

# APPLICATION PACK



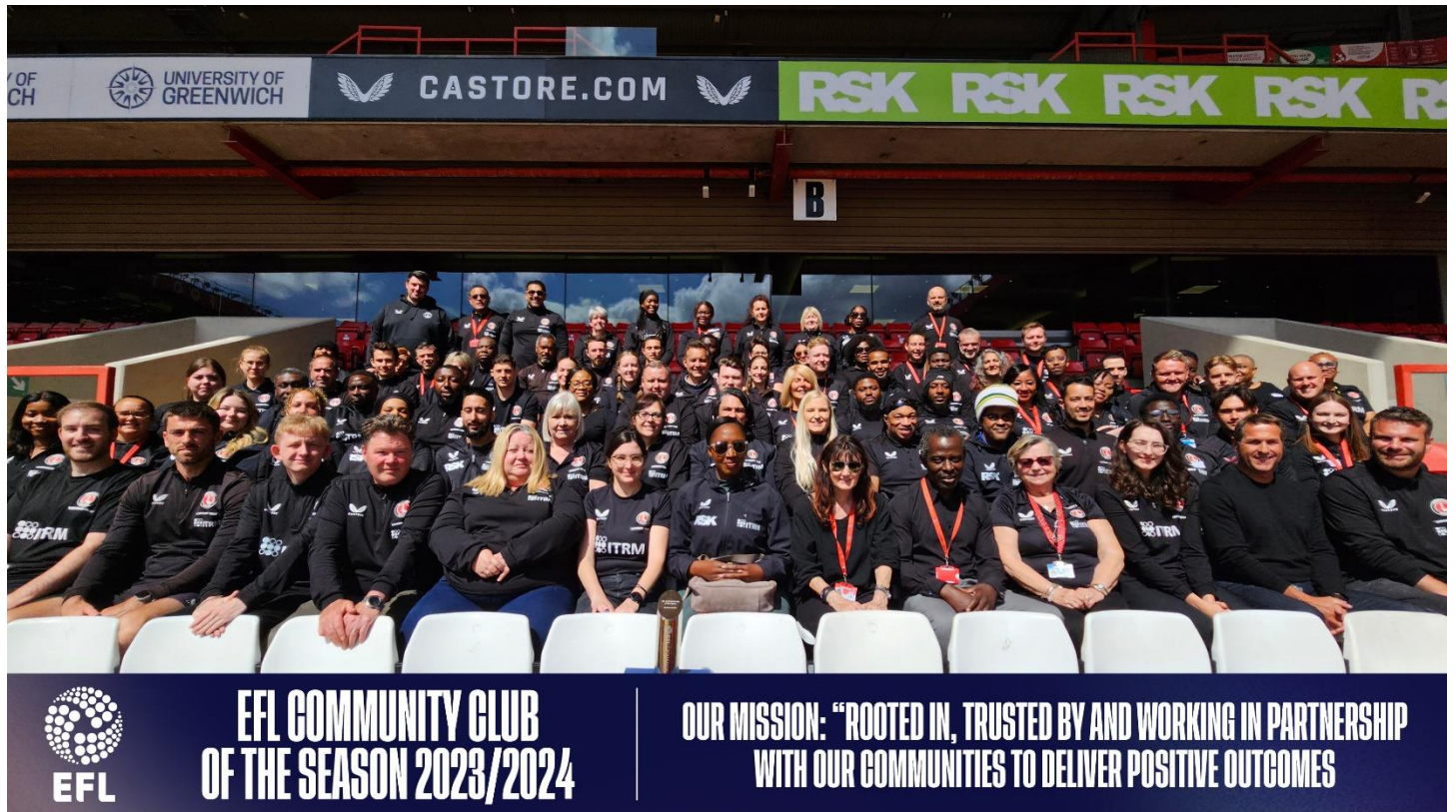
Head of Fundraising and Development



INVESTORS  
IN PEOPLE



## APPLICATION PACK



A new report has shown that across Charlton Athletic Community Trust's (CACT) programmes in South East London and Kent, a social value of £49,609,000 has been generated. This means that for every £1 the charity invests in a one-year period, £9.52 of social value is created.

An independent charity since 2003, CACT's work and its impact has grown year on year, now working with over 25,000 participants annually.

