



**CEREBRAL
PALSY** CYMRU

THERAPY AND SUPPORT FOR
CHILDREN AND THEIR FAMILIES

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Recruitment Pack

Role: Head of Fundraising and Communications

Because we know. Together we can make a difference.



We are Cerebral Palsy Cymru.

About us.

We are the leading charity in Wales for children and families living with cerebral palsy. As a national Centre of Excellence and experts in the field of cerebral palsy, we provide specialist physiotherapy, occupational therapy, and speech & language therapy in a transdisciplinary way so that each child benefits from the combined expertise of our therapists. Our Family Support Service offers a listening ear, practical advice, and emotional support. We share our knowledge and skills through collaborative working, courses, national and international conferences.

Cerebral palsy is the most common physical disability in children in the world and our mission is to improve the quality of life of all children in Wales living with cerebral palsy. We are an ambitious, passionate, hardworking, and friendly team who are motivated by the life-changing difference we make.

It is estimated
1 in 400
children born in Wales
will have cerebral
palsy which is
around 70 babies
each year

There are
17 million
people worldwide with
cerebral palsy

Cerebral palsy
is the most common
physical disability
in childhood

Wales, there
are approximately
1,800
children living with
cerebral palsy

Approximately
30,000
children in the UK
have cerebral palsy

Head of Fundraising and Communications

This is an exciting opportunity for an exceptional senior fundraiser to join an ambitious and passionate Welsh children's charity and play a pivotal role in helping the charity grow its services for children and families in Wales living with cerebral palsy. We are looking for someone who excels at relationships fundraising, has strong leadership and communications skills with multi-income stream experience. The successful candidate will strategically lead and develop the charity's fundraising income, grow and influence the future growth of the fundraising team and be a key member of the senior leadership team.



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- Title of post:** **Head of Fundraising and Communications**
- Hours:** 36 hours per week with occasional weekend and evening work (part time hours would be considered for the right candidate)
- Contract:** **Permanent (probationary period of six months)**
- Salary:** **From £40k to £50k dependent on experience**
- Location:** **Based at our Children's Centre in Llanishen, Cardiff however we operate a flexible hybrid model which includes home working**
- Line Manager:** **Centre Director**
- Summary:** **To strategically lead and develop the charity's fundraising income**

The role:

The Head of Fundraising & Communications reports directly to the Centre Director and is a member of the charity's senior leadership team, sharing collective responsibility to deliver Cerebral Palsy Cymru's mission 'to improve the quality of life of all children in Wales who have cerebral palsy'. The Head of Fundraising and Communications will lead the small but passionate and dedicated Fundraising and Marketing & Communications teams, and provide the necessary vision, leadership, motivation, and fundraising skills to enable the charity to achieve its fundraising objectives. The post holder will have substantial fundraising and management experience, a talent for building relationships and demonstrable experience in securing funds and meeting ambitious and growing targets.

Main duties and responsibilities

Strategy and Income Generation

- To work with integrity in all aspects of the role
- In collaboration with the Centre Director, leadership team and Trustees, lead the development and implementation of the charity's strategies for Fundraising and Marketing & Communications, including digital and social media.
- Contribute to the senior leadership team to support effective organisational leadership including business planning, budget setting and reporting.
- Lead the annual fundraising planning process to produce effective strategies to achieve income targets in the region of £1.5m per annum across the range of revenue streams including corporate partnerships, trusts and public funds, digital fundraising, fundraising events, community fundraising, individual giving, and legacies.
- Help oversee the development and adoption of a new CRM system, maximising the fundraising opportunities from improved stewardship,

- knowledge of donor behaviour and data insight/reporting.
- Apply awareness of the external environment and knowledge of fundraising to identify new potential income streams and produce strategies to generate these funds.
- Ensure Fundraising expenditure is kept within budget.
- Maintain and further develop stewardship of all supporters.
- Adhere to all codes of fundraising practice, charity and corporate law as it applies to fundraising.

Management and Leadership

- Lead, inspire, manage, and support the Fundraising and Marketing & Communications teams, delivering fundraising income and meeting set targets.
- Line management of the Fundraising and Marketing & Communications teams, including:
 - Agreeing objectives and work plans
 - Managing workload and performance through regular one-to-one meetings
 - Plan and implement personal development programmes for team members
 - Undertake annual performance reviews

The Head of Fundraising and Communications is a member of the charity's senior leadership team and as such the post-holder will be expected to play a proactive role in the management of the charity, including:

- Strategic planning
- Supporting the Centre Director and Trustees in all matters relating to the governance of the charity.
- The charity's development including 5- and 10-year plans implementation.

