

Job Description

Job Title: Head of Income Generation

Responsible To: Director of Finance and Governance

Primary Objectives:

- To direct the fundraising activities and resources for Vista.
- To provide leadership and expertise to the fundraising team, with a strong emphasis on relationship building and strategic development
- To proactively manage fundraising activities with accountability to meet income targets set by Board and leadership team.
- To drive forward growth and development of our retail offering.

Fundraising:

- As part of the extended Leadership team you will be a leading voice in shaping the fundraising strategy for Vista and its stakeholders, and managing the needs of all departments
- You will be responsible for a team of four fundraising staff, plus a team of 6 retail staff, directing managing three of them.
- Developing active income streams you will be accountable for meeting fundraising and income generation targets.
- You will play an active part in Developing and delivering all donor engagement and stewardship plans, to ensure strong relationships are developed and maintained with existing and new donors, keeping them regularly updated on campaign and project progress.
- Maintain strong awareness of the giving sector and maximise opportunities from Trusts and Grant giving bodies, using, negotiating, persuasive, promoting skills.
- Developing and managing a calendar of engagement, stewardship and fundraising events including networking opportunities at other social gatherings organised by Vista and in the wider community.
- Experience of leading a legacy and in memory strategy and working with the community to widen participation.
- A sound knowledge of fundraising/charity regulations that impact on fundraising activity including Fundraising Regulator guidelines, Charity Commission requirements relating to fundraising and GDPR

Retail

- Experience of the retail sector and an understanding of driving factors

- Knowledge of KPI's and how to use them to encourage and drive performance
- Ability to work with other staff to develop imaginative solutions for challenges and adapt where relevant to improve performance

Other

- Provide support to the Leadership team to identify and cultivate new channels for income generation.
- Develop digital engagement strategies across multiple media streams, targeted appropriately
- Working collaboratively with the marketing and communications team to implement a robust marketing and communications plan, integrating fundraising into wider Vista community communications using both traditional and digital channels.
- Be passionate about people, working with a wide variety of roles and personalities in our community daily, this role requires someone with initiative, who is confident to work alone with strong self-motivation.
- Sound knowledge of data analysis with ability to demonstrate the impact of department activities on income generation

Financial:

- Experience of managing a budget and creating business plans
- Lead on annual business planning and income target cycles

People:

Internal	Fundraising team of four
	Retail team of six
	Marketing team
	Extended leadership team
	Leadership team
	Other support departments
	Department leads
	Board
External	Donors
	Funders
	Ambassadors
	Local authorities
	Patron

Additional responsibilities

To ensure activities comply with current law and fundraising standards

To operate within the law at all times, with particular reference to health and safety; safeguarding; equality and data protection legislation

To work flexibly, including additional hours from time to time to meet the needs of the job, and some unsocial hours working

Prepared by: **NGS /SP**

Date: **April 2024 ~~Sept 2023~~**

This job description sets out the duties of the post at the time when it was drawn up. Such duties may vary from time to time without changing the general character of the duties or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the grading of the post.

Person Specification

Criteria	Essential	Desirable	How Identified (e.g. form, interview, test)
Qualifications & Training	<ul style="list-style-type: none"> ▪ Higher Fundraising qualification ▪ Recognised industry qualifications 	<ul style="list-style-type: none"> ▪ Membership of an appropriate fundraising regulatory body 	<p>Application form</p> <p>Certificates</p>
Experience	<ul style="list-style-type: none"> ▪ Experienced fundraiser with a proven track record of income generation and securing grants from funders of all sizes ▪ Experience of working at a similar level for 3 years in a similar size charity ▪ Significant experience in preparing business cases and managing events ▪ Previous experience of working alongside marketing teams to deliver on plans. 	<ul style="list-style-type: none"> ▪ Experience of working in charity or voluntary sector ▪ Experience of working with/in retail sector 	<p>Application form</p> <p>Interview</p>
Skills &	<ul style="list-style-type: none"> ▪ Excellent IT skills 	<ul style="list-style-type: none"> ▪ Experience of 	<p>Interview/Test</p>

Knowledge	including Microsoft Office. <ul style="list-style-type: none"> ▪ Excellent use of Excel. ▪ Excellent communication skills. ▪ Time management skills and the ability to work to defined timescales. ▪ Ability to write compelling cases for funding requests ▪ A sound knowledge of fundraising/charity regulations that impact on fundraising activity 	using Charitylog <ul style="list-style-type: none"> ▪ Experience of using Xledger 	
Personal Qualities	<ul style="list-style-type: none"> ▪ A 'can-do' and creative approach to problem solving. ▪ Ability to combine new and old approaches to maximise success of schemes ▪ Able to deploy an interpersonal approach appropriate to each situation and individual ▪ Able to work on own initiative but also be a team player. 		Interview