



Job Description

- Job Title:** Head of Development, Fundraising and Communications
- Base:** Age Concern Liverpool & Sefton headquarters
- Hours:** 17.5 hours
- Salary:** £35,000 pro rata fixed term for 2 years
- Accountable to:** Chief Executive Officer
- Location:** The charity's head office is currently in Anfield, Liverpool but it is anticipated that this role will involve a mix of remote working alongside some attendance at our offices and sites.
-

Summary of Role

The Head of Development, Fundraising and Communications reports to the CEO of Age Concern Liverpool & Sefton (ACLS) which is an incorporated registered charity and is a key member of Senior Management Team. Following a period of recent change, the post holder will be responsible for establishing new approaches and processes in relation to the leadership, management and delivery of the business development, fundraising and communication functions. The post will manage the Communications and Fundraising Officer.

The main purposes of the role are:

Business Development

- To work with the CEO to develop new business ideas, formulating strategies, operational plans and business cases to increase business revenue and increase the range of quality services ACLS can offer.
- Convert leads into new partnerships and pursue new contract opportunities with statutory and public sector organisations.
- Create business contracts and service level agreements.

- Conduct and/or commission market research.

Fundraising

- Drive our fundraising activities, diversifying and increasing our income.
- Work with the CEO to develop sustainable fundraising from both statutory funders, trusts and community fund-raising.
- Lead on grant funding applications and tenders to support strategic priorities.
- Manage community fundraising to maximise this income stream.

Operational Management

- Ensure that new business activity can be delivered safely adhering to any regulatory or legislative requirements.
- Manage the business development and communications budget to ensure value for money.
- Monitor and report on business development, fundraising and communications activities to SMT and the Board of Trustees.

Communications

- Work with the CEO to develop a comprehensive communications strategy and manage its implementation.
- Continually seek to grow the charity's presence and impact.
- To represent ACLS on any groups or forums as and when required.

People Management

- Monitor, supervise, performance manage and improve the efficiency of all direct reports.
- Support the professional development of all direct reports.
- Motivate staff to achieve their KPIs.
- Oversee the development of a team of volunteer fundraisers and storytellers.

Equality, Diversity, and Inclusion

- Ensure that all activities managed comply with the values of ACLS and also respect the aims of the Diversity and Equal Opportunities Policy.
- Demonstrate an active commitment to improving equality and diversity within the organization and seek to maximize opportunities for increased inclusion.
- Ensure that all activities managed engage with older people, ensuring their voices are heard, and to work together to use our skills to help them experience more fulfilling lifestyles.
- Approach, work with and strengthen our contact with communities which are considered hard to reach, therefore extending the range of our service.

Other Duties

- Undertake training and personal development to meet the emerging needs of the organisation.
- Undertake any other duties which are consistent with the level and nature of this position.