

# Head of Charity Development

## Band 8B

<b>Main area</b>	C&E Communications & Engagement Management
<b>Grade</b>	Band 8B
<b>Contract</b>	Permanent
<b>Hours</b>	Full time - 37.5 hours per week
<b>Job ref</b>	308-CORP-1060
<b>Site</b>	London Ambulance Service NHS Trust
<b>Town</b>	London
<b>Salary</b>	£60,058 - £68,891 per annum inclusive of HCAs
<b>Salary period</b>	Yearly
<b>Closing</b>	10/05/2021 23:59
<b>Interview date</b>	24/05/2021

London Ambulance Service covers an area of 620 sq. miles, serves one of the world's most dynamic and diverse cities and is the busiest ambulance service in the UK. We handle over 1.9 million emergency calls from across the capital and attend more than 1.2 million incidents every single year as well as delivering a 24 hour NHS 111 Integrated Urgent Care Service in South East and North East London that we estimate will respond to around 1.4million urgent care calls by the end of the year.

We employ over 8,000 people who work or volunteer across London to respond to the health needs of over eight million people who live, work and travel in the capital. We work closely with our NHS partners and are commissioned by 32 clinical commissioning groups spread across 5 sustainability and transformation partnerships (STPs) and NHS England for our specialist services. We work alongside London's hospital, mental health and specialist trusts, as well as the five STPs across Greater London.

In addition we work in partnership with the other emergency services, London's Air Ambulance and London's Resilience Forums to make sure we are ready and prepared to respond to major incidents and ensure we keep Londoners safe. As the only pan-London NHS provider we have a unique opportunity to play a leading role in integrating access to emergency and urgent care right across London.

By 2023 we will improve outcomes and experiences for all our patients by providing the right care to patients at the right time, and in the most cost effective way. This will mean up to 122,000 fewer patients being taken to emergency departments when their needs could be better met in a different way, and we will deliver significant efficiencies in avoided costs to the urgent and emergency care sector.

### Job overview

The new post of Head of Charity Development is an exciting opportunity to provide critical leadership - Deputising for the Director - to build both capacity and specifically specialist professional fundraising capacity for the Charity. The post holder will require excellent specialist knowledge of fundraising and marketing with the confidence to be innovative and entrepreneurial in approach, challenging barriers and changing culture, in addition to being an experienced manager with enthusiasm and determination.

This is a new post where it is expected the successful candidate will build from scratch the capacity and capability of the charity and eventually - following successful income generation - build a team of 2-4 who they will line manage; and oversee and be responsible for substantial resources including overseeing grant allocation and overseeing and reporting back on projects being funded

### Main duties of the job

This new role entails taking the lead in building the capacity and capability of the charity in line commensurately with generating income. The successful post holder will raise the profile for the charity especially benchmarking against other leading NHS London charities; and to ensure that there is a high level of confidence in the fundraising function as a professional function generating

significant income leveraging against the significant goodwill and strong brand of the Charity and the Trust.

The post holder will be the Charity's subject matter expert on charity policy and fund raising and the deployment of that funding which it is expected will run into a budget in excess of £1m which the post holder will oversee, report against and be the budget holder.

The successful candidate will lead and manage the fundraising function with clear objectives and targets to measure performance and to consistently deliver against those targets especially in relation to income generation.

### **Working for our organisation**

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### **Detailed job description and main responsibilities**

The postholder must be comfortable liaising with for example high net worth individuals and institutions leveraging the considerable brand and goodwill of the Charity and the Trust to drive significant charitable income generation against agreed targets.

Proactively identifying the key external stakeholders; initiating, building, influencing and maintaining relationships to promote the work and achievements of the Charity.

Promoting the Trust and the charity as a high quality, innovative service provider for emergency and urgent healthcare services to drive key strategic objectives including fund raising. Deputising, as appropriate, for the Director of Communications and Engagement therefore when required the post holder will be the 'face of the charity to internal and external stakeholders. Representing the Sector and LAS in public and the media to drive engagement with stakeholders as required therefore someone who is comfortable working with the media, in conjunction with the LAS Communications team and the Director of Communications

Applicants are advised to read all the information enclosed in the advert and the supporting information before completing and submitting an application. As you complete your application please ensure you clearly demonstrate how you meet the criteria in the person specification for this post by adequately completing the supporting information section of the application form.

### **Priority will be given to staff at risk candidates.**

We reserve the right to close the application window early if we receive a high volume of suitable applications.

