

## JOB DESCRIPTION

Mountain Training Trust



## POST DETAILS

Job Title:	Head of Fundraising
Directly Responsible To:	Chief Executive
Directly Responsible For:	Instigating fundraising activity, designing and activating a series of compelling fundraising propositions. Achieving fundraising targets (to be agreed).
Hours of Duty:	Such hours as are necessary to fulfil the duties. This will involve a minimum of 36 hours a week, with a need to work outside of normal office hours.
Tenure:	In the first instance, an 18 <sup>th</sup> month fixed term contract. Potential to extend if targets are met and the fundraising function is successfully established.
Salary:	Up to £35k.
Location:	Flexible but frequent travel to Plas y Brenin, Capel Curig, North Wales, is required.

## PRIMARY PURPOSE AND SCOPE OF JOB:

The post holder will bring to life the charity's fundraising strategy, drawing on an extensive armoury of collateral to design and go to market with attractive and poignant fundraising propositions. The drive to generate our own funds, leveraging more returns from our association with the iconic Plas y Brenin brand forms a key part of the charity's drive to diversify its income streams.

The primary purpose of this post is to kick-start our fundraising activities, and in time, to create your own fundraising team.

Funds raised will be for safeguarding the charity and its primary role of operating Plas y Brenin long into the future, and supporting the next generation of outdoor leaders, no matter what their background might be.

**“We believe that the outdoor environment provides the ultimate testing ground for people, from all backgrounds, to discover their own capabilities and true potential. We train, qualify and set the standards for the outdoor leaders who make life-changing outdoor experiences enjoyable and safe”**

You will be an experienced fundraising manager with a proven track record of successfully raising funds from a broad range of activities – including major donor propositions (individuals as well as corporates), applications to charitable trusts and foundations and from events. We are particularly keen to hear from anyone who will make this role their own, is a self-starter

and has a passion for the outdoors and its ability to change lives. A key reason for generating funds is to create bursaries so that the charity can train, qualify, and mentor a more diverse workforce, which should also resonate with the applicant. The Trust firmly believes in playing a more proactive role in creating a diverse and inclusive outdoor workforce.

## **WORKING RELATIONSHIPS**

We need someone who can have an immediate impact, bringing to life our fundraising ambitions. The postholder will work closely with the Chief Executive, the Head of Commercial and Marketing and the Head of Finance. You will liaise regularly with the MTT Fundraising Group, an advisory group that reports into the Finance and Audit Committee.

Experience within the outdoors and education sector fundraising would be highly desirable.

## **MAIN AREAS OF RESPONSIBILITIES:**

1. To take ownership of, build upon and activate the current fundraising strategy, working closely with the Chief Executive and the MTT fundraising advisory group.
2. Develop fundraising and communications strategies reflecting best practice in new business prospect identification, cultivation and solicitation and in account management of corporate partnerships. Ensure all necessary permissions are in place to undertake all intended fundraising activity
3. Identify, develop and take to market a broad range of interventions including individual giving and major donor propositions. Lead on all fundraising pitches and activity to new and current partners.
4. To lead on the development and writing of bids to a range of trusts and foundations.
5. Develop and participate with fundraising events.
6. To be aware of the changing external environment to pick up on opportunities and keep abreast of current trends, circumstances or topical issues that will enhance or affect fundraising activity or strategy.
7. Take responsibility for the fundraising budget and build a pipeline of activities to ensure targets are met. To maintain a clear view of income and expenditure forecast at all times, in line with charity and funder requirements. Providing regular reports as and when required, to support delivery, provide insight and inform the board of trustees.
8. To manage and develop a broad range of relationships and account manage high level relationships with key corporate contacts.
9. Report on progress regularly, making the business case for the continuation and extension of the fundraising function once the concept is proven.
10. Provide professional and effective advice and presentations as required to the MTT Board and other senior stakeholders.
11. Be an effective member of the senior management team, acting as a role model for all employees and be an ambassador for the company in all external engagements.
12. Attend and contribute to board meetings, ensuring the professional representation of the charity at all times.

### General responsibilities:

- Develop the Company's commitment to equal opportunities and promote non-discriminatory practices in all aspects of work undertaken.
- Remain flexible and adaptable to any additional demand as it is confirmed, and to be available to work different hours including weekends / evenings as required.
- Be prepared to travel nationally, with frequent attendance at Plas y Brenin. Whilst this is an outward-facing role, time needs to be spent back at base.
- Continually review own performance and development needs in conjunction with the CEO, jointly setting targets for change and continuous improvement to enhance business performance and personal effectiveness.

It must be understood that every employee has a responsibility to ensure that their work complies with all statutory requirements and with financial regulations of the company, and to ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice and the company's policies and procedures as specified in the staff handbook.

### Person Specification

This post requires an outstanding, well-organised individual who has a proven track record of taking ideas to market and generating returns. You will be experienced across a broad range of fundraising activities and have the gravitas and business acumen to kick start this new work area stream. The post holder will be a self-starter, possess energy, a passion for supporting the next generation of outdoor leaders, no matter what their background might be, and believe that the outdoor environment provides the ultimate testing ground for people, from all backgrounds, to discover their own capabilities and true potential.

### Key Knowledge, Skills, Abilities and Experience

You have a proven track record of raising funds across a broad range of activities	Essential
A professional qualification in a relevant degree, with evidence of continuing CPD in line with role requirements	Desirable
Excellent interpersonal skills with the ability to build internal and external relationships with key stakeholders	Essential
A self-starter having the ability to design your work programme and deliver it with pace and impact	Essential
You will have a proven skill for fundraising and developing effective supporter relationships	Essential
A results-oriented individual, comfortable with analytics and measuring the effectiveness of initiatives and activities. Able to set and manage budgets.	Essential
Ability to present/communicate strategic and creative ideas to internal and external audiences and at very senior levels in a confident and eloquent manner	Essential
Excellent organisational skills with the ability to prioritise tasks, keep calm under pressure and meet tight deadlines	Essential
A full UK driving licence (there will be regular travel as part of your role)	Essential
Proven track record of success in one or more of major donor, corporate, trusts, foundations or individual giving.	Essential
Evidence of raising funds of six-figure gifts and above	Desirable
Understanding of and passion for the outdoors and its role on changing lives	Desirable
Ability to speak Welsh	Desirable

## Personal Qualities and Behaviours

Able to work strategically without close supervision whilst being a key and supportive member of the Senior Management Team	Essential
Open to being challenged and responding positively to ensure the business strives for continuous improvement	Essential
Able to manage a heavy work programme and is prepared to prioritise and work flexibly to meet deadlines.	Essential
Effective negotiating and networking skills	Essential
A committed and loyal individual, with a high determination to succeed.	Essential
Performance orientation, including the ability to set targets and achieve them. Thinks creatively to contribute to business performance	Essential
Ability to develop project plans with strong focus on details and logistics.	Essential
Can work in a dynamic environment with changing circumstances	Essential
Excellent communicator with the ability to deliver persuasive presentations, well developed project management and time management skills.	Essential
Leads by example, living the organisation's values and acting at all times with integrity, professionalism and to the highest standards.	Essential
Able to quickly become an effective member of the team and quickly deliver results	Essential