

DEVELOPMENT DIRECTOR

Reporting to: Managing Director

Direct reports: Marketing and Communications Manager

Contract: Full-time, permanent

Location: Paddington, London

Salary: Competitive + bonus

To apply please email your CV and covering letter to: info@big-change.org

Deadline for all applications: Monday 11th Feb 2019

A. Background

Big Change was founded 5 years ago to rethink how charity could be a catalyst for positive change. Since then we have been learning by doing: backing pioneering projects at an early stage that are rethinking how we set young people up to thrive in life, not just in exams. Our investment in these big ideas requires us to raise funding from forward-thinking donors and partners, providing them with a first-class experience and building a vibrant community of supporters. Big Change is an entrepreneurial organisation whose growing team and ambitious strategy now require an experienced Development Director to ensure our partnerships are managed and developed effectively, and our fundraising growth is ambitious and sustainable.

B. Role Summary

We recognise that with great ambition comes the need for great people. Big Change offers a compelling investment-like experience for philanthropists and businesses who want to be part of a community thinking and acting in a strategic way about system change. We are looking for an experienced, creative and ambitious fundraiser to help us redesign and enhance this experience for our donors and partners and bring more organisations and foundations into the Big Change family. This role will be central to how Big Change thinks about and does fundraising in the future, building on the great work the small team has done so far, and supporting us to systemise and grow our fundraising without losing our creative, entrepreneurial heart.

To be successful, you will have previously demonstrated your skill at cultivating fruitful and sustainable relationships with donors, partners or investors in a non-profit or social enterprise environment, as well as thinking strategically and long-term about income generation in a multi-stakeholder context. You will be as comfortable advocating in board-level discussions and negotiations with prospective donors as you are with frontline project leaders and thinking creatively about communications assets and corporate partnerships. You must possess excellent communication skills, including the ability to speak and write persuasively, and be able to quickly develop strong relationships with internal and external stakeholders in a busy and passionate team.

You will have the opportunity to both shape and grow quickly with the role and the wider organisation, as we enter our exciting next phase. This is a unique opportunity to be part of something momentous.

C. Key Roles and Responsibilities

Strategic Leadership

- Develop and lead the implementation of an ambitious fundraising strategy that ensures growth across a diverse range of income streams.
- Evaluate and evolve Big Change's fundraising and partnerships model, working with the community team and the organisation's donors and partners to think critically about what's possible and create something unique and innovative.
- Serve as a strategic fundraising lead within Big Change, creating and managing fundraising efforts that involve other team members, and advising and educating on best practice wherever relevant.
- Ensure a strategic fundraising lens is considered in all operational and project discussions and decisions.
- Motivate and provide practical help to members of the leadership and Board to leverage their experience and connections to support Big Change's fundraising ambitions.
- Collaborate with the leadership team to develop an optimistic, yet manageable KPI framework as the basis for fundraising performance management, incorporating measures that protect and replicate Big Change's entrepreneurial culture.
- Work to build on existing examples of excellent fundraising practice in the team, and further embed a positive fundraising culture.

Donor Relationship cultivation

- Identify, engage, cultivate and solicit individual, foundation and corporate donors to secure five- and six-figure gifts towards Big Change's vision.
- Develop creative corporate and foundation partnerships with financial and non-financial components, thinking entrepreneurially to find alignment and ensure mutual fulfilment.
- Support Big Change's leadership and board, as well as key ambassadors, to cultivate relationships with donors and partners, providing briefing, brainstorm and best practice guidance.
- Form and maintain relationships with key donors and connecting institutions such as banks, family offices, funds and law firms.
- Partner with the community team to look at opportunities to link in with STRIVE events and convert this network into long term donors.
- Partner with frontline staff and project leaders to drive cultivation and engagement for prospects with an interest in specific geographies or issues.
- Act as an ambassador for Big Change's mission and strategic priorities at events and conferences.
- Manage donor and partner relationships, implementing and embedding an invigorated donor journey and rigorous stewardship practices to ensure consistency.

Marketing Collateral

- Simplify, refocus and repackage Big Change's Case for Support, Case for Need and Impact Statements to appeal to a variety of funding audiences.
- Work with the Impact Manager and Communications & Marketing Manager, to collate case studies and impact evidence to support proposal & pitch writing and stewardship reports.
- Draft and edit funding proposal templates and bespoke pitches as necessary, working with the Communications and Marketing Manager to ensure consistency.
- Ensure all fundraising activity is supported by associated marketing and communications materials, including PR.
- Develop and maintain effective external relationships with key potential contributors, e.g. thought leaders, public policy makers, media representatives.

Finance and Governance

- Ensuring fundraising activity, prospect research and donor relationship management is compliant with legislation and best practice.
- Develop, refine and manage the pipeline of donors and prospects, championing the use of the CRM across the team.
- Coordinate, track and report on fundraising progress against target(s), preparing reports and delivering presentations to the senior leadership team and Board.
- Prepare stewardship report templates and bespoke reports for donors and partners on the progress of Big Change overall, and their respective funding areas.
- Work with the Operations Director to incorporate realistic central and thematic budget forecasts into the fundraising process, monitoring income against these forecasts and focusing fundraising on emerging gaps.

Line Management and Team Working

- Contributing as a member of the Leadership Team to wider business improvement, organisational development and championing the professional integrity of Big Change.
- Responsibility for the day-to-day management, leadership and motivation of direct reports as well as for the contributions of high value volunteers.
- Setting objectives, professional development, performance management of direct reports.
- Ensuring direct reports are supported to take ownership for individual work plans.
- Keeping under review the operation, size and balance of responsibilities of the fundraising and communications team.

Other

- Other duties as may reasonably be allocated by leadership team or Board from time to time.

Key Stakeholders: Managing Director, Operations Director, Communications and Marketing Manager (Direct Report), Big Change Project Partners, Community Team

Knowledge and Experience

- Previous experience in a similar position, possibly in the education or youth sector, or in an organisation at a comparable stage of growth.
- Senior management experience in development/fundraising appropriate to the level of the role.
- Experience of cultivating and securing at least five figure gifts from donors or investors.
- A record of success in establishing financial goals, organising and implementing strategies, analysing and identifying problems, and formulating creative solutions
- Experience in managing indirect teams is desirable.

Skills and Competencies

- A great - not just good - communicator with first-class writing and public speaking skills.
 - An outstanding relationship-builder with superior negotiating skills and the ability to network and influence at the highest level.
 - Able to take an entrepreneurial approach to build partnerships and relationships that fit the Big Change ethos
 - Solid understanding of trends and priorities in fundraising, philanthropy, social investment and corporate impact, and an ability to keep up to date on these.
 - Confidence in operating in a strategic role and representing and engaging with senior level staff internally and externally.
 - High levels of computer literacy, as well as proficiency in donor / client management databases (e.g. Salesforce), Microsoft Word, Excel, PowerPoint, and Outlook.
 - An understanding of the basics of systems thinking, and a willingness to learn more.
 - Ability to prioritise and manage own workload, meet targets and milestones, proactively highlight challenges, and take responsibility for personal development.
 - Creative thinker who challenges assumptions on how things are done, while being pragmatic and action oriented
 - Mature, confident and well presented, with a sense of humour.
-