



Head of Fundraising

This is a pivotal role in the development of Praxis. As Head of Fundraising you will build on the successful work to date and lead the development and implementation of Praxis' fundraising activities to secure funding for project work and the charity's core costs with a particular focus on grants, trusts and individual donors.

With a strong background in Trust fundraising, you will have a proven ability and passion for relationship management and producing successful and well written proposals. You will have a proven track record in securing large multi-year awards, as well as experience of developing and expanding a trust fund portfolio.

You will also have experience and enthusiasm to lead and implement strategies to build our individual giving and support from individual donors. In particular you will lead all fundraising related communications and ensure a positive donor journey.

This role requires a well organised, dynamic and creative individual able to think strategically, work on their own initiative, lead and develop a team, to ensure that Praxis maintains and develops its grants and trust fundraising, as well as building its support from individual donors. This is an exciting time for Praxis as we develop our public profile, having played a major role in exposing the Windrush scandal, for which we were shortlisted for two awards. We have also received awards in 2018/19 for our innovative housing project.

The post holder will work closely with the CEO and management team and external consultants or other support that may be commissioned from time to time.

Head of Fundraising

Reports to: Chief Executive

Relationships: works with the head of services, finance and operational team members.

Responsible for: finance and fundraising assistant (40% of role); Communications manager (approx40%); individual giving fundraiser (p/t, new role to be created); volunteers

Salary: c£43k, depending on experience

Terms: full-time (35 hours) flexible office hours, with occasional evening or weekend working; some home working possible (after successful probation period); 25 days annual leave (rising one per year to a max of 30) plus statutory holidays.

Purpose of the role:

As Head of Fundraising you will be a member of the senior team leading and developing the fundraising strategy and program overall to achieve significant growth in line with our ambitions to increase our social impact. You will lead, develop and implement plans for all fundraising activities to secure funding for project work and the charity's core costs with a



particular focus on grants, trusts and individual donors. You will also support institutional applications. You will be responsible for ensuring that all our communications support fundraising and for building a team approach.

Responsibilities

Trusts and grant-making bodies

1. Develop Praxis' overall fundraising strategy and plans in conjunction with the Chief Executive, Head of Services and finance director.
2. Develop a three year strategy and targets for trust fundraising, identifying multi-year funds and ensuring the continuation of key projects
3. Write high quality tailored applications, addressing grant-making priorities or requirements as specified by individual trusts and foundations.
4. Manage and lead the identification of, and approaches to, trusts and foundations that have not previously supported the work of Praxis, building on an annual calendar of key prospects.
5. Develop and maintain grant application and reporting systems and ensure appropriate reporting, relationship building and provision of timely information to funders.

Individual Donor Fundraising

6. Develop strategies and action plans to increase individual donors/supporters and to nurture and increase donation levels from donors and identify potential major donors.
7. Ensure effective mechanisms are in place to thank and support individual donors and ensure regular communications, in partnership with the communications manager.
8. Ensure a positive supporter journey and develop ways to involve donors beyond financial giving.
9. Ensure digital marketing techniques are used to maximise the impact and returns of all campaigns.
10. Provide in-depth analysis of giving trends across the database and to explore new ways of refining data analysis, in order to drive and inform our forward planning. Specifically looking at LTV of cash and regular donors by recruitment channel.
11. Identify potential sources of corporate support and develop and pursue plans to secure financial support from businesses.
12. Lead on the cultivation of relationships with potential major donors and corporates.
13. Contribute new ideas for fundraising and identify suitable funding initiatives and new avenues to explore.

Communications

14. Work with and line-manage the work of the communications manager that supports fundraising to ensure fundraising is embedded within our communications, properly targeted and that messaging is clear, compelling and respectful of our beneficiaries.



15. Keep a core case for support up-to-date and ensure we maintain a bank of up to date case studies to showcase our work.
16. Ensure that funders and donors are sent relevant information and invited to events.
17. Take responsibility for online fundraising via Praxis' website and social media platforms supporting the communications manager to develop and deliver effective on-line campaigns.
18. Work in a collaborative way to develop our approach to public campaigning.
19. Identify and submit applications for prizes and awards that will raise the profile of Praxis and help secure funding in the future.

General

20. Set and manage targets and regularly review the success and achievements against these targets, identifying strengths, weaknesses and areas for development.
21. Contribute to income forecasts and multi-year income models based on various scenarios.
22. Maintain organised records of all fundraising information, including the tracker, ensuring that fundraising activities meet the Fundraising Code of Practice and we comply with data protection regulations, including GDPR.
23. Provide written information and reports for the CEO and trustee board as required.
24. Participate in the day to day work of the organisation – such as reporting, attending team and board meetings as required, and taking a flexible approach to general administrative and support tasks.
25. Represent the work of Praxis at events to members of the public and supporters, where necessary delivering presentations.
26. Ensure that all staff in the fundraising team are appropriately managed and supported with clear work plans and measurable performance targets.

Volunteers

27. Recruit and manage volunteers and interns as appropriate to support fundraising activities.

PERSON SPECIFICATION

Essential Requirements

Experience

- Experience of developing and implementing fundraising strategies and plans.
- At least four years experience in trust fundraising within a charity with experience of working at a senior level.
- Proven record of successful applications for substantial funding from trusts, foundations and other grant-making bodies.

- Demonstrable ability to develop relationships with trusts and corporate partners.
- Experience of developing successful individual donor fundraising.

Skills and knowledge

- Excellent written skills with the ability to produce concise and creative bids and submit a regular stream of effective applications.
- Highly numerate with strong analytical skills and confidence in handling financial data, forecasting, building budgets and reporting.
- Highly organised with strong administrative skills and an attention to detail.
- High standard of computer literacy (Excel, Word, PowerPoint and Outlook) with a good understanding of communications media and experience of using a relational database (CRM).
- Proven ability to manage and develop a team to meet targets.
- Knowledge of relationship marketing techniques and strategies
- Experience of successful digital fundraising techniques
- Knowledge of current trends in giving.
- Knowledge of relevant legislation and regulation affecting fundraising and direct marketing.
- Experience of managing external marketing agencies, printers and mailing houses – desirable.

Personal qualities

- Excellent communication and presentation skills to inspire confidence and build relationships.
- Ability to plan and prioritise own workload – and that of others- and meet tight deadlines.
- Ability to work well under pressure.
- A commitment to the aims and values of Praxis and the ability to inspire others to support our work.

Safeguarding

- This role requires Enhanced DBS clearance.