



Head of Fundraising – Job Description & Person Specification

Job Title:	Head of Fundraising
Location:	Based onsite at the ABF office in central London, with some hybrid / flexible working
Hours:	5 days per week (35 hours), Monday to Friday, with 3 days in the office with the team. Occasional evening and weekend working
Contract:	Permanent
Salary:	Circa £45k+ dependent on experience, plus access to pension scheme and other employee benefits
Responsible to:	CEO

Introduction to the Actors' Benevolent Fund:

The Actors' Benevolent Fund (ABF) is an independent charity that supports actors and stage professionals in times of need. Established by Sir Henry Irving in 1882, it has been led by leading lights of the stage during its history including Sir John Gielgud, Sir Laurence Olivier, and Dame Penelope Keith. The ABF exists as a beacon of support for the sometimes precarious life of actors and theatre professionals. With a new strategy just launched, 'Acting for Impact', it is an exciting time to join the ABF at our offices in the West End, London's famous theatre district. This newly created role will report to the Chief Executive, driving forward fundraising and income generation to enable plans for the future.

Overall job purpose:

The Head of Fundraising will establish a new fundraising function for the ABF, working closely with the Chief Executive to grow charitable income and philanthropic support from individuals, trusts and foundations, and other areas. This will include developing high value support, supporting the senior management team and trustees in assessing their networks, and identifying and stewarding donors. You will also manage existing lower-level membership schemes, such as the ABF's Friends scheme, and look to grow this valued area of support. You will report to the Chief Executive and help her drive the charity's work forward; this is a brand-new role so you will bring solid fundraising experience to work confidently as strategic thinker and as a practical fundraiser, hitting the ground running with strong ideas and skills to implement them.

The role, within a small, passionate team, offers an exciting opportunity for a fundraising professional with an interest in performing arts and theatre, or the wider UK arts and culture. It is a great opportunity to take the next step in your fundraising career and make an impact. Over the coming years, as the ABF's new strategy gets underway and new projects are developed to widen participation and reach more people, the Head of Fundraising will develop a strong fundraising case for support and articulate the aims and impact of new projects to funders. The Head of Fundraising will work with the ABF's grants and service team to understand the need and maximise fundraising to support an annual programme of c.£1.5 million.

Key relationships:

Internal	External
<ul style="list-style-type: none">• Chief Executive and members of the Leadership Team• Board of Trustees members• Head of Grants and Services• Marketing and Engagement Manager• Head of Finance and Operations	<ul style="list-style-type: none">• Existing individual supporters (Patrons, Members and ABF Friends)• Trust and Foundation funders• Corporate partners and sponsors• Arts Council and statutory funders• Industry professional contacts• External agencies

Key duties and responsibilities:

1. Implement and develop the ABF's Fundraising strategy, working with the Chief Executive to set, implement and monitor income and expenditure, and budget for the financial year.
2. Create compelling funding proposals based on our case for support that will reflect the ABF's ambitions, its new strategic aims, and articulate impact.
3. Devise an individual giving plan, working with colleagues and Board members to initiate and develop key fundraising relationships.
4. Assist the Board and Chief Executive to recruit high net worth individuals to support the work of the charity.
5. Explore the opportunities for corporate fundraising income and put a plan of action in place.
6. Lead fundraising and income generation for projects, managing the timely and accurate reporting on existing grant funded activity.
7. Work with the Grants & Services Team to develop effective and appropriate fundraising content to build into funding proposals and products.
8. Lead on the creation of individual fundraising appeals and set targets.
9. Explore and develop fundraising products.
10. Review and maximise legacy income advertising and lead on the management of legacy pledgers.
11. Oversee the creation of fundraising collateral including leaflets, newsletters, posters, and ensure a 'sign-off' process is in place before collateral goes to print.
12. Manage and develop the ABF's regular donor strategy.
13. Ensure that funders' requirements are met, including the management of reporting to donors. Work with the Finance team to ensure restricted donations and designated funds are managed according to funders wishes.
14. Ensure the ABF is compliant with the Charity Regulator fundraising code, and correctly follows the Gift Aid scheme.
15. Support the ABF's implementation of a CRM, overseeing proper ongoing use and ensure ABF is compliant with GDPR.
16. Work with the Chief Executive to set targets and KPI's.
17. Set up a fundraising team to deliver the fundraising strategy and achieve income targets.
18. Work with the Marketing and Engagement Team to implement a Fundraising Communications plan, in line with the Fundraising Strategy, and monitor and evaluate outcomes of the plan, developing it in response to changing circumstances.
19. Contribute to the content of press releases ensuring consistency with fundraising messaging; ensure that key messages are woven into all ABF fundraising activity and events.
20. Act as an advocate and spokesperson for ABF from a fundraising perspective at presentations, events and meetings. Make presentations about the organisation and its activities at fundraising events, conferences, seminars etc.

N.B. This job description is not all encompassing. Over time the emphasis of the job may change without changing the general character of the job. Your duties may be reviewed from time to time and revised and updated to reflect appropriate changes.

Person Specification:

You are likely to have developed your portfolio of fundraising skills over time in an arts and cultural sector charity and can demonstrate experience in securing fundraising income, particularly in securing five and six figure donations. You will ideally have experience of line-managing junior fundraising staff and are looking for more managerial responsibility.

Knowledge and Experience	
Essential	Desirable
Secured five to six figure grants, donations and other philanthropic or charitable income, from trusts & foundations, individual, and/or corporate funders	Experience of fundraising for the performing arts sector
A track record of developing and implementing successful fundraising plans for trusts, individual giving, and/or corporate support	Line managing staff and team building in a forward-looking organisational environment
Experience of digital fundraising developments	Experience of event management and knowledge of fundraising events
Solid understanding of the creative processes that make a compelling case for support, meaningful donor value propositions and attractive visual identity	Experience of managing public funding applications such as Arts Council and managing the reporting process
Knowledge of fundraising databases and how data can support improved donor targeting, cultivation and stewardship	Knowledge of corporate fundraising
Financial acumen to set realistic budgets and performance forecasts	Knowledge of measuring impact and working with outside agencies to measure impact
	Awareness of approaches to fundraising in the UK arts and culture sector

Required Skills & Qualities
Strong written skills that will influence funders, and strengthen a case for support
Creative flair that can be harnessed into practical, entrepreneurial fundraising activities
Ability to develop compelling written and verbal communications to both internal and external audiences
The ability to create clear strategy, and set goals to implement it
Ability to manage third-party suppliers cost-effectively
Ability to create and maintain positive working relationships with senior level staff in commercial and not-for-profit enterprises
Ability to work across functional boundaries and make valued contributions outside of your own area of responsibility