# **Head of Fundraising and Communications**

Accountable to: Director of Finance and Resources

Location: Wrexham or Cardiff

NB: hybrid working is available, but importantly you may occasionally need to provide urgent information outside office hours. Additional hours can be balanced through the use of TOIL.

Travel throughout Wales when absolutely required.

Hours: 35 hours per week (full time).

Salary: P2 (£51,941 – 56,270 per annum)

**Role Overview:**

The Head of Fundraising and Communications is a member of the Senior Leadership Team and will develop the vision and strategy for Fundraising and Communications across the charity.

Crucial to SJAC’s mission, the Head of Fundraising and Communications ensures the growth of our multi-discipline fundraising income streams, supporter base in order to support our mission to enable every community to learn first aid and healthcare skills, and to save lives now and promote well-being for current and future generations.

**Key duties and responsibilities:**

**Leadership and Service Delivery**

* Provide strategic thought leadership on fundraising and communications strategy including legislative and regulatory developments, social trends and research findings.
* Lead the development and implementation of a national Fundraising strategy and a national Communications strategy aligned with SJAC's 2025-2030 strategy, and which prioritises increasing funds raised and external support.
* Lead the development and delivery of a diverse portfolio of fundraising activities (events and community, individual giving, legacies, trusts and foundations, corporates, major donors) and an excellent supporter experience to maximise the sustainable income generation potential for the charity.
* Lead the development and delivery of a diverse portfolio of communications activities (online and offline, internal and external) to maximise public awareness of our work and our impact.
* Identifying opportunities and new income streams to increase the size and scale of our supporter base.
* Keep abreast of relevant internal or external changes that could represent fundraising or communications challenges or opportunities for SJAC.
* Work closely with the Director of Finance and Resources to ensure that fundraising activities are sustainable, resilient and responsive to the needs of the external market.
* Work closely with the wider Senior Leadership Team to ensure that all areas of SJACs work are promoted appropriately.
* Ensure a positive, fulfilling, and engaging experience for St John people by fostering a supportive environment, providing opportunities for skill development, and recognising their contributions to the delivery of commercial activity across Wales.
* Overseeing external agency relationships to ensure key outcomes are met.

**Community Impact, Stakeholder Engagement and Partnerships**

* Lead the development of successful campaigns, both internally and externally, on the importance of our charitable work and the impact it has on communities across Wales.
* Build strong relationships with external partners, including funders and the media, to enhance SJAC’s impact within communities and ensure our fundraising and communications services are effective.
* Represent SJAC in meetings with external stakeholders and the public, acting as an ambassador for the charity and role modelling our commitment to community-based health outcomes, our behaviours and values.
* Build strong relationships with senior colleagues to ensure successful identification, planning and delivery of opportunities that raise awareness, influence and deepen engagement with our audiences to support a variety of objectives.
* Ensure that our fundraising and communications services are inclusive, engaging St John people and supporting diverse communities across Wales in line with SJAC’s values of inclusion and compassion.
* Overseeing external agency relationships to ensure key outcomes are met.

**Quality Assurance and Compliance**

* Working with internal stakeholders, particularly in the response team, develop and implement a robust quality assurance framework to maintain high standards and minimise risk across all fundraising and communications activities.
* Ensure that SJAC complies with all legal and regulatory requirements, including health and safety, clinical governance, safeguarding, and data protection.
* Monitor and evaluate service performance against key performance indicators (KPIs), driving continuous improvement and innovation in service delivery.
* Establish objective methods of promoting the quality of SJAC services and use insight from this to drive continuous improvement.
* Support the Director of Finance and Resources with the management of relevant Complaints, Compliments and Serious Incident Reviews, investigations and organisational learning as required.

**Budget Management and Business Planning**

* Achieving ambitious income targets that support the delivery of our strategy and work at a national, regional, and local level.
* Manage the financial performance of fundraising and communications activities, ensuring that budgetary targets are met through effective cost control and income generation.
* Reporting against agreed performance and financial indicators to the Leadership Team & Board of Trustees, assessing key issues, reporting budget variance and making recommendations via the Fundraising & Engagement Committee.
* Market SJAC activity and publicise the positive impact that SJAC activity has in communities across Wales in order to increase revenue.
* Prepare and present business cases for service development, including identifying opportunities to enhance revenue through partnerships, community initiatives, and contracts.
* Accountable for data management and insight across fundraising and communications, ensuring systems and processes meet organisational needs and comply with external regulation including GDPR.
* Ensure that fundraising and communications services remain financially sustainable and contribute to the overall charitable goals of SJAC.

