Reports to: Chief Executive

Direct Reports: Development Officer, Trusts and Grants Officer, Relationships Manager, Senior Communications and Marketing Officer, Development Assistant

Salary: £50,000/annum

Working Hours: Full Time

Length of Contract: Permanent

Location: 28 Commercial Street, London E1 6LS / 52 Old castle street, London E1 7AJ

For over a century Toynbee Hall has fought against poverty and inequality in East London and beyond, and today remains an even more vital resource for young and older people, families and the wider community.

We enable people to tackle the things that stop them from taking opportunities and fulfilling their potential: whether that is debt, their wellbeing, financial exclusion or other injustices; and we use our learning to influence essential social policy and practice, challenging the systemic barriers that hold people and communities back and coming up with new solutions to age old problems.

We pride ourselves in putting people and communities at the heart of everything we do, from shaping our services and co-creating new ideas to speaking truth to power.

Every day we and our partners provide high quality, face to face support and advice for people and families up against the real day to day challenges of debt, financial distress or a lack of access to justice. These are the product of the realities of living in a London where too many lives are still blighted by poverty, inequality, high costs and uncertain income. We work with these people and the community around them to find long term solutions to these challenges, as well as responses to their immediate crises.

Fundraising at Toynbee Hall

Our income comes from a mix of sources: strong partnerships with our local authority, the City of London and the Money Advice Service and increasingly earned income from commercial activities.

Beyond these streams of income, our strength and ability to meet need, influence and innovate are dependent on the income we raise through Fundraising from a wide range of voluntary donations, grants from trusts, foundations, corporates and individuals.

This vital role will be responsible for ensuring we get the most from these sources, increase their value, and diversify our range of supporters.

We have strong relationships with multiple large scale foundations and corporate supporters and a good track record of high level multi-year funding. Our current Head of Fundraising has built a great platform over the past two years, and there is now huge potential for this role to move this forward by engaging funders in our refreshed priorities and harnessing our powerful network of ex-volunteers and community members warm to Toynbee Hall. The organisation has great resources for fundraising including an experienced evaluation team and monitoring systems, supportive project leads and an engaged and proactive Chief Executive with a background in fundraising.

We have spent the last five years on an incredibly ambitious and vital renewal and redevelopment project, transforming our historic East London home, for which over £4m in fundraised income was secured from a huge range of supporters. This year we will complete this project, and move back to our revitalised Halls - in a space that will be an inspiration for social change; a hub for innovation; a place where people can shape their own futures; and will provide vital new streams of income for our charity.

Job Purpose:

The Head of Fundraising is responsible for maximising the income we can secure from a range of sources; driving innovative approaches; diversifying our funding base and building and maintaining our relationships with funding partners.

**Targets**: building and exceeding challenging but credible annual fundraising targets of £2m and above to support the development and delivery of core programmes; drive innovation and new activities; and bring in unrestricted income

**Team**: leading a team of four proactive and capable fundraisers, building their expertise and capacity to build and manage relationship and secure funding from corporates, trusts and individuals

**Communications**: you will also be responsible for managing the Senior Communications and Marketing Officer who provides the day to day external facing communications profile and activities for Toynbee Hall. Aligning messages with fundraising and making the most of our content driven by colleagues in policy and research will be an exciting challenge.

**Senior Management**: finally you will be a key part of Toynbee Hall’s senior management team, a strong and talented group of professionals leading the different strategic areas of our organisation. The team structure gives great opportunity for cross-working with the chance to gain further experience in organisational planning, service development and statutory partnerships

Reporting directly to the Chief Executive, you will be a leader in your own right in Toynbee Hall. It is a challenging and rewarding role: we are an ambitious team, in a supportive work environment with lots of flexibility to build new opportunities; we are at the heart of one of the most exciting and diverse communities in London; we have some great relationships; and we do vital work for which there is a huge and increasing need.

Responsibilities and Accountabilities:

Specifically the responsibilities will include:

***Building and meeting the fundraising target***

* Working with other senior managers, the Director of Finance and Chief Executive to create credible plans to achieve fundraising targets to support the development and delivery of core programmes; lead to innovation and new activities; and bring in unrestricted income.
* Identifying new prospects and sectors from which to find support and supporters for our work
* Working with other teams and senior managers to identify new opportunities – and shaping great bids and approaches
* Looking forward: driving innovation and new project development with other senior managers
* Managing relationships with funders and supporting other managers and staff to build strong rapport and dialogue with supporters of our work, building a culture of accountability for fundraising
* Monitoring and proactively seeking to understand the fundraising landscape: following external trends; being part of discussions; networking and meeting with funders and others who can open doors;
* Using the talents, assets and connections of the Board, senior staff, the Chief Executive and other advocates to add as much value to our fundraising effort as possible
* Writing brilliant bids, running great events, and setting the highest standards for managing and securing funding

***Team leadership***

* Leading a proactive and talented team of fundraisers with a breadth of different experience, interest and expertise
* Developing their expertise and maximising their capacity to build and manage relationships and secure funding from corporates, trusts and individuals
* Supporting and developing a culture of good stewardship and proactivity across the team
* Building and maintaining quality of bids, events, activities and judgment within the team
* Ensuring that records, information and key data is safely, effectively and comprehensively maintained in line with organisational policy and wider GDPR regulations

***Overseeing corporate communications:***

* Managing the Senior Communications and Marketing Officer who provides the day to day external facing communications profile and activities for Toynbee Hall.
* Ensuring timely production of key corporate publications
* Aligning messages with fundraising and making the most of our content driven by colleagues in policy and research, services and throughout the organisation
* Developing our communications activities - new channels, increasing profile and innovating to reach new audiences and package new stories

***A key part of Toynbee Hall’s Senior Management:***

* Being a key member of Toynbee Hall’s Senior Management Team
* Working with the Director of Finance and Chief Executive to monitor performance and provide key updates to Executive Team and Board
* Building strong relationships with other senior managers to shape plans, budgets and bids and ensure that fundraising input is supporting and facilitating innovation and delivery
* Working with the Board and Executive to involve and engage them in fundraising
* Leading monthly fundraising progress meetings with the Chief Executive and Directors
* Quickly building personal credibility with teams, volunteers, managers, senior leaders and the board

**Person Specification**

Key Knowledge, Skills and Experience

* A proven track record of raising substantial voluntary income in charity, civil society or social enterprise (over 2 years’ leadership; and over £1m raised in any particular year)
* Specific expertise and proven success in one or more specific area of fundraising including: trusts and foundations, corporates, individuals, high value donors or events
* Experience of leading, shaping and delivering fundraising strategies, including to diversify income and build unrestricted funds
* Experience of managing strong, long term and successful partnerships with funders to generate new income
* Experience of leading a team and ensuring they are motivated and high performing
* A strong writer able to create and craft excellent bids
* Very comfortable with numbers, able to shape, create and monitor complex budgets
* Good IT skills including Excel, familiarity with fundraising databases an advantage
* Great presentation skills and ability to articulate a strong clear, corporate narrative
* Proven ability to manage excellent high quality events that lead to new income

Personal qualities

You will be:

* Proactive, tenacious, driven and determined to make a difference
* Passionate about London, communities and challenging poverty
* Eager to learn and develop – not afraid to make mistakes but absolutely determined to learn from them and not repeat them
* Keen to share experience and learning
* Able to demonstrate sound judgment and integrity
* Effective and professional in managing funding relationships and leading your team.