



# Head of Fundraising & Communication Job Description

## Introduction to Kintsugi Hope

Kintsugi Hope is a charity launched 24 February 2018, set up with the vision for 'A world where mental and emotional wellbeing is understood and accepted, with safe and supportive communities for everyone to grow and flourish.'

Kintsugi Hope is working with partner organisations across the whole of the UK to see our vision become a reality.

### Role Purpose:

The Head of Fundraising & Communication is responsible for the generation of funds for Kintsugi Hope by a variety of income streams and for ensuring the Kintsugi Hope brand and services are marketed throughout the UK. This will involve managing a Fundraising Manager and Communications Manager and collaborating with the wider team to ensure success. A key outcome is that the annual fundraising target is achieved.

Job title: Head of Fundraising & Communication

Responsible to: CEO

Place of Work: Remote or Hybrid working.

Salary: Up to £45,000 (dependant on experience)

**Contract :** 37.5 hours a week (30 hours would be considered)

**Benefits:** 25 days holiday plus Bank Holidays (pro rata for part time)

Entitlement to pension following 3 months' probation period

## Main Responsibilities



- Lead and oversee the Fundraising & Communications function, including line management of the Fundraising Manager, and Communications Manager.
- Accountable for achieving income in line with operational plan targets.
- Accountable for acquisition and retention of regular donors in line with operational plan targets.
- Accountable for ensuring a clear plan is in place to achieve the income targets.
- Responsible for oversight of communication to donors that inspires and engages them to continue to support the charity financially.
- Responsible for own major donor caseload, including communication and impact reporting
- Accountable for ensuring Kintugi Hopei remains a vibrant and recognisable brand that is growing in prominence
- Accountable for oversight of all Kintsugi Hope social media platforms and digital presence, to ensure appropriate levels of engagement
- Responsible for supporting all areas of the organisation with their communication requirements eg Group Leader Newsletter.
- Responsible for managing key stakeholder relationships (eg major donors, grants officers)
- Responsible for analysing supporter and income data to ensure the most effective campaigns and supporter engagement.
- Accountable for managing the Fundraising & Communications budget

### **Charity Leadership**

- Contribute to the wider strategy of Kintsugi Hope as part of the Leadership Team.
- Provide leadership to the organisation, including enabling and creating a culture aligned with the values (Authenticity, Relationships, Generosity, Honesty) and vision.
- Representing Kintsugi Hope at key meetings and events.

### **Culture:**

- Clearly live out and embrace the cultural values of Kintsugi Hope.
- Clearly demonstrate a heart and passion for the charity.



- Sincere acceptance, understanding and practice of the Christian ethos and purpose of the Charity.

#### **Other Responsibilities Include:**

- Being willing to pray alongside staff and volunteers, and fully engage with our Christian ethos
- Encouraging friends, family and other contacts to support the charity through the Hope Giver programme and other fundraising initiatives
- Attending annual Kintsugi staff retreats and conferences
- Completing all compulsory Kintsugi Hope training within given timescales

#### **Measurable Outputs: \*\* To be finally agreed once in post \*\***

- Achieve overall annual income target
- Achieve annual target number of regular donors
- Grant/Trust and Major Donor impact reports scheduled and sent on time, in line with requirements
- Achieve target levels of digital engagement (website, social platforms)
- Projects/tasks set by the CEO completed on time and to the expected standard

#### **Person Specification**

##### **Education/Qualifications**

- Professionally qualified by suitable demonstrable experience
- GCSE Maths and English

##### **Knowledge/Experience**

- Excellent administration and process management and development.
- Working with data in Excel and on databases.



- Managing the collection of data, evaluating, analysing and reporting on results to staff and trustees.
- Database management, in particular ThankQ.
- Working within the charitable sector, the constraints and opportunities this presents.
- Working in a Christian environment, communicating with church leaders and members of congregations.

### **Skills/Abilities**

- Excellent attention to detail.
- Ability to communicate clearly and sensitively including excellent listening and communication skills, both verbal and written.
- Strong IT skills, in particular Microsoft Office Systems and procedures, including Word, PowerPoint, Excel and Outlook.
- Ability to contribute to the big picture, developing processes and systems, strategically thinking ahead.
- Excellent interpersonal skills with the ability to engage successfully and work collaboratively with others both internal and external at all levels, with a positive, flexible 'can-do' approach.
- Excellent organisational skills, ability to manage multiple priorities, work to deadlines and work on own initiative without day to day direction whilst maintaining a commitment to team work.
- Quick to learn new skills

All adults working in or on behalf of Kintsugi Hope have a responsibility to safeguard and promote the welfare of children and adults. This includes:

- A responsibility to ensure a safe environment in which Kintsugi Hope services can be delivered
- Identifying children and adults where there may be safeguarding concerns



- Following the Kintsugi Hope Safeguarding policy in addressing any concerns appropriately

All Kintsugi Hope employees and contractors are required to have a satisfactory DBS check and be compliant with the Kintsugi Hope Safeguarding and Code of Conduct policy.

Last reviewed: Oct 2024