**People Leadership:**

* Provide visible, compassionate leadership to all St John people across the Fundraising and Communications teams, ensuring a supportive and fulfilling working environment.
* Lead a geographically dispersed team, promoting a culture of accountability, professionalism, and excellence in service delivery.
* Manage St John people effectively, including overseeing recruitment, retention, and development of staff and volunteers, ensuring that they have the right skills and equipment to perform their roles to the highest standards.
* Act as an ambassador, protecting and promoting St John Ambulance Cymru brand and reputation.

**Values and Inclusivity:**

* Role model the charity’s values at all times and hold others to account for the same.
* Demonstrate a commitment to inclusion and welcoming diversity, championing equality of treatment and opportunity.
* Perform any other duties commensurate with these responsibilities, the band of the post and skills and qualifications of the post-holder.

This job description is intended as an outline indicator of general areas of activity and

will be amended in light of the changing needs of St John Ambulance Cymru. It is expected that the post holder will be as positive and flexible as possible in this regard.

**Person specification**

This is a specification of the experience, skills, etc. that are required to effectively carry out the duties and responsibilities of the post (as outlined above) and forms the basis for selection.

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| **Requirements** | **Essential** | **Desirable** | **Assessment Method** |
| Qualifications and Experience |  |  |  |
| Educated to degree level or equivalent, or with relevant sector experience in a related field. | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Application form |
| Recognised fundraising, marketing or senior leadership or management qualification (e.g., ILM Level 7 or equivalent) |  | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png | Application form |
| Membership of the Institute of Fundraising |  | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png | Application form |
| Proven experience of providing leadership in a multi-disciplinary fundraising team (e.g. events and community, individual giving, trusts and foundations, corporates, major donors.) | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Application form |
| Experience of leading communications and/or marketing teams, preferably in the charity sector | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Application form |
| Demonstrable track record of delivering fundraising success across a range of income streams | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Application form / Interview |
| Proven track record in achieving financial and non-financial targets and supporting team members to do the same | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Application form |
| Experience in an organisation with high numbers of volunteers and the ability to create products to enhance local volunteer fundraising |  | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png | Application form |
| Experience of financial management, including budgetary control, income generation, and business case development. | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Application form / Interview |
| A track record of devising campaign plans and progress reporting, and in utilising data to inform plans | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Application form / Interview |
| Experience in direct delivery of communications material, print and digital | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Application form / Interview |
| Relevant CPD activity and portfolio | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Application form / Interview |
| Current Enhanced DBS Certificate | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | If you don’t already hold this we will arrange it free of charge |
| Skills, knowledge and abilities | | | |
| Organisational and project management skills, with the ability to manage multiple priorities and deliver results under pressure. | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Interview |
| Excellent interpersonal, negotiation and influencing skills. | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Interview |
| Demonstrable ability to write convincingly and compassionately about projects | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Interview |
| Working knowledge of fundraising regulations and data protection | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Interview |
| Commitment to achieving targets and growing fundraising activity | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Interview |
| Excellent proposal writing, presenting and influencing skills in fundraising or marketing | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Interview |
| Broad knowledge of fundraising and income-generating activities, including legislation affecting activity | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Interview |
| An imaginative and solutions orientated approach to marketing and communications. | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Interview |
| A good understanding and experience of integrated media and communications, particularly including digital channels | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Interview |
| Capable and confident in the public eye at events, meetings and speaking engagements | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Interview |
| Proactive with a high level of initiative and enthusiasm, encouraging others to do the same | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Interview |
| Demonstrates strategic thinking and takes into account long-term goals and impact of decisions on the wider organisation | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Interview |
| Absolute commitment to role modelling our St John Ambulance Cymru values and helping others do the same | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Interview |
| Ability to work outside normal working hours when absolutely necessary | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Interview |
| Willingness and ability to travel across Wales on a reasonably regular basis | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Interview |