

JOB DESCRIPTION

Grief Encounter was set up in December 2004 to ensure that bereaved children and their families receive the best possible support following the death of a significant other. 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:	HEAD OF ENGAGEMENT
SALARY:	£48,000 to £55,000 per annum (FTE)
LOCATION:	Mill Hill, London NW7 4ST
CONTRACTED HOURS:	40 hours a week (inclusive of one hour paid meal break daily), 5 days a week.
RESPONSIBLE TO:	Director of Income Generation & Growth (DIGG)
LINE MANAGES:	TBC

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 hold 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:

This is a newly developed role and evolving role, the main purpose of which will be to provide awareness of Grief Encounter's work and expand our supporter base.

To achieve this, the Head of Engagement will:

- Have dedicated lead responsibility for those areas of fundraising closely aligned to influence, awareness raising and opportunities for conversion. This will include but not be exclusive to challenges and community.
- Be Brand Champion for all fundraising and marketing assets.
- Take an active role as a member of the Senior Management Team for Income, alongside other senior fundraising staff;
- Be Diversity Lead for Stand Up meetings, reporting back and raising points of interest or concern to Senior Management Team (SMT) as necessary.

MAIN DUTIES & RESPONSIBILITIES:

Strategy Development

- Develops and implements comprehensive strategies aligned to the Fundraising/Income Generation Departmental Plan, Business Development initiatives and the organisational strategy, to maximise external impact with a focus on engagement, fundraising and communications.
- Develops and manages budgets, communications, brand asset creation and design.
- Develops best practice approach for major appeals and campaigns.
- Prepares regular reports on fundraising activities, outcomes, and progress towards goals, effectively communicating with internal stakeholders, senior management and supporters.

Campaigns

- Responsible for the development of our over-arching fundraising and awareness campaign across a 2-year funding cycle.
- Collaborates with the DIGG, to ensure that subsequent appeals (at least 3 per year) support all other relevant activity.
- Works with the Clinical team for impact evidence and proposition development.
- Conducts post-appeal evaluation and analyses return on investment. Reports findings to DIGG/ CEO /SMT and makes recommendations for future changes, other activities and events to maximise reach.

Brand Identity

- Ensures publicity (including social media content) and branded assets are produced in a timely fashion, to support our over-arching campaign and other related initiatives. Outsources/tenders design and other work as required and manages relationships.
- Ensures all events, both internally and third-party align with Grief Encounter's brand and values.
- Oversees Grief Encounter's website, manages content. Scopes redesign/refresh programme.
- Works closely with other 'Heads of' in the team and provides advice and guidance on branding and brand asset for the events they oversee within their income streams.

Other income streams allocated to the Head of Engagement are as follows. These will be regularly reviewed and may be subject to change:

Regular and One-off giving

- Develops and promotes mechanisms for regular payroll giving by donors and supporters.
- Oversees the receipt of one-off donations, ensuring these are accurately recorded on our E-Tapestry data-base and acknowledged appropriately.
- Works closely with other 'heads of' to create opportunities for conversion to regular giving, sponsorship, event participation etc.

Challenges

- Manages the overall strategic direction of Grief Encounter programme of challenges and fundraising in the community, working closely with the Head of Fundraising (Bristol) and other Heads.
- Oversees the work programme of the Treks and Challenges Manager, ensuring timely applications for places and completion of third-party consoles, providing advice as necessary.
- Ensures recording of all costs, income and challenge event data on our E-Tapestry database and assesses return on investment (ROI). Works closely with the Head of Corporate and Trusts who has lead responsibility for income data reporting.

Other lead responsibilities:

- Acts as Diversity Lead for Stand Up meetings, reporting back and raising relevant issues at Senior Management Team meetings s necessary.

Staff Management

- Provides leadership, guidance and mentorship to staff as allocated, fostering professional growth and ensuring effective execution of fundraising initiatives.
- Sets clear and achievable objectives and Key Performance Indicators (KPIs) to achieve fundraising/income generation plans.
- Assists with the recruitment of new staff as required.

General: (All "Heads of" colleagues in dept.)

- Implements the organizational strategy and strategy for income and growth.
- Ensures operational plans are developed on data led and research informed evidence to support a strong return on investment.
- Assists in the development of the Grief Encounter brand, upholding the strong reputation developed, and identifying opportunities for growth.
- Expands relationships (supporters, ambassadors and corporates)
- Embeds clear pathways of conversion aligned to income streams.
- Works closely in collaboration with members of the SMT (Income)
- Upholds and promotes the organisation's values and objectives in all work. Remains mindful and vigilant particularly in relation to potential issues around ethics, integrity, reputational damage, corporate and social responsibility as well as environmental policies.

All 'Heads of' roles in the team will need to work collaboratively to ensure cover for all activities.

PERSON SPECIFICATION

Qualifications

- Degree level education or qualified by experience.

Skills & Experience

- Sound understanding of the principles of the fundraising code of practice as set by the Fundraising Regulator's Standards Committee.
- Strong design skills with brand awareness.
- Confident verbal and written communicator with good interpersonal skills.

- Excellent knowledge of core fundraising administration processes.
- Computer literate, including use of Microsoft Outlook, Word, Powerpoint, Excel and the Internet.
- Experience of using a range of social media platforms in a professional capacity to promote brand awareness.
- Staff management experience - able to effectively managing others as well as being active member of the team.
- Exceptional organisational and time management skills with the ability to prioritise/organize a busy and varied workload to meet work deadlines.
- Previous experience of working with volunteer fundraisers and fundraising groups (desirable).

Personal qualities

- Understanding of the importance of reputation and brand.
- Demonstrates great attention to detail.
- Able to work from the office in Mill Hill a minimum of 3 days per week.
- Willing to attend events and external meetings with people from a variety of backgrounds and of all ages.
- Willing and able to travel to different parts of central and greater London and the ability to work some evenings and weekends (TOIL will be provided as appropriate)
- Able to work effectively within a team and be self-motivating.
- Able to actively listen, seek information, and ask questions to ensure the understanding of underlying concerns of others.
- Respectful, non-judgemental and empathic manner.
- A sense of responsibility and commitment to organisational excellence with integrity, honesty and professionalism.
- Demonstrates respect for confidentiality and boundaries.
- Resilient when dealing with sensitive and at times difficult situations.
- Flexible, pro-active and open attitude to work.

REVIEW:

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 including an enhanced DBS check.