



Charity People

Head of Fundraising

Application Information
September 2021



Welcome

The Lullaby Trust turned 50 this year and like most of us, we have had a lockdown birthday with fewer events than we would have liked. We have, however, taken the time to consider what we have achieved in the past 50 years, and consider how the pandemic both challenges that and offers ways to make even more change. Now is a really key time to be joining the charity and helping us to continue to save babies lives and support bereaved families.

The charity has been hugely successful, but the work is far from done. The impact of the sudden death of a baby is wide and never goes away, as we know from the families that we support. This drives all our work, across each department. We are a close and friendly staff team who all share in the charity's objectives.

The Head of Fundraising role is a key one to our organisation, sitting on the Senior Leadership team. As a small staff team of 25, there are opportunities to be at the heart of how the charity runs and enable us to fund new projects to make more of an impact.

This is a great role for an experienced Fundraiser who is ready to shape a new fundraising strategy. Our strategy is currently being reviewed and we look forward to having a new member of the team to help in the next part of our journey.

Jenny Ward
Chief Executive





About us

The Lullaby Trust is a charity that saves babies' lives and supports bereaved families. Around 4 babies a week still die from sudden infant death syndrome (SIDS) and we are committed to bringing that number down to zero.

Through educating parents on how they can reduce the risk of SIDS and investing over £12million in research, we have played a key role in reducing the number of babies who die from SIDS by 80%, saving the lives of more than 20,000 babies.

Each year we train thousands of health professionals to support parents in sleeping their baby safely. We campaign tirelessly to raise awareness of SIDS and ensure our life saving advice reaches all parents.

The Lullaby Trust supports bereaved families, through our helpline and befriending scheme. Our work with the NHS to provide a Care of Next Infant Programme (CONI) offers a lifeline to bereaved families expecting a new baby.

Our Values

Caring

We care about all the people we support and always show compassion, warmth and understanding.

Reassuring

We are supportive, clear, informative and non-judgemental

Trustworthy

We have expert knowledge based on scientific evidence, data and experience

Driven

We won't stop until no baby dies suddenly and unexpectedly



Our Year in Numbers

125,647

leaflets on safer sleep advice were sent out to parents and professionals working with families

We provided

2,000

professionals with safer sleep advice

14.5 million

 people reached on Facebook

74
families

were allocated a befriender to offer peer-to-peer bereavement support during the year

Over

5 million

people were reached with safer sleep advice during our Safer Sleep Week campaign

767

bereaved families contacted us for direct support and 379 professionals contacted us for support on behalf of a family they were working with

3,020

parents and professionals contacted us for information on safer sleep

1.7 million

visits to our website. That's a 63% increase on last year

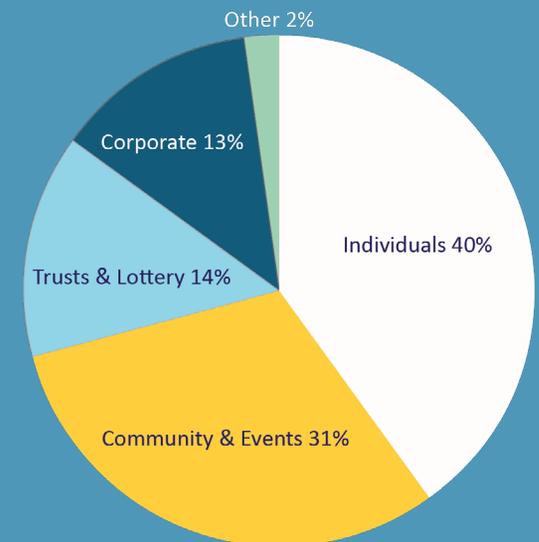


The Role

Job title	Head of Fundraising
Location	Currently home-based with occasional travel to a London office base. This will increase over time as we develop a new hybrid model of working, but we do not foresee this role being full-time office-based, and are open to negotiation on the split.
Contract	We are looking to recruit to two roles: 1. An Interim Head of Fundraising, 4 month contract, full time, to start as soon as possible 2. A permanent, full time role from December 2021
Salary	£45-50,000

We are looking for an **experienced** Fundraising lead to help secure and grow our income in line with our organisational objectives. The role leads our Fundraising team of 5 with **3 direct reports**:

