



Head of Fundraising

Job Description

November 2024

Job Title: Head of Fundraising

Purpose: Develop and implement a new comprehensive fundraising strategy to secure donations from major donors, trusts, foundations, and corporations.

Reporting to: Mark Crosby, Director of Communications

Terms: Full-time. This job description should be viewed in conjunction with a contract of employment (for terms of employment)

Salary: £45,000 - £55,000 per annum, based on experience

Location: Remote role, with the expectation to be in a VCUKI office 2 days a month.

Overall Responsibilities

Role Overview: The Head of Fundraising will be responsible for developing and implementing a new comprehensive fundraising strategy to secure donations from major donors, trusts, foundations, and corporations. They will work closely with movement leaders and support staff to maximise fundraising opportunities and build long-term relationships with donors. Over time, it is envisaged that the post-holder will build a team to assist in key aspects of the role.

Key Responsibilities:

Strategy and Planning:

- Develop and execute a robust fundraising strategy.
- Enhance existing income streams and develop new streams.
- Research, write, and project manage fundraising applications to new and existing trusts and grant bodies.

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- Identify and cultivate relationships with potential donors and grant-making trusts.
 - Organise fundraising campaigns to engage and attract donors.
 - Write a compelling 'case for support' document, articulating VCUKI's mission, impact, goals, key stories, financial information and funding needs.
 - Develop compelling funding proposals and pitch decks for major donors and corporates.
 - Undertake a network mapping exercise with senior leaders and pastors across the VCUKI movement.
 - Manage donor communications and maintain a database of donor information.
 - Collaborate with the Director of Communications to create marketing and promotional materials for fundraising initiatives.
 - Provide training and support to volunteers involved in fundraising activities.
 - Keep abreast of changes in market practices and trends in charitable giving both nationally and internationally.
 - Input into national offerings and follow-up communications.

Development

- Develop the fundraising and development strategy to raise income in line with set targets and the agreed annual budget.
- Advise senior leadership on fundraising and appeal strategies.

Fundraising and Communications

- Grow and sustain income across multiple fundraising streams, including; individual giving, major giving, grant-making trusts, legacy fundraising and appeals.
- Make and assist with presentations about VCUKI to potential and current donors.
- Build strong relationships with current and potential donors and ensure that ongoing support is appropriately recognised.
- Work alongside the communications team to ensure VCUKI is 'heard' nationally, particularly during fundraising campaigns throughout the year.
- Regular report writing to existing funding trusts and foundations.
- Compiling reports for other senior leaders as and when required.
- Provide excellent stewardship to existing donors on the impact of their giving, tailored to the area of their giving and income stream.
- Report on the progress and development of the objective and key performance indicators for this role.

The duties listed are not exhaustive and may be varied from time to time as dictated by the changing needs of the Vineyard Churches. The post holder will be expected to undertake other duties as appropriate and as requested by his/her manager.

Occupational Requirement

As this role will require the successful applicant to promote the Christian values of the Vineyard church movement and provide individuals with Christian pastoral support, it is an Occupational Requirement that the successful candidate is a practicing Christian, who regularly attends Sunday church services and can agree with the VCUKI Statement of Faith and Ethos Statement.

Head of Fundraising

PERSON SPECIFICATION

ITEM	ESSENTIAL	DESIRABLE	HOW IDENTIFIED
QUALIFICATIONS	Graduate-level education or equivalent experience in a relevant field (e.g., fundraising, marketing, communications, business).	Membership or certification with a professional fundraising body (e.g., Chartered Institute of Fundraising).	Application
SKILLS/ABILITIES	Proven track record of delivering income against agreed targets and timescales for national projects.		Application Reference
	Exceptional written and verbal communication skills, particularly in preparing compelling funding proposals.	Excellent report writing skill for a range of different stakeholders	Application Interview
	Ability to work on own initiative as well as part of team. To be able to anticipate challenges in the workplace and be ready to meet them.	Able to display patience, resilience, and optimism in the face of periodic pressure.	Application Interview
	Excellent networking skills with the ability to build and sustain relationships with donors and stakeholders.		Application Interview
	Highly organised with a track record of successfully working to deadlines and prioritising tasks.	Creativity in developing innovative fundraising ideas or campaigns.	Application Interview
	Strong project management skills, with the ability to deliver initiatives on time and within budget.	Proven project management skills in fundraising within a faith-based or Christian organisation.	Application Interview Reference
	Proven ability to think strategically and to prepare and implement strategy.		Application Interview
	Able to influence and persuade a wide range of stakeholders and facilitate strong relationships with people inside and outside of the charity.		Application, Interview
WORK EXPERIENCE	Experience in managing major donor relationships.	Demonstrated success in securing significant donations and grants.	Application Interview
	Extensive experience of grant-making trust applications.	Experience in organising donor events or campaigns.	Application Interview
	Experience in the (Fundraising) charitable sector, with the ability to be self-motivated, and a proactive approach to problem-solving.	Experience in fundraising within a faith-based or Christian organisation.	Application Interview Reference
	Experience with legacy fundraising.		Application Interview
	Experience in developing and implementing comprehensive fundraising strategies.		Application Interview
KNOWLEDGE	Familiarity with legal frameworks relevant to fundraising and charity work, particularly within a Christian context (e.g., Gift Aid, GDPR, and ethical fundraising practices).		Application Interview
	Understanding of the wider nonprofit and church funding landscape in the UK and Ireland.	Applied knowledge and experience in fundraising within a Christian organisation.	Application Interview

SPECIAL FACTORS RELEVANT TO THE POST (Occupational Requirements)	To agree with the Vineyard 'Statement of Faith' and work with those parameters.	Availability to attend movement-related or donor-related events (sometimes during evenings or weekends) and travel to meet stakeholders.	Application Interview
	To have a lifestyle that reflects the Christian beliefs and practises of the Vineyard Church.	A commitment to the advancement of the Kingdom of God through the work of local Vineyard churches, as this role contributes directly to funding initiatives that support the mission.	References
	A strong understanding of the Christian faith and the ability to represent and articulate the values of the Vineyard movement to donors and stakeholders.		Interview