CACT has identified three core outcomes which underpin its work in the community:

- Improved physical and mental health and wellbeing
- Improved access to education and employment
- Increased community and social cohesion

CACT runs more than 65 programmes which help achieve these outcomes.

CACT is one of the biggest football community trusts in the country; principal areas of work are:

- Early Help and Prevention
- Education
- Football and Sports Development
- Health Improvement
- Social Action and Enterprise
- Youth Services

This is an exciting time to join CACT as we have recently launched a new five-year Strategic Plan for 2024-2029 informed by extensive consultation with our communities, our staff, our Trustees and our partners:

Our Mission	Our Values	The Golden Threads that are woven throughout everything we do
"Rooted in, trusted by and working in partnership with our communities to deliver positive outcomes"	<ul style="list-style-type: none"> <li>✓ Adaptability</li> <li>✓ Equity</li> <li>✓ Integrity</li> <li>✓ Passion</li> <li>✓ Respect</li> </ul>	<ul style="list-style-type: none"> <li>✓ Safeguarding</li> <li>✓ Leadership &amp; Governance</li> <li>✓ Equality, Diversity &amp; Inclusion</li> <li>✓ People &amp; Organisational Development</li> </ul>

**Employee benefits include:**

- Friendly working environment
- Employee Network Groups (Equality, Diversity and Inclusion Working Group (EDIWG), Women’s Network, Green Team and the Health and Wellbeing Network)
- 23 days annual leave – this includes 3 days which must be taken at Christmas and an additional 1 day for every full year continuous service up to a maximum of 5 years (plus 8 days statutory bank holidays)
- Flexible Working
- Internal and external training opportunities
- Employee Assistance Programme - includes a range of retail and entertainment discount vouchers
- Eye-care vouchers
- Cycle to Work scheme
- Enhanced Maternity and Paternity Packages
- London Living Wage employer

CACT is committed to embracing and fostering equality, diversity and inclusion in the workplace as well as in the delivery of its services, activities, and programmes, by promoting a positive organisational culture that values all staff and service users. We will strive to create an inclusive environment where everyone feels able to participate and achieve their potential.

CACT has achieved both the Mayor of London’s ‘Good Work Standard’ accreditation and ‘Investors in People’ accreditation. Together they provide external validation that CACT is a great place to work.



## JOB DESCRIPTION

<b>Job Title:</b>	Head of Fundraising and Development	<b>Reporting to:</b>	Director of Finance, Governance and Compliance
<b>Pay:</b>	£50,000 - £55,000 per annum (based on knowledge and experience)	<b>Contract type:</b>	Full time, permanent
<b>Location:</b>	CAFC Training Ground, New Eltham/The Valley, Charlton	<b>Days and hours of work:</b>	Monday to Friday, 37.5 hours per week
<b>Document created:</b>	August 2024	<b>Ref number</b>	CACT/SS/FD/HOFD/2024

### Purpose of the Role:

The postholder is responsible for the strategic leadership, development and management of all fundraising and commercial activity for Charlton Athletic Community Trust (CACT). The key areas of focus will be:

- Developing and implementing a fundraising strategy, to support CACT strategic objectives
- Leading a skilled multi-disciplinary team, including bid-writing, marketing and communications, to achieve agreed goals and added value
- Securing and profiling high-level individual donors/groups/companies, evidenced through robust and sustainable partnerships, which result in substantial financial returns to CACT
- Strengthening other approaches to fundraising, including regular giving and legacy donating
- Analysing CACT's approach to bid-writing, with other senior leaders, re-purposing to maximise grant income and programme delivery aligned to our strategic priorities
- Achieving financial income targets, specifically meeting stretch unrestricted income targets
- Actively participating in strategic policy development at CACT, as a member of the Senior Management Team

Working with the commercial team of Charlton Athletic Football Club on joint opportunities to generate revenue from commercial partnerships and Club events.

