



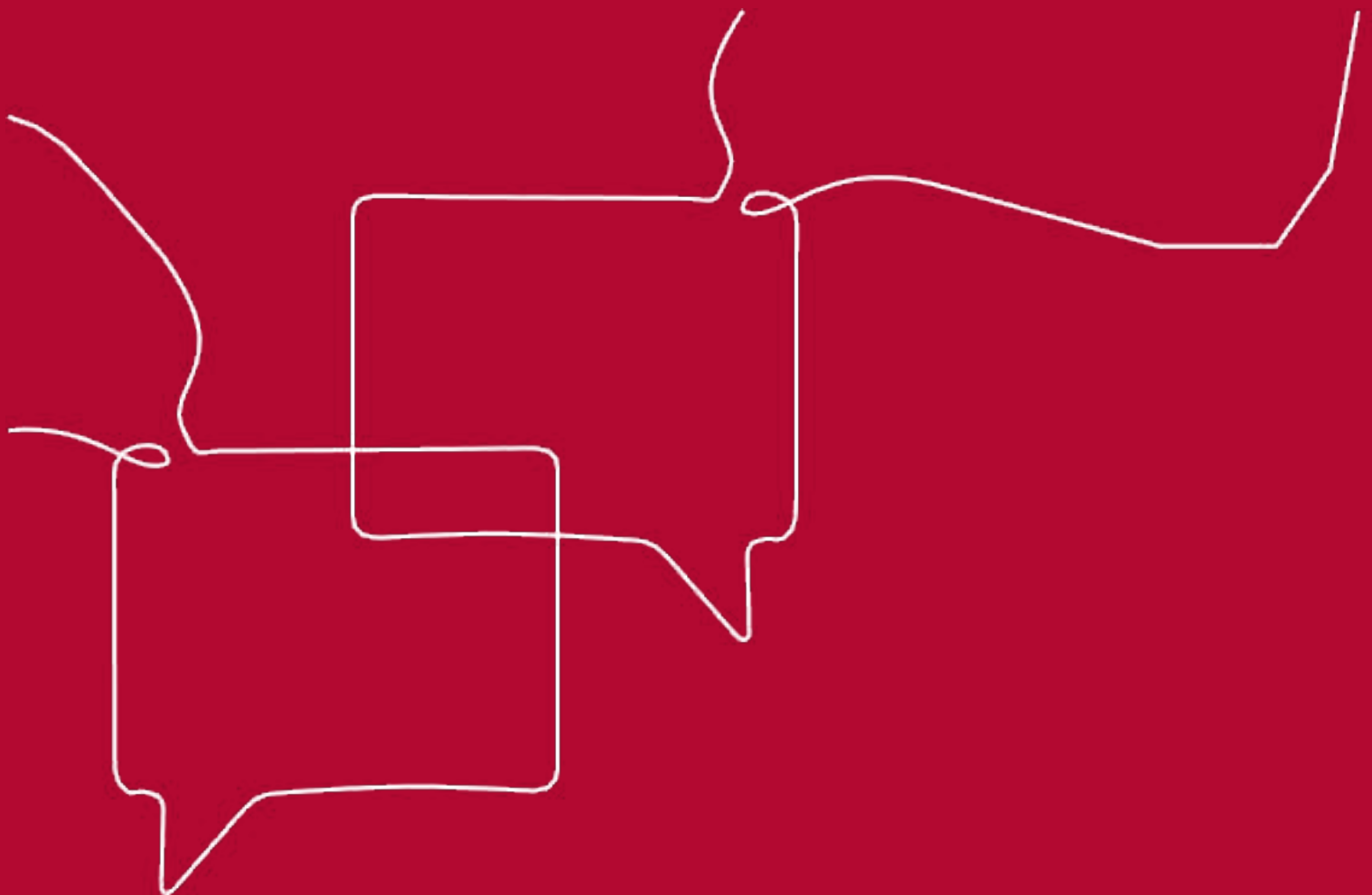
Charity

Head of Fundraising

Maternity Cover

St Martin-in-the-Fields Charity

September 2020



About the role

From Tim Bissett – Director

As with many organisations, 2020 has been a challenging year for the St Martin-in-the-Fields Charity. In early March we completed our most successful BBC Radio 4 Christmas Appeal with St Martin-in-the-Fields raising over £4.5 million. At that time, we were only just beginning to appreciate the impact that the COVID-19 crisis was going to have on the lives of people across the UK.

It became apparent to us that we could not sit by and watch as the crisis unfolded. We knew that we had to rise to the challenge to support both people affected by homelessness and the frontline workers assisting them into accommodation or preventing their eviction.

So, after surveying frontline workers across the UK, we designed a VRF Emergency Fund, to meet the needs of people affected by the crisis which launched on the 8th April. At the same time, we launched a fundraising campaign which raised over £1.2m. So far, we have spent over £1.7m and provided support to just under 5,000 people across the UK.