### **Person specification**

#### **Qualifications, Accreditations, Education**

Essential criteria

- Degree, equivalent professional qualifications and/or substantial demonstrable experience in a similar charity and fundraising role or setting.
- Masters level or equivalent
- Specialist professional fundraising qualifications Cert IoF or DiM or equivalent and/or demonstrable experience in a similar role or setting

## **Experience**

### Essential criteria

- Significant proven track record and experience in fundraising within a charity setting
- Deputising for the Director and acting autonomously including with internal stakeholders (Charity Board) and external stakeholders (institutional donors and others)
- Managing resources (people and budget)
- Niche fundraising experience and track record such as working with high net worth individuals (HNWI); working with a variety of donor institutions both charitable and commercial; understanding of legacies; and experience of overseeing and operating at specific fund raising events etc
- Developing, embedding and managing governance within a charity including establishing and overseeing robust processes, systems and culture.
- Understanding of the NHS, especially the structure and architecture of the NHS, or a healthcare sector or equivalent, and especially the relationship between a charity that is allied to an NHS Trust
- Undertaking major campaign management and working with specialist communications staff to generate publicity and translating into donations/fund raising
- Demonstrable project and/or people and/or resource management experience overseeing projects from inception to tracking milestones to delivering outputs and outcomes, especially demonstrating the relationship between a donation and key outputs and outcomes i.e. demonstrating to donors how money has been spent in terms of value for money and delivering against the charity's strategic objectives
- Track record in developing and maintaining key relationships and building partnerships with stakeholders, including influencing and negotiating in order to secure funds and form partnerships.
- Working with media at regional and local media level to ultimately drive brand awareness and funding with support from specialists from a Communication team. Being comfortable with direct interaction with local, regional and national media (while supported by communication and media specialist staff)

### Desirable criteria

- Working with volunteers, and volunteer based projects, to secure funding through donations and grants and reporting against projects

## **Knowledge and Skills**

### Essential criteria

- Highly financially literate, especially in relation to significant levels of charity financial processes and systems managing significant sums of money
- Comfortable with working with data and numbers and analysing and interpreting data as well as presenting it to e.g. the Charity's Board in an understandable manner
- Database management with knowledge of the use database management within a charity setting in relation to funding and grant oversight
- Planning and prioritising conflicting demands and unpredictable work patterns responding to short term deadlines as well as planning and delivering against longer term strategic goals
- Working with a high level of autonomy with a sharp awareness of when to delegate upwards and when it is appropriate to act independently especially deputising for the Director

- Creating a clear vision, especially for a charity with respect to fund raising, and translating strategies into operational plans and overseeing delivery and implantation
- Strong persuading, influencing and negotiating skills working with stakeholders at all levels including CEOs, Chair, Directors, and external stakeholders from the public, not for profit and private/commercial sector to achieve key business outcomes
- Demonstrating role model leadership behaviours and adapting styles to match situations and audiences including leading others which may evolve to include direct line management and leadership
- Being highly accountable for results and actions against agreed KPIs, targets, trajectories and outputs and outcomes especially in relation to income generation
- Leading, inspiring, motivating, working with and developing people, teams and staff at all levels and from a variety of backgrounds from frontline operational staff to the CEO and Chair to high net worth individuals to individuals in the commercial sector

London Ambulance Service NHS Trust is a member of the Business Disability Forum and is a Disability Confident Employer.

For more information on our equalities strategy, please visit our website and review our current equalities strategy.

In addition to the basic salary for all Agenda for Change posts, London Ambulance Service NHS Trust in line with the NHS Agenda for Change provides 15% or 20% High Cost Area Supplement (HCAS) dependant on the location of your role. The supplement is subject to minimum and maximum payment.

High Cost Area Supplement (HCAS) for part time employee will be based on the part time salary.

Correspondence regarding an application will be done via email to all job applicants. Please ensure you provide current e-mail address on the job application form and please check your email inbox regularly.

If you are successful at interview and offered employment, your personal details will also be transferred into the national NHS Electronic Staff Records system.

Pre-employment checks will be required for all applicants who are issued with a conditional offer of employment. This includes Disclosure and Barring Services (DBS) checks as required for the post and registration with the DBS update service. Documents presented for the purpose of Identity Checks will be verified for authenticity via an ID Scanner. The security features to be checked include machine readable zone, ultra violet image and infra-red image.

The London Ambulance Service NHS Trust reserves the right to close adverts before the published closing date due to high volumes of applications received.

If you do not hear back from us within four weeks of the advert closing date, please assume that you have not been successful at the shortlisting stage.