



Dame Hannah Rogers' Trust

Director of Development

Information for Candidates

These notes provide information on the appointment of the Director of Development to the Dame Hannah Rogers Trust. Details on how to apply can be found on page 4. Please note that applications must be received at dhrt@macaulaysearch.com by noon on Monday 28th July.

Background to the Dame Hannah Rogers Trust

Under the leadership of Bronwen Hewitt the organisation has established itself as a leading provider of education and care for profoundly disabled children and young people. The Trust's work has been recognised in recent years by OFSTED who has rated the services outstanding three times in succession, the only special school for students with physical disabilities to achieve this.

The Trust takes a person centred approach with the goal of enabling students to reach their potential. They also take a truly holistic approach to education and care by providing, beyond nursing and teaching, an almost uniquely wide range of services which include physiotherapy, speech and language therapy and occupational therapy.

The Trust, which has a total income of £8m and a staff of 270, has been in a period of growth. They have widened their provision of services to include respite care and care for young adults. Most significantly, at the beginning of the year, they acquired Seale Hayne, a versatile and impressive new site set in 90 acres of grounds. The new site allows the Trust to meet the needs of many more people with disabilities and their families, to widen their services and provides a real life context in which to train the students.

Since its acquisition a thriving collection of arts and conference businesses have been established and they will soon be complemented by a community of the Trust's students.

The Trust are seeking to appoint to this role at a more senior level to reflect the stage