

Job Description

Job title: Head of Stewardship and Supporter-led Fundraising

Reports to: Director of Fundraising

Responsible for: Community Fundraising, Supporter Engagement and Stewardship, Individual Giving, and Prize-led Fundraising, Legacy Marketing teams and functions

1. Main purpose of job

To play a key role in the senior leadership of the fundraising directorate, helping to shape the ambitious future for fundraising at East Anglian Air Ambulance (EAAA).

To be responsible for the strategic direction of key income streams including; community and in aid of fundraising, individual giving, prize led fundraising (lottery) and gifts in wills.

You will lead a great team who are delivering exceptional stewardship plans to retain supporters for longer, creating successful uplift and conversion activity to maximise lifetime value and developing new activity/products to engage with new and existing supporters.

2. Main duties/responsibilities

- Own and deliver the fundraising strategy for EAAA, for your specific areas of responsibility, ensuring integration with the wider fundraising and organisational strategic plans.
- To ensure consistent leadership of the Stewardship and Supporter-led Fundraising team, leading and motivating a team of diverse and talented individuals as they deliver their financial targets and objectives/KPIs to increase the number of supporters, and provide an outstanding experience for everyone who engages with EAAA.
- Have overall responsibility for the creation and management of the team's income and expenditure budget, feeding into the 5-year fundraising financial plan, and ensure targets are met, costs are controlled and take proactive action to reduce financial deficits across income streams, if required.
- Develop a brand-new stewardship, retention and development function for the fundraising directorate including; building the team, embedding the function across the fundraising and wider teams; This function will be the beating heart of the fundraising team and ensure we can deliver our ambitious strategy.
- Supported by your team, you will lead on new product, activity, events testing – from development through to implementation. Stewardship journey mapping, development, implementation and monitoring for all income streams in your remit and provide support to other fundraising functions. You and the team will

also be responsible for targeted marketing activity, supporter retention, uplift and conversion campaigns and the supporter experience.

- Specifically lead on the strategic direction of key income streams including; community fundraising, events, individual giving, prize led fundraising (lottery), in memory fundraising, gift aid and gifts in wills. In addition, your team will provide additional support and lower-level stewardship for other key functions inc. corporates, mid-level donors as required.
- Ensure that Community supporters, and your team, have the right tools, materials and collateral to successfully fundraise and support EAAA. This includes owning the development of specific fundraising materials, and the development of new fundraising products and/or activity which target specific Community Fundraising audiences.
- Working with the Head of Volunteering and the volunteering team, to ensure all volunteer led activity, community-based activity and additional administration activity is delivered or supported by a group of fantastic volunteers, based across the region.
- Lead on developing fundraising policies and procedures for the benefit of the Stewardship and Supporter-led Fundraising team and Fundraising as a whole – working with other colleagues as and when required. Ensure all campaigns and activity adhere to all relevant legislation including; Fundraising Regulator, UK Charity Law, Data Protection Act, Advertising Standards Authority and Gambling Commission.
- Attend internal and external meetings across the region as an expert in fundraising and stewardship, represent the charity at any relevant regulatory meetings carrying out any internal audits and compliance meetings as required and deputise for the Director of Fundraising when required.

3. General duties/responsibilities

- From time to time, the post holder may be required to work at any of the Charity's sites in line with organisational needs.
- All staff must ensure confidentiality and security of information dealt with in the course of performing their duties. They must comply with and keep up to date with Charity policies and legislation on confidentiality, data protection, freedom of information and computer misuse.
- All staff are required to adhere to and act consistently with all relevant health and safety legislation and Charity policies and procedures in order to ensure that their own and the health, safety and security of others is maintained.
- Staff will actively promote the Charity's commitment to equality and diversity by treating everyone with dignity and respect.
- All employees should take a proactive approach to personal development in order to ensure that skillsets are aligned to the demands of the role as it evolves and develops to meet the organisation's changing needs.

- All employees have a responsibility for protecting, safeguarding and promoting the welfare of children and vulnerable adults.
- It is the responsibility of all employees to conduct all business in an honest and ethical manner.
- Staff should uphold and demonstrate the Charity's values (reasoned, accountable, integrity, synergy and evolution).
- All staff should be aware of their responsibilities to protect the reputation of the charity e.g. social media and behaviour.
- Reporting incidents via the Radar system as part of an open and fair culture.
- Staff should be willing to undertake any activity as deemed appropriate by the charity that is in line with skills, experience and knowledge.

4. Person specification

Education and qualifications	
Essential	Desirable
Professional fundraising qualification or significant experience managing a fundraising department/team	Relevant diploma
Experience	
Essential	Desirable
Recent management experience of a fundraising department in the third sector	Healthcare charity experience
Experience of leading and developing a diverse team spread over a large geographical area	Experience of leading or managing marketing functions within a charity
Experience of budget planning and management	
Experience of developing successful fundraising strategies	
Using data and insights to inform plans and strategies	
Knowledge and skills	
Essential	Desirable

A good working knowledge of using marketing techniques and channels, ideally in a fundraising setting, to engage with specific audiences	Managing tender processes and contract negotiations
Excellent relationship management skills	
Decisive and considered decision maker	
Ability to negotiate	
Discrete and considerate of others	
Excellent IT skills	
Personal qualities	
Essential	Desirable
Able to communicate and influence at all levels of the organisation	
Effective communication with all supporters, from corporate to grass-roots community	
A natural leadership style, able to gain respect and work as a team player with a range of people	
Strong organisational skills and a collaborative approach	
Full clean driving licence and access to own vehicle	