

Read
for Good[®]

Motivating kids to read

Head of Fundraising

Job information pack





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Why work for us?

Read for Good is a national charity committed to improving the lives of children in schools, hospitals and communities across the UK through reading for pleasure. We are a talented, creative, inquisitive bunch who share a passion for making a difference in the world. Alongside our wider team of freelancers, volunteers and trustees, we thrive in a culture that encourages curiosity, collaboration and creativity. Our distinctive branding, enthusiasm for internal and external collaboration, high professional standards and our passion to create compelling programmes that deliver results mean that we punch above our weight.

We pride ourselves on our charity's impact. Whether it's featuring on BBC One's Children in Need appeal show, BBC Radio 4's Charity Appeal, or hosting events for tens of thousands of children with the likes of Greg James, Bear Grylls, Michael Morpurgo and Cressida Cowell - we always aim high and drive for results.

We believe people benefit from working together, so our family-friendly roles are based in modern, light, plant-filled offices with free parking, next to a stream filled with wildlife and just a 5-minute walk from the lovely shops and cafes in the beautiful Cotswolds market town of Nailsworth.

Did we mention we're mad about books?!

As one member of our team said "It doesn't feel like work!".

Don't worry if you don't tick all the boxes in our person spec - you might still be just the right person for our team. If you're excited about working for us, and have most of the skills or experience we're looking for, please apply.



About the role

This is a fantastic chance to join our ambitious and friendly team to lead us in a new and pivotal phase of our fundraising strategy. We are at an exciting stage of our organisational development that aims to significantly expand our reach; this is a unique opportunity for a committed, passionate individual to help drive the charity forwards. The role will build on our well-established trust grant fundraising programme and the income generated from our flagship Readathon sponsored read, as well as further developing our newer income streams, namely major donors, individual and regular giving income, corporate partnerships and legacies. You will be part of the Senior Leadership Team, working closely with the Board of Trustees and our new Chair, as well as the CEO and COO, leading the fundraising team and driving its strategy to really make your mark.

Role responsibilities

- Devise and implement a new long term fundraising strategy to provide sustainable and scalable growth, building on an existing successful fundraising programme
- Lead and motivate our high performing fundraising team of managers and officers across varied fundraising specialties
- Provide detailed financial management of the fundraising function, working to achieve or exceed fundraising targets, and analyse and report on different income streams
- Develop targets and objectives to grow unrestricted, restricted and multi-year income by effectively guiding the fundraising team with a focus on return on investment
- Ensure the highest levels of compliance and best practice
- Network and build effective relationships internally with the Senior Management Team, Board and the wider team, as well as externally with charitable trusts, high net worth individuals and other key donors and stakeholders
- Contribute to the delivery of the organisation's new overall strategic plan

Person specification

Ideal skills and experience

- Demonstrable management a diverse range of income streams such as trusts, major donors, individual giving and corporate fundraising
- Experience of creating and delivering on a fundraising strategy at a senior management level
- Exceptional team leadership and staff management, with an ability to inspire and engage
- Proven success of delivering fundraising proposals, and meeting team and personal income targets
- Numerate and confident handling of financial data, able to assimilate complex information
- Highly organised, able to plan and prioritise effectively
- Outstanding communication skills (both written and oral) particularly demonstrating an ability to be persuasive
- Excellent interpersonal skills with the ability to create positive and sustainable internal and external relationships
- A good working knowledge of legal, regulatory and best practice guidelines and a commitment to personal and team development



Personal qualities

- Ambitious with a desire to work to a high professional standard
- Proactive and energetic, adaptable and enthusiastic
- Self-motivated, curious and able to be effective independently as well as part of a team
- Willing to work hard and with a flexible 'hands-on' and 'can-do' attitude
- An understanding that as a small team, there are times when everyone has to muck in

General requirements of all staff

- Supportive of Read for Good's mission of getting kids in the UK reading for pleasure
- Work with integrity, good governance and compliance, in line with Read for Good's policies and procedures
- Adhere to the highest standards of best practice, including safeguarding and the Fundraising Regulator's Code of Practice and other relevant legislation



- Confidentiality - maintain a strict confidentiality of information
- Good standard of written and verbal English, and competent IT skills
- A willingness to work outside office hours, attend external meetings, travel and make overnight stays on occasion, when required
- Undertake any other duties as reasonably required by the organisation

Terms of employment

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| Position: | Head of Fundraising |
| Reporting to: | CEO |
| Direct/indirect reports: | Fundraising and Development Manager, Partnerships and Research Manager, Senior Partnerships Officer, Fundraising and Communications Officer plus soon to be recruited Fundraising and Stories Officer, as well as one or two freelancers at times. |
| Location: | The role is office based (Nailsworth, Gloucestershire), but flexible working can be considered for the right candidate. |
| Salary: | Circa £45,000 depending on experience |
| Hours: | 35 hours a week |
| Annual leave: | 25 days plus bank holidays. In addition, the office is closed between Christmas and New Year |
| Maternity allowance: | Standard statutory benefits |
| Pension: | Work Place pension 3% employer, 5% employee (total 8%) with the flexibility to change your contributions |
| Any other benefits: | Flexible, caring, people-centred culture Training and internal opportunities to support career development Access to a free 24/7 confidential counselling service Ample free parking and bike racks Spacious offices with different break out areas including sofas, standing workspace and riverside outside space (with ducks!) Regular office socials, free tea and coffee, and office book swap |

Read for Good celebrates the diversity of the communities in which we work and is fully committed to inclusion and equality of opportunity. We welcome applications from individuals regardless of their race, ethnicity, sexual orientation, religion, age, gender identity, disability or who are part of other groups that are disadvantaged and/or marginalised.

Read for Good, in compliance with the Equality Act 2010, will seek to make reasonable adjustments to overcome barriers to employment caused by disability and/or neurodiversity, and encourages applications from these candidates. If you need any reasonable adjustments please contact PSR on 01242 691683. We guarantee to offer an interview to those with a disability who meet the minimum criteria.

Recruiting Applicants with Criminal Records: Applicants with criminal records are welcome to apply for roles at Read for Good. Advice and guidance on disclosing a criminal record can be obtained from Unlock. Successful appointment is subject to DBS checks and references.



How to Apply

Please send a copy of your CV and a supporting statement demonstrating how you meet the person specification and what attracts you to this role.

We recognise that some of your experience may be from unpaid roles as well as paid employment - please include any voluntary work if it helps to show why you are the right candidate for the job. Please email your supporting statement and CV to info@pollysymondsonrecruitment.co.uk quoting **000141**.

We welcome applicants to have an informal chat with either the team at Polly Symondson Recruitment or with a member of staff here at Read for Good. To arrange this email: info@pollysymondsonrecruitment.co.uk

Key dates:

- Application deadline: **27th March**
- Initial interviews with Polly Symondson Recruitment will take place online up to **28th March**
- Shortlisted candidates will be invited to an interview with Read for Good on **5th April**

readforgood.org    

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