>	
Ability to manage effectively and retain enthusiasm, passion and commitment of all individuals whilst meeting and exceeding targets	E
Tact and diplomacy and the ability to respect confidentiality	E
Excellent oral and written communication skills along with the ability to negotiate and deliver presentations to all manner of audiences	E
High level organisational skills with the ability to meet deadlines under pressure	E
Ability to remain positive and constructive under pressure and embrace feedback	E
Ability to be assertive but also have empathy and ability to be sensitive with staff	E
Ability to communicate with people of all levels and abilities	E
<b>3. Personal Qualities</b>	
Enthusiastic and hard working	E
Strong team player	E
Calm under pressure and common-sense approach	E
Flexible and adaptable	E
Strategic thinker	E
Sensitive and empathetic	E
<b>4. Experience:</b>	
Proven track record of running and managing fundraising & communication teams	E
Proven track record of securing substantial income and building long term relationships	E
Managing high performing teams to achieve objectives	E

Experience in different areas of fundraising, marketing and communications	<b>E</b>
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