## **Key Responsibilities include (but not limited to):**

### **Strategic Development**

- Lead fundraising development for Charlton Athletic Community Trust.
- Develop the organisation's fundraising strategy, in conjunction with key stakeholders, to grow the organisation's fundraising base
- Ensure implementation of our strategy is optimised to achieve our fundraising targets with a focus on engaging new audiences, in particular, high-level donor networks
- Oversee the development and implementation of the marketing and communications strategy to build the charity's profile and awareness of its award-winning work, develop new and retain existing audience to increase fundraising and commercial income
- Provide strategic input into organisational development plans, working closely with the Executive Team and Senior Management colleagues
- Keep up to date with best practice in fundraising, identifying and sharing trends, developments, regulations and legal requirements that impact the charity - this includes the Fundraising Regulator's requirements, such as the Fundraising Code, GDPR, PECR, and Charity Commission regulations
- Be responsible for reviewing all our fundraising and communication activities to ensure compliance with regulations and best practise, ensuring internal controls are adhered to in order to ensure supporter satisfaction and to mitigate against reputational and financial risk to the charity
- Develop a fundraising culture among staff, trustees, and volunteers so all stakeholders are aware of the importance on income generation.
- Produce fundraising reports for the Board and any relevant sub-committees, and support SMT on other relevant reports and papers.

### **External Stakeholder Relationships**

- To initiate, develop and nurture relationships with funders and donors through strong structured networks with a view to securing long-term support.
- To liaise with other trusts and foundations regarding sharing knowledge, expertise and best practice (both within the football sector and the wider charity community).
- To research and develop opportunities to work with high-net worth individuals and major donors.
- To continue to develop and implement a first-class donor and funder care programme using CACT's eTapestry or other appropriate platform.
- To promote legacy and in memoriam-giving to support Charlton Athletic Community Trust.
- To work with the commercial team of the football club to maximise CACT income from Charlton Athletic events, e.g. charity dinners and matchday fundraising.
- To work with the Club's commercial team to generate revenue from local partners and businesses to support CACT's charitable activities.

### **Line Management Responsibilities and Key Internal Relationships**

- Line manage the Bid Writing Officer and the Marketing and Communications Manager
- Collaborate with the bid committee to identify and apply for appropriate restricted and unrestricted funds to support the work of CACT
- Work with the CEO to support the creation and delivery of awareness and external campaigns ensuring that this work is in line with the charity's overall fundraising and marketing strategies.

# PERSON SPECIFICATION

**Job title: Head of Fundraising and Development**

Person Specification		
Attributes	Essential	Desirable
Qualifications and experience	<ul style="list-style-type: none"> <li>• Experience major donor fundraising.</li> <li>• Legacy and in memoriam fundraising experience.</li> <li>• Recognised qualification in fundraising or relevant alternative qualification</li> </ul>	<ul style="list-style-type: none"> <li>• Staff Management experience</li> <li>• At least 5 years' general fundraising/commercial experience.</li> <li>• Member of the Chater Institute of Fundraising.</li> <li>• Experience of managing fundraising volunteers.</li> <li>• Holds a relevant professional qualification</li> </ul>
Skills, ability & knowledge	<ul style="list-style-type: none"> <li>• Sound evidence of fundraising and commercial achievement.</li> <li>• Sound knowledge of fundraising regulation.</li> <li>• Ability to interest, influence and enthuse potential funders and donors.</li> <li>• Excellent written communication skills, from the highly persona (e.g. 'Thank You' cards_ the professional (e.g. reports).</li> <li>• Confident public speaker</li> <li>• Outstanding donor care skills.</li> <li>• Strong organisation abilities and knowledge of formal project planning tools.</li> <li>• Knowledge of fundraising databases, segmentation and analysis.</li> <li>• Ability to represent the organisation internally and externally.</li> <li>• An understanding of and a commitment to equal opportunity both in the workplace and the wider community.</li> <li>• Commitment to Safeguarding children and young people.</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge and understanding of Social Value spend and the Social Value act</li> <li>• Knowledge and experience of ESG and how a charitable organisation can support companies on this journey</li> </ul>
Personal qualities	<ul style="list-style-type: none"> <li>• Ability to work as part of a team and on large functions.</li> <li>• Self-motivated and enthusiastic.</li> </ul>	



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|  | <ul style="list-style-type: none"><li>• Willing to undertake additional training as necessary.</li></ul> |
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## APPLICATIONS

**CACT is committed to the safeguarding of its staff, volunteers and young people. Any job offer made is subject to satisfactory references and Disclosure and Barring Service (DBS) check.**

To apply for this role, please send a CV and accompanying personal statement (maximum 2-3 pages) explaining how you meet the requirements of the role and an equal opportunities monitoring form to [Jobs@cact.org.uk](mailto:Jobs@cact.org.uk)

Closing date for applications: 4<sup>TH</sup> October 2024

Interviews will take place the week after the closing date.