

Job Description & Person Specification for Head of Fundraising

*“As a result of learning to read, I’ve completed and passed my
land drilling NVQ and site supervisor CSCS card.”
Lawrence, from Read Easy Torbay*

What we do

We help adults learn to read by providing them with free, confidential, one-to-one reading coaching from trained volunteers. This can help our readers to grow in confidence and self-esteem, access other learning and qualifications, improve their employment opportunities, and take a fuller and more effective part in family and home life, their local communities and wider society.



Read Easy UK enables local volunteers to set up and run affiliated groups to provide coaching in their own communities, using our well-structured and highly-replicable model. We currently have 36 volunteer-led groups across England, with another 13 being formed. For more details about what we do and to hear from some of the people whom we have helped, please see our website: www.readeasy.org.uk

Our plans for the future

This is an exciting time to be joining Read Easy UK. We are the *only* organisation attempting to provide one-to-one reading coaching on a national level and our aim is to steadily build the charity to reach into all parts of the UK in due course.

Despite the challenges brought by the COVID-19 pandemic, we have remained financially healthy and have bold ambitions for the coming years. These include:

- Extending our reach, growing to over 100 affiliated groups by 2024
- Exploring ways in which remote coaching can supplement our traditional face-to-face model
- Contributing to an ongoing national discussion about adult literacy, reducing the stigma of not being able to read and encouraging more people to seek support

Over the last few years, our work has received a considerable amount of national and local TV, radio and other media coverage and our fundraising to date has demonstrated that there is growing interest amongst funders to support what we do. Candidates for this post will need to have the motivation, initiative and persuasive abilities to further develop that interest, so that we can realise our ambitious plans for growth.



Role mission and purpose

The primary mission of this role is to develop and deliver Read Easy UK's fundraising strategy so that we can meet the goals on our strategic plan. You will need to be confident and ambitious in your approach, as the plan will require a steady increase in budget year on year. Good foundations are already in place with Trusts and Foundations funding, and our aim now is to begin to increase individual donations and build some corporate partnerships as well.

In addition, the role will involve some responsibility for communications, including line management of our Social Media and Website Manager and ongoing development of PR, in order to raise public awareness of Read Easy's work and to support fundraising.

As Head of Fundraising, you will also be part of Read Easy UK's small management team and will play a part in helping to determine the overall development of the charity.

Responsibilities will include but are not limited to:

Strategic

- Contribute at Management Team meetings and on other occasions to decision making about the development of the organisation and its strategic plans.
- Evaluate regularly the effectiveness of fundraising to ensure it remains in line with development plan objectives; apply improvements where necessary; and report regularly to the Trustees.

General

- Develop an in-depth understanding of how Read Easy operates, its volunteer structure, the specific challenges faced by adults with reading difficulties, and the appropriate and sensitive use of language and terminology.
- Participate in monthly Management Team meetings and quarterly Full Team Meetings.
- Liaise and collaborate with the Chief Executive, Head of Administration & Finance and Head of Regional Operations whenever necessary to achieve the most effective, consistent and joined-up approach.

Fundraising

- Work with the Chief Executive to develop the fundraising strategy, building on current approaches, and:
 - make applications to Trusts and Foundations, with the aim of building relationships with major funders and significantly increasing the size of grants.
 - build income from major individual donors;
 - build and promote campaigns to increase regular donations;
 - work with the Chief Executive to develop corporate funding opportunities
- Manage the reporting relationship with all funders and donors
- Manage Gift Aid, Just Giving, etc.



Communications

- Develop and respond to media opportunities, with the aim of reaching and engaging a diverse audience with Read Easy's work, in order to support fundraising and increase enquiries from both volunteers and potential new readers.
- Line manage Read Easy's Social Media and Website Manager, and support and participate in other areas of the charity's Communications, as required from time to time.

Person specification:

Ideally you will have:

- a passion for our work, for sharing our story and for raising the funds to support what we do;
- an excellent track record in fundraising in the charity sector, including, ideally, experience of corporate partnerships and Big Lottery applications;
- exceptional written and verbal communications skills, with demonstrable ability to communicate complex and nuanced issues and excellent attention to detail;
- experience in creating and delivering an effective fundraising strategy for a growing charity;
- considerable diplomacy, sensitivity, tact and sound judgement when dealing with internal and external stakeholders and high-profile relationships;
- superb presentation skills, including tailoring messages and building one-to-one relationships;
- a collaborative approach, willing to ask for and use feedback to achieve the best results;
- ideally, a good understanding of the adult literacy sector and its issues;
- the ability to plan, deliver and monitor work using a detailed and systematic approach;
- understanding of the need to 'pitch-in', on occasions, and do whatever is necessary as a member of a small team;
- flexibility, self-motivation, energy, commitment and resilience, including the ability to multi-task and work under pressure.

Competencies:

- **Teamwork:** co-operates and works effectively with others in the pursuit of common goals.
- **Personal Responsibility:** knowing and managing one's own emotions, strengths, weaknesses, passions, interests, and values.
- **Communication:** effectively presenting thoughts and ideas in a clear, concise, and readily understood manner. Listens to and acknowledges others' perspectives and views.
- **Problem solving:** systematically investigating, studying, or otherwise breaking down a problem using logical reasoning and drawing accurate and appropriate conclusions.



- Planning and Organising: sets clear and realistic objectives for work plans and programmes. Monitors performance against objectives.
- Influencing: able to influence attitudes and opinions of others and gain agreement to proposals, plans and ideas. Skilful at negotiating.
- Equality and Diversity: values differences in gender, culture, opinions, values, perspectives, ideas, skills, and experiences.

Hours, place of work and induction

This role is for 3 - 4 days per week (exact hours to be agreed on appointment). The role could be partly home-based, but would require at least one day per month to be worked in our office in north Gloucestershire.

The successful candidate will be given one day's induction, followed by a three-month induction period and a six-month probationary period. There may be opportunity for development of the role and the hours worked in the future.

Salary

Salary: £32,000-£34,000 per annum, pro rata. (This is the full time equivalent salary, and the part-time salary will be calculated on the number of hours worked.) Pension scheme available.

To apply

Please provide your CV with a covering letter *laying out in detail why you are applying for the post and how you consider your skills and experience meet the job description.*

Your covering letter should systematically evidence in detail how you meet each of the criteria on the person specification for this role, point by point, in the order laid out above, and preferably under appropriate headings. Applications that do not provide this level of detail will not be considered.

The closing date for applications is **Friday 12th March** and interviews will be held during the following fortnight.