

Children in Crossfire  
Head of Fundraising  
Job Description

**Based at:** Derry\Londonderry

**Responsible to:** Children in Crossfire's Head of Finance (Also liaise closely with the Executive Director of Children in Crossfire on a regular basis)

**Contract:** Full Time (35 hrs per week)

**Salary:** Salary available on request

**Context:**

Established in 1996, Children in Crossfire is a registered charity in Ireland that facilitates International Development and Development Education (DE)/Public Engagement (PE) activities. We work in partnership with local organisations in Tanzania and Ethiopia to improve the lives of the most disadvantaged young children, with a particular focus on Early Childhood Education.

By improving childhood care we are changing lives and empowering young children and their communities to build a better future. Our vision is a compassionate world where every child can reach his or her potential.

The Head of Fundraising is a key management role within the organisation and is responsible for the fundraising team who raise money through events, direct marketing, schools and appeals. As well as taking overall responsibility for the plans, targets and performance of the Fundraising team, the Head of Fundraising will have his/her own targets to achieve.

**Major Responsibilities**

1. Managing and co-ordinating the Fundraising team to ensure the fundraising strategy is implemented.
2. Directly planning and implementing his/her fundraising initiatives.
3. To increase the net fundraising income annually.
4. Liaising, supporting & co-operating with the wider Children in Crossfire team.
5. Increasing the profile of Children in Crossfire in the public domain.

### **Specific Responsibilities**

#### **Manage and Co-ordination of Fundraising team to ensure the fundraising strategy is implemented.**

- Responsible for setting the overall Fundraising team annual targets and ensuring that the team reaches these, including the overall achievement of a 3:1 ratio of income to expenditure
- Take responsibility for the fundraising annual income and expenditure budgets at all times endeavouring to maximise income whilst ensuring expenditure is kept to a minimum.
- Set annual targets for each team member.
- Liaise regularly with and support each team member to ensure targets are being achieved.
- Ensure finance systems and policies are adhered to and implemented efficiently.
- Ensure that all fundraising initiatives are well planned and implemented to a high standard.
- Ensure all written and photographic fundraising materials are of a high standard at all times.
- Ensure effective, up to date fundraising resources are available.
- Liaise and cooperate fully with the Head of Finance in relation to all aspects of your work.
- Provide regular management reports on a monthly basis or more frequently if required.

#### **Directly planning and implementing his/her fundraising initiatives**

- Ensure personal fundraising targets are achieved ensuring a minimum of 3:1 ratio of income to expenditure.
- Implement and organise at least two major events per year.
- Flexible in terms of working unsociable hours in the evening and at the weekend as and when required

**To Increase the net Fundraising Income annually**

- Continually review existing fundraising streams and explore new methods of fundraising to ensure the overall net annual fundraising income increases each year.

**Liaising, supporting & co-operating with the wider Children in Crossfire team**

- To liaise and cooperate fully with all departments within Children in Crossfire to maximise opportunities for success in all areas.
- Liaise and cooperate fully with the Digital Media Officer in relation to all fundraising material to be incorporated into the website and for social media distribution and campaigns.
- Liaise closely with the Executive Director of Children in Crossfire on a regular basis.
- Develop and implement a social media fundraising strategy, ensuring that we are up to date with current social media trends.
- To recruit and maintain volunteers to assist with the fundraising programme.
- Expand and build the fundraising base throughout N. Ireland specifically and the Republic of Ireland if and when required.

**To increase the profile of Children in Crossfire in the public domain**

- To maintain existing and develop new support groups to assist with the fundraising programme throughout Northern Ireland and the border counties.
- Ensure all fundraising events obtain maximum publicity in the media.
- Ensure all communication & images for external use is in accordance with Children in Crossfire's practises and procedures and adheres to the Dochas code of conduct on images and messages.
- Maintain and nurture existing relationships with key individuals and organisations who support Children in Crossfire whilst also actively developing new relationships.

**Profile**

- A minimum of 5 years' experience in a management role.
- A minimum of 3 years' experience in a fundraising setting.

- Demonstrable experience of reaching significant income targets
- Excellent writing skills
- Demonstrable evidence of a fundraising qualification or fundraising experience
- Working knowledge of Razors Edge or similar database
- Demonstrable experience in managing budgets.
- IT proficiency with word processing, spreadsheets etc.
- Highly numerate, organised and able to plan multiple projects
  
- Advanced planning and scheduling skills
  
- Organised, focused and able to meet deadlines
  
- Excellent communication skills
  
- Flexible in terms of working unsociable hours in the evening and at the weekend as and when required