Brand Development and Reputation

- Support the Marketing and Communications Manager with the development and delivery of the charity's marketing and communications strategy
- Ensure coherent understanding of the impact of marketing and communications for the success of the charity's fundraising endeavours
- Ensure the fundraising team's activities promote the Cerebral Palsy Cymru brand and reputation through raising the charity's profile
- Operate as an ambassador for the charity and its brand and seek to identify opportunities and threats to the charity and its branding in respect of the fundraising operation.
- Encourage and develop strong working relationships between the fundraising team, retail team, volunteer base, the wider charity staff team and charity audience.
- Manage, resolve, and report on complaints received to both improve practice and reputational management.
- To explore and exchange ideas with the Head of Retail to increase profitability across all disciplines.

Additional responsibilities

- Participate in team meetings and engage with the wider staff team when appropriate.

- Actively work with others (internal and external) to facilitate organisational and departmental improvements and changes, in line with charity-wide strategies.
- Maintain confidentiality at all times and adhere to Cerebral Palsy Cymru's confidentiality policy.
- Follow and remain up to date with Charity policies and procedures
- Communicate effectively with colleagues, trustees, volunteers, partner organisations, stakeholders of all kinds, and service users.
- Carry out any other reasonable tasks as may be required.
- Maintain awareness of the work of Cerebral Palsy Cymru.

Person Specification

Requirement	Details	How assessed
Education/ qualifications essential	<ul style="list-style-type: none"> - Certificate in Fundraising and/or significant experience in a senior fundraising role. Non-graduates welcome. - Evidence of continuous professional development. 	Application, certification, and interview
Education/ qualifications desirable	Membership of relevant professional bodies	Certification
Experience and Knowledge essential	<ul style="list-style-type: none"> - Specialist knowledge and understanding of charity fundraising environments and the relationship between a donor and the cause. - Experience of strategic planning and financial forecasting. - Experience of fundraising and management across a diverse range of income streams - Experience of managing people, managing relationships with other staff and performance management. - Demonstrable experience of developing and implementing strategic fundraising plans. - Demonstrable experience of delivering business growth in a fundraising capacity directly resulting in increasing income and impact for an organisation. - Development and management of organisational communication across varied platforms. - Experience of using the strength of an organisational brand for business development - Demonstrable experience of meeting challenging income targets as well as understanding of fundraising measurement and evaluation. - Knowledge of charity governance - Experience of change management - Full clean driving' licence and use of a car for business use. 	Application, interview, presentation, certification (driving licence and insurance details)
Experience and knowledge desirable	<ul style="list-style-type: none"> - Knowledge of Cerebral Palsy Cymru - Knowledge of the third sector - Experience of digital fundraising and knowledge of the digital landscape. - Experience of developing and implementing a Marketing strategy. - Experience of Social media management. - Experience of Media Relations. 	Application, interview
Skills and Attributes essential	<ul style="list-style-type: none"> - Ability to build, develop and maintain key stakeholder, client, and donor relationships. - Clear and persuasive communication, negotiation, and networking skills. - Impact focused and results driven. - Excited by delivering impact for families living with cerebral palsy. - Able to bring problem solving and lateral thinking 	Application and interview

	<p>skills to the organisation.</p> <ul style="list-style-type: none"> - Good numeracy skills to manage budgets and targets. - Excellent IT skills - Highly self-motivated and able to work autonomously, take initiative and make decisions. - Supportive management style; ability to connect with, motivate and drive others. - Ability to work flexible hours. - Energy, enthusiasm, resilience, and flair to work hard and achieve ambitious targets. - Emotional intelligence to understand impacts of charity on patients, families, and supporters. - Empathy and commitment to Cerebral Palsy Cymru's values, purpose, and environment. - Commitment to core values and strategic direction of the charity. 	
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How to apply

Download and complete an application form from our website:
[Cerebral Palsy Cymru application form 2022](#)

Send your completed application form to Kate Boddington
kateb@cerebralpalsycymru.org

Closing date: 2 September 2022 at 5pm

Interview dates: Week commencing 19 September 2022

If you have any questions about the role or want to speak to a member of the team about the post, please contact Cerebral Palsy Cymru on 02920 522600 or email Kate Boddington as above.

