



JOB DESCRIPTION

Grief Encounter was set up in 2004 to ensure that bereaved children and their families receive the best possible support following the death of someone close. Today, the charity is firmly established as a leader in clinical service delivery. We deliver both local and national bereavement services, including a national helpline and online services.

JOB TITLE: **DIRECTOR OF INCOME GENERATION AND GROWTH**

SALARY: £70,000 - £80,000 per annum depending on experience.

CONTRACTED HOURS: 40 hours per week with a 1 hour paid rest break per day

LOCATION/BASE: Grief Encounter Office, Mill Hill

RESPONSIBLE TO: Chief Executive Officer (CEO)

LINE MANAGES: Fundraising and Marketing staff teams

Our Vision: A world where no child grieves alone.

Our Mission: To help bereaved children, young people and their families find hope and healing.

Our Values are very important to us, and, as a member of the Grief Encounter team, you would be expected to uphold these in your day-to-day work:

- **Belonging:** Through times of grief, we deeply understand the profound influence of community. We honour heritage, diversity and important bonds that nurture our sense of self and our collective contributions to provide hope, healing and fulfilling lives.
- **Courage:** We're not afraid to face grief head on and tackle difficult conversations openly and honestly with others. This gives everyone the courage to freely express their emotions and actively participate in making a difference.
- **Dedication:** We dedicate ourselves to the lives of bereaved children and families. With unwavering resolve, we champion the needs of every child to shape hopeful futures with care, warmth and positivity, nurturing the past, present and future lives.

JOB SUMMARY

- Defines and leads the Charity's strategies for income development and growth, through a mix of traditional fundraising and marketing, as well as new initiatives.
- Creates and nurtures relationships (new and existing) with key stakeholders, organisations and individuals to secure philanthropic support and maximise income.
- Key member of Grief Encounter's Senior Leadership Team (SMT), responsible for both developing and implementing strategic initiatives to generate income and for raising awareness of the Charity's work and extending our reach.

MAIN DUTIES & RESPONSIBILITIES

Provides leadership for all fundraising, income development and marketing activity within the Charity by:

Staffing:

- Providing leadership and direct line management support to Assistant Directors and Seniors within the Income Growth & Development team
- Leading and developing a team of experienced fundraisers and the marketing lead, to sustain, develop and grow a range of fundraising, marketing, and other initiatives to maximise income from new and existing sources.

Planning and Management

- Implementing and executing the annual Fundraising, Business Development and Marketing Plans to meet targets. Prepare and present regular reports on progress towards income generation goals, to CEO, then Board of Trustees.
- Monitoring income and managing departmental budgets. Analysis of all fundraising activities and events, including a robust patronage programme as well as funding campaigns, for excellent return on investment.
- To embed a culture for learning, that celebrate successes, encourages feedback, and identifies areas for improvement.

Brand and Marketing

- Expanding and diversifying supporter reach and engagement to further enhance the return and reputation of the charity nationally, creating strong 'brand awareness' of all areas of our work.
- Overseeing the creation and management of Grief Encounter's messaging and branding across all platforms. Ensure consistency and clarity across print, digital, social media content and all public relations.

- Conducting extensive research to develop new marketing opportunities and overseeing evaluation of existing processes.

Fundraising Management and Income Generation

- Ensuring income projections are accurate and timely, embracing a culture of performance and ambition.
- Embedding processes to support swift identification of opportunities, as well as timely mobilisation of progress with identified plans.
- On-going review and identification of new Grants and Trust opportunities of significant interest to the Charity. Ensures robust and timely applications, including ones for creative growth and development opportunities, are submitted by team and that outcomes/learning is shared for future improvements.
- Developing and leading on other strategic plans and initiatives with support from SMT and colleagues, to create other new revenue generation opportunities for the charity.

Events and Campaigns

- Planning and overseeing the execution of flagship events (e.g. Gala Dinner) with the Head of Fundraising (Special Events) and ensures support from other colleagues across the Charity.
- Building cross-departmental staff involvement in all fundraising events and income generating initiatives. Working closely with SMT colleagues to regularly update initiatives and share developments, both within Grief Encounter and more widely in the sector.
- Exhibiting a high level of visibility by attending a range of income generating events and functions throughout the year.

Digital Fundraising and Engagement

- Develop and drive appropriate digital marketing campaigns across a range of social media platforms to engage supporters and increase donations.

Relationship Management

- Nurturing existing relationships and long standing supported to ensure stability for regular giving is well maintained.
- Networking and maintaining regular contact with an expanding portfolio of philanthropists, major gift donors and prospects to build strong relationships, negotiate a wide range of on-going opportunities for support, and explore partnerships.
- Managing relationships with external agencies to maximise return on investment.

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- Supervising and providing advice for other relationship management within the team.

This job description will be reviewed as necessary to meet the needs of the service on no less than an annual basis in consultation with the post holder.

This post is subject to pre-employment checks and an enhanced DBS search

PERSON SPECIFICATION

Qualifications

- Degree level education/equivalent.
- Recognised relevant professional qualification in Fundraising/income generation or qualified by extensive relevant experience.

Skills & Experience

- Previous role as a Director of Income Generation or similar position.
- Previous experience of working within a similar organisation, ideally but not exclusive to the child bereavement sector.
- High level of numeracy with excellent understanding of budget and resource planning.
- Proven donor management and income generation skills.
- Superb written and verbal communication skills.
- Excellent presentation skills together with the ability to pitch ideas and applications to a highly professional standard and to support others to do so.
- Strong understanding of income generation and business growth, including knowledge of grant and trust identification, application processes and event management.
- Leadership and team management skills with the ability to build a performance culture in a supportive and encouraging manner.
- Ability to actively listen, seek information, and ask questions to ensure the understanding of underlying concerns of others.
- Project management skills.
- Ability to raise interest in and promote the Charity's work and to nurture others to do the same.
- Understanding of marketing techniques and processes including use of digital ads and social media platforms.
- Proactive collaboration and networking skills to work across diverse stakeholder groups.
- Proficiency in Microsoft Office Suite, especially Excel.
- Tactfulness to professionally handle ambiguous and complex situations.
- Politically astute; is able to read situations appropriately and exhibit sound judgement.
- Exceptional organizational and time management skills with the ability to prioritise/organise a busy and varied workload to meet work deadlines.

Personal qualities

- Entrepreneurial. Devises new approaches and assesses effectiveness.
- Respectful, non-judgemental and empathic.
- Sets clear expectations, enthuses, encourages and supports others to achieve goals.
- Demonstrates respect for confidentiality and boundaries.
- Takes ownership and shows commitment to organisational excellence.
- Resilient and tenacious.
- Flexible, pro-active and open attitude to work.
- Able to work outside normal office hours as necessary. (Events, donor meetings etc.)