- Fundraising Manager
- Database Manager
- Corporate Fundraising Officer (post currently vacant)



Job Description

As Head of Fundraising you will lead the fundraising team, ensuring supporter engagement and development, and income generation to cover the charity's work through the following functions:

1. Devise and deliver a fundraising strategy

- Research and analyse data and trends to develop a fundraising strategy to maximise income
- Co-ordinate all areas of fundraising, considering areas to increase income and improve analysis, conversion and retention
- Lead on the development and implementation of new and existing fundraising products to maximise all opportunities
- Design and lead a range of fundraising campaigns, working closely with the Head of Communications

2. Report and deliver against financial targets

- Devise and agree the annual budget, monitoring this monthly and revising at reforecast;
- Work closely with the Head of Finance to set budgets and forecasts and monitor income and expenditure streams
- Present and report against financial targets to the Finance and Resources Committee, Sales Board and Board of Trustees.

3. Lead the fundraising team

- Lead, motivate and develop the fundraising team (currently 5 posts)
- Set income targets and develop robust reporting analytics including KPIs, return on investment and retention reporting.
- Support the Fundraising Manager in overseeing the organisation's Events and Community programme
- Manage the data management function of the charity.



4. Lead key areas of fundraising: Trusts and Foundations, Corporate and high value

- Provide leadership, guidance and direction for trusts, corporate and major giving fundraising to ensure all income opportunities are maximised with the trusts fundraising consultants
- Directly account manage and steward our high-level donors and celebrity ambassadors.

5. To actively engage in the running of the charity through being a member of the Senior Leadership Team

- Ensure all fundraising activities meet fundraising and data compliance standards
- Actively contribute to the corporate leadership of the charity as a member of the Senior Leadership Team.



Person Specification

Essential:

- Experience of leading a fundraising team delivering income against a range of fundraising streams to a minimum level of £1 million per year
- Proven ability to shape and deliver a fundraising strategy as part of the overall thinking of the charity
- Understanding of a range of income streams and experience of working and managing these
- Analytical and creative thinker able to analyse fundraising costs, income and ratios in detail and communicate this to senior colleagues and trustees
- Proven personal track record of achieving fundraised income against targets
- Experience in setting and controlling budgets and forecasts
- Experience of planning and delivering fundraising campaigns
- Able to multi-task across a range of projects and deliver to demanding timetables while pursuing emerging fundraising opportunities
- Proven track record of line managing fundraising staff and volunteers
- Exceptional written and oral presentation skills, including experience of these to senior levels, potential donors and in writing fundraising applications
- Ability to use own initiative, manage time effectively and to prioritise tasks
- High level of efficiency, able to cope under pressure

Desirable:

- Institute of Fundraising Qualification
- Ability to deal sensitively with bereaved parents who contribute to fundraising initiatives (training will be given)
- Good working knowledge of Raiser's Edge

Key Benefits

- 25 days annual leave pro rata per annum
- Additional leave between Christmas and New Year when the office closes
- Long service leave entitlement after 3 years of service
- Employee Assistance Programme
- Eye-care vouchers
- Free travel loan to work after 6 months
The post is currently remote working though some travel to London may be required.
- Matched pension contributions up to 5% after 3 months
The Lullaby Trust operates a company pension scheme into which qualifying employees will be automatically enrolled after 3 months. Default contributions are by salary exchange with the employee and The Lullaby Trust each contributing 4% of salary.





To Apply

Please send a CV and supporting statement, addressing the points below to Philippa Randle at Charity People - philippa@charitypeople.co.uk

In your supporting statement, please answer the following 3 questions, keeping within the word limit:

- 1) Why do you think you'd be great in this role? Please reflect on the recruitment pack and draw on your own experience. (300 - 400 words)
- 2) Please tell us about your experience of leading a fundraising team. What personal qualities do you bring that you feel are most relevant to this role? (300 – 400 words)
- 3) Please give us an example of brilliant fundraising partnership or campaign you've lead on. What did you do, why, what happened? (300 – 400 words)

The closing date for applications is 17th September.

Interviews for the permanent role will take place in the week beginning 27th September.

If you have any questions, or would like to discuss your application, please contact Philippa on 020 7939 7443.