Meanwhile, we have continued to support the 2,000 frontline workers registered with the Frontline Network. We were disappointed to have to postpone our annual conference but have taken our activities online, seeing people attend nationally and locally focused events. Our website has never been better used. Next comes the 2020 Christmas Appeal - planning is well underway - continuing to grow the Frontline Network and ensuring that the grants that we make are effective and targeted. We will continue to respond to the needs of people experiencing homelessness and frontline workers where we can.

Amidst all of this we now find that both of Head of Fundraising and Head of Development are taking maternity leave almost simultaneously.

If you are interested in this role, please do apply. I look forward to receiving your application.

The Scope of the Job:

This is a relatively new role and provides a fantastic opportunity for someone to build and deliver the fundraising strategy for 2021-22, nurturing new income streams and opportunities. The role will oversee our current fundraising, of which a great proportion comes from the annual BBC Radio 4 Christmas Appeal with St Martin-in-the-Fields. The Appeal has grown from strength to strength, raising £7.7m in the last two years. However, with increasing numbers of people at risk of homelessness and applications to the Vicar's Relief Fund increasing, we know the need is great and we want to raise vital funds to meet this need. In addition to the successful Radio 4 Appeal, we want to increase our revenue from major donors, trusts, legacies and corporates. We need someone with the right skills and experience to help us realise that ambition.



About us

From a rich history of supporting individuals in vulnerable situations, we have developed a wide range of support. We are best known for our BBC Radio 4 Christmas Appeal with St Martin-in-the-Fields. For over 94 years the BBC and St Martin-in-the-Fields have partnered to raise support from Radio 4 listeners to help homeless and vulnerably housed people. In the last two years the Appeal has raised over £8.7 million.

2019 was our most successful Christmas Appeal to date, which saw income increase by 21%. However, 2020 has been a challenging and unpredictable year and we have adapted our winter campaign to attract new audiences, in order to sustain the growth we have seen in recent years.

We are proud of our fantastic partnership with the BBC and work closely across the network. Yet we also want to develop the promising opportunities which we feel are ripe for investment. We have seen legacy income increase significantly in the last three years, and want to engage and get to know our key major donors who are passionate about the work we do, and stand by us year on year.



Our regular giving income stream has increased enormously too, now standing at approximately £250,000 per year, an important stream of steady funding which we must protect and cultivate, especially as we see such turbulence in the current UK economy.

Our communications cycle is what we call 'light touch' with our main activity geared around Christmas and a single newsletter in the summer. We don't contact our donors very often but when we do, we want it to be relevant and meaningful.

The past year has been demanding, but the charity was fast to respond to Covid-19 – both in supporting people most vulnerable, and in raising the funds we needed to do this. This is a pivotal time for us and as the fundraising team especially – we need to identify our strongest opportunities and establish a solid strategy to realise this ambition.

Our partnership with the BBC

The St Martin-in-the-Fields Charity is one of only three BBC partner charities - the others being Comic Relief and Children in Need. This is an enormously privileged position for us and a relationship which we do not take lightly.

We are busy planning the 2020 Christmas Appeal, working closely with colleagues at BBC Radio 4. The appeal will be broadcast on the 6th December. Traditionally this is made by the vicar of St Martin-in-the-Fields who is the Revd Dr Sam Wells. Later on that day, Radio 4 broadcast 'Making a Difference', hosted this year by Hugh Dennis. This programme highlights the work of the charity and tells the stories of some of those that have benefited from grants from the Vicar's Relief Fund, support from The Connection at St Martin's and the work of the Frontline Network.

You can listen again to our broadcasts on BBC iPlayer - see bbc.co.uk/christmasappeal.



Job title: Head of Fundraising

Responsible to the Director

Main Purpose:

1. Oversee all fundraising activity for the St Martin-in-the-Fields Charity
2. To develop and implement a Major Donor fundraising to raise £10 million over 5 years from high net worth individuals, grant makers legacies and companies.
3. Managing the delivery of the annual BBC Radio 4 Christmas Appeal with St Martin-in-the-Fields overseeing continued growth.

Staff responsibilities:

- Fundraising Manager – leads BBC Radio 4 Christmas Appeal with St Martin-in-the-Fields and Trusts fundraising (small & medium)
- Fundraising Coordinator (supports BBC Radio 4 Christmas Appeal and all fundraising activity)

Specific Responsibilities:

To develop and implement the fundraising plan for approval by the Director and Trustees

- Implement the Major Donor and legacy fundraising.
- Build a fundraising leadership group, including our sub-committee of Trustees and key major donors
- Build relationships with potential donors leading to asking for substantial donations. This will involve close liaison with Trustees and those identified for the leadership group involved in major donor fundraising.
- Work with the Director on large grant making applications and coordinate smaller grant making approaches.
- Develop partnerships with corporate donors utilising the Trustees and the fundraising leadership group to maximise the size of the gifts..
- Develop a programme of prospecting groups, engagement and cultivation activities utilising the fundraising leadership group .

On the Radio 4 Christmas Appeal

- Support the Fundraising Manager to take over running the Christmas Appeal.
- Strategically manage the Christmas Appeal.

Main Duties & Responsibilities

- Manage relevant staff and volunteers
- Develop and implement the Fundraising Strategy for 2021-22
- Annually prepare and manage the fundraising budget.
- Develop a stewardship programme for large donors
- Identify specific areas of development, such as legacies and corporate fundraising
- Co-ordinate fundraising with other parts of St Martin-in-the-Fields, particularly Martin-in-the-Fields Trust
- To ensure fundraising is delivered against ethical standards and meet fundraising and data protection reg

Person Specification

About you:

We are interested to hear from a wide group of candidates. We are particularly interested in people with experiences in the following areas:

Essential:

- Skilled communicator who can present and build relationships with a wide range of people
- Results driven and able to inspire and motivate others to achieve targets
- Has a wide range of fundraising experience – including multi-channel campaigns, major donor fundraising, Direct Mail and digital fundraising
- Highly organised and able to oversee and manage numerous projects
- Able to play a key role in the charity's Senior Management Team and support the Director in leading the organisation
- Educated to degree standard or equivalent, but University of Life experience counts

Desirable:

- Legacy fundraising – experience in liaising with executors/solicitors and running legacy campaigns
- Corporate fundraising – identifying new corporate opportunities and building relationships
- Experience in managing high profile media partnerships – eg radio, TV, film, online

Key skills and competencies

- **Training and mentoring** – you can coach and support individual team members
- **Influencing and negotiation** – you have the diplomacy skills and tact needed to manage suppliers and key partners
- **Presentation skills** – you can present with confidence and report to a number of parties and stakeholders, including the BBC
- **Campaign management** - you have experience in running complex, multi-channel campaigns
- **Budget management** – you have experience managing a budget, overseeing and reporting income and expenditure

Working at St Martin-in-the-Fields Charity

Based at:

St Martin-in-the-Fields, Trafalgar Square, London. It's a great place to work – great music, great people and never a day passes when something of note seems to happen. However, our team is currently working remotely.

Normally this role includes travel across London and around the UK. We've not done much of this recently but hope that we can return to it soon. We're right by Charing Cross tube station.

You will need to be prepared to work from home at least until COVID restrictions are lifted.

Core office hours:

Monday to Friday, 9 am to 5 pm, 40 hours per week, but this role will require a flexible working pattern, including some early morning, evening and weekend work as required for events and especially the Christmas Appeal.

Salary: c. £45,000

Contract: Maternity Cover – Up to 1 year and subject to occupational health assessment

Notice period: 1 month

How to apply

If you are passionate about our work to address homelessness, please provide:

- A current comprehensive CV outlining your key achievements in previous and current roles;
- A supporting statement, explaining how you believe your skills and experience match the requirements of the role, directly addressing the person specification;
- Details of two referees (who will not be contacted without your prior consent)
- Go to <https://www.smitfc.org/recruitment> to apply.

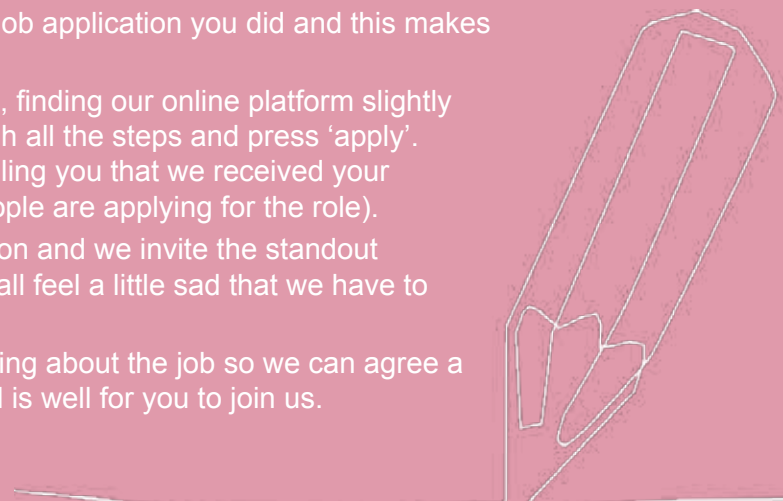
Key Dates

Job ad closing date: 18 October 2020 at midnight.

Interview dates (scheduled): 28th and 29th October (first round) and 2nd and 3rd November (second round).

Our hiring process

1. You find or get sent our job ad.
2. You read the ad and it piques your interest and you decide to apply.
3. You update your CV and write a super honest but creative covering letter telling us why you'd be great at the job and why you'd like to work for the St Martin-in-the-Fields Charity. While doing this you check out our website and do a bit of research about us. You don't copy and paste the last job application you did and this makes you feel good.
4. You tell us that you're interested by applying, finding our online platform slightly irritating, but you take your time to go through all the steps and press 'apply'. Magically our system sends you an email telling you that we received your application. (We are quietly relieved that people are applying for the role).
5. The team here takes a look at your application and we invite the standout candidates to meet us for an interview. We all feel a little sad that we have to meet via Zoom.
6. You wow us and like us and so we keep talking about the job so we can agree a deal. We do the admin stuff to check out all is well for you to join us.
7. Everyone is pleased.



St Martin-in-the-Fields Charity

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Registered charity no 1156305/261359

