



## JOB DESCRIPTION

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<b>Job Title:</b>	Director of Fundraising and Communications
<b>Directorate:</b>	Strategy and Transformation
<b>Location:</b>	Agiler working from Tower Hill London, and homeworking
<b>Reporting to:</b>	Executive Director Strategy and Transformation
<b>Responsible for:</b>	Fundraising and Communications Teams

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### PURPOSE OF THE JOB

As a member of St Mungo's Leadership Team, the Director of Fundraising and Communications is responsible for leading a team of c. 60 fundraisers and communicators to grow St Mungo's brand and reputation and increase fundraised income to over £20m by 2027.

To provide strategic leadership to fundraising and Communications at St Mungo's by:

- Developing and implementing a fundraising strategy to grow restricted and unrestricted income in a sustainable way that aligns with vision, strategy and business plan, to grow income to over £20m by 2027.
- Developing St Mungo's external communications to increase our brand awareness and reputation with key audiences.
- Ensure St Mungo's reactive communications are responsive to events and protect and enhance the organisation's reputation.
- Providing effective leadership of the Fundraising and Communications department and their activities.
- Collaborating with colleagues across the whole of St Mungo's to implement strategy, champion fundraising and communications and build effective relationships.
- As a member of the Leadership Team, taking an active role in planning and problem solving in relation to the implementation of St Mungo's strategy.

### KEY RESPONSIBILITIES

#### STRATEGY AND LEADERSHIP

- Provide a clear and inspiring direction and vision for fundraising and external communications at St Mungo's.
- Develop and implement our fundraising strategy to increase restricted and unrestricted income in a sustainable way, and which is aligned with vision, strategy and business plan, to grow income to over £20m by 2027.

- Build an integrated fundraising and communications function that is central to the organisation and understands the operational context of St Mungo's, bringing together the previously separate fundraising and communications teams to maximise synergies, join up and efficiencies.
- Oversee the development and implementation of an integrated campaign, allocating spend, and evolving the strategy based on data trends.
- Develop a strategy to increase Brand recognition with key identified audiences.
- Ensure Trustees are involved with fundraising and communications so they can provide scrutiny and strategic input.
- Contribute to strategic leadership within the Leadership team and build relationships across the organisation to deliver results in collaboration with colleagues.
- Ensure the fundraising and communications team is playing its full part in delivering the organisational strategy.

## **OPERATIONS**

- Take responsibility for the delivery of high quality, comprehensive and donor-oriented fundraising activities that achieve the objectives of the fundraising strategy; increasingly using digital channels and evaluations and analysis to continually improve performance.
- Promote and enhance St Mungo's external reputation overseeing the management of PR, media relations, effective brand management, stakeholder communications including delivering targeted communications to our commissioner audience and public affairs work.
- Maximise our brand profile, our reach and public engagement work by using relevant social media channels, with clear calls to action for those audiences.
- Identify organisational and reputational risks and put plans in place to mitigate risk.
- Capitalise on opportunities for significant donations from existing and new relationships and which interconnect with other areas of activity to support income growth.
- Oversee the development of opportunities to increase unrestricted income by improving our performance in recruiting donors and maintaining relationships and testing new initiatives and activities.
- Ensure the most effective communications are in place so that our supporters experience excellent care at all stages of their donor journey and have a high level of trust and confidence in St Mungo's.
- Motivate and mobilise the honorary structure and senior volunteers to ensure they are directed towards activities which align with the strategy, and which meet their needs and interests.
- Keep track of key trends and developments within fundraising and communications ensuring the team is outward looking and aware of market changes and new opportunities.
- Work collaboratively with all departments, teams and stakeholder groups in order to achieve objectives.

## **SYSTEMS, FINANCIAL MANAGEMENT, QUALITY AND INFORMATION**

- Ensure all activity (including fundraising activity) complies with UK law and regulation and also takes account of best practice.
- Oversee the regular review and development of fundraising procedures, processes and systems to ensure ongoing compliance as well as efficiency and effectiveness.
- Lead the preparation, management, monitoring and reporting on the fundraising budget, including achieving planned income and expenditure levels as well as other agreed KPIs.
- Identify fundraising risks and propose plans to mitigate and offset them.
- Ensure that effective use of data is central to how the department operates in order to learn more about our donors and supporters, allocate resources and enable continuous improvement.

## **EXTERNAL RELATIONSHIPS**

- Proactively build and maintain a network that supports St Mungo's fundraising and communications goals.
- Represent the organisation at relevant external events.
- Raise the profile of St Mungo's as an organisation that is proud of and thoughtful about its work.
- Create/identify opportunities for joint working with other organisations and develop appropriate partnerships.
- Maintain St Mungo's excellent reputation with external partners.

## **TO LEAD AND MANAGE A TEAM**

- Taking the lead in recruitment and selection of new staff to the team.
- Developing performance targets and quality control measures for the work of the team, and monitoring team members' work to ensure that these are met.
- Supporting staff by setting clear objectives and holding individual supervisions regularly.
- Ensuring good communication between staff by holding team meetings regularly, and additional briefings as necessary.
- Inducting new staff and planning the continuing development of existing staff on the basis of an annual appraisal.
- Managing the workload of the team to ensure that adequate cover is provided at all times.
- Ensuring the health and safety of team members. This will include implementing procedures for office safety and use of computer equipment.
- Defining (and reviewing from time to time) the roles of staff to ensure these support the function's aims and objectives.
- Operating St Mungo's disciplinary and grievance procedures where necessary.

## **GENERAL**

- Adhere to St Mungo's Policies and Procedures at all times.
- Cover for other members of the team and division as necessary.
- Being proactive in reviewing and evaluating own performance and identifying and acting upon areas for improvement and development.
- Undertaking, as required, any other duties compatible with the level and nature of the post and/or reasonably required by more senior members of staff.
- Attend and participate in divisional and team meetings and other meetings as required.

This job description covers the current range of duties and will be reviewed from time to time. It is St Mungo's aim to reach agreement on changes, but if agreement is not possible, St Mungo's reserves the right to change this job description.

# PERSON SPECIFICATION

## Director of Fundraising and Communications

Please use the application form or supporting statement to demonstrate your capabilities, in relation to the essential requirements in the person specification below. Where relevant use your answers to illustrate how your competences have helped you achieve positive results.

### ESSENTIAL REQUIREMENTS

#### 1-5 Experience – required for application form:

1. Experience of leading motivated, engaged and high performing teams particularly in a changing environment.
2. Experience of leadership in large and complex fundraising and/or communications role or environment for example:
  - a) implementing fundraising strategies and achieving ambitious fundraising targets.
  - b) Proven experience in successfully shaping and implementing compelling communications and public affairs activity.
3. Experience of using data to inform decisions and improve performance.
4. Experience of building relationships (including with senior colleagues, trustees and other partners).
5. Experience of managing large budgets (£15m+ income and £2m+ expenditure).

**The below Skills, Knowledge and Abilities will be assessed at different stages of the recruitment process:**

6. Track record of leading activities that make an impact on brand and/or public awareness.
7. Ability to translate strategy into clear, actionable plans that facilitate delivery.
8. A skilled and credible communicator, able to explain our work, influence and build support in multiple environments.
9. Highly effective leadership and change management skills including excellent organisational problem solving and planning skills.

**The following are required of all roles with St Mungo's. However, you do not need to address these in your application.**

- Genuine interest in and commitment to St Mungo's work and client group.
- An understanding of and commitment to diversity & equality.
- Willingness and ability to work hours outside of normal office hours on occasion (time off in lieu will be granted).
- Willingness to work flexibly in response to changing organisational requirements.

In the selection testing/interview process, we will be assessing candidates against the following competencies:

COMPETENCY	PRIMARY INDICATORS
<b>Improving and Innovating</b>	<ul style="list-style-type: none"> <li>• Is open to new ideas, improvement and change.</li> <li>• Handles situations and problems with innovation and creativity.</li> <li>• Shows commercial and financial awareness.</li> </ul>
<b>Interacting and Influencing</b>	<ul style="list-style-type: none"> <li>• Takes responsibility and demonstrates values-driven leadership.</li> <li>• Shows self-awareness.</li> <li>• Works well with other people.</li> <li>• Collaborates and networks effectively internally and externally.</li> <li>• Shows sound communication and influencing skills.</li> </ul>
<b>Understanding and Doing</b>	<ul style="list-style-type: none"> <li>• Able to find and analyse relevant written and numerical information and use it to make sound judgements.</li> <li>• Able to think strategically.</li> <li>• Demonstrates the necessary technical skills and aptitudes at the level that are required for the role.</li> <li>• Has good writing skills at the level required for the job.</li> <li>• Plans, organises and manages time well.</li> <li>• Demonstrates compliance and accountability.</li> </ul>
<b>Involving and Including</b>	<ul style="list-style-type: none"> <li>• Builds client/stakeholder involvement into all activities.</li> <li>• Is client and customer focused.</li> <li>• Aware of own level of cultural competence and proactively seeks to develop.</li> <li>• Actively promotes equality, diversity and inclusion among colleagues and clients.</li> </ul>
<b>Managing and Empowering (for managers only)</b>	<ul style="list-style-type: none"> <li>• Builds a high performing team.</li> <li>• Provides staff with clear direction and support.</li> <li>• Motivates, supports, enables and promotes the wellbeing of their team.</li> <li>• Manages the operational aspects of their function efficiently.</li> <li>• Implements plans, strategies and services effectively.</li> <li>• Actively contributes to service growth.</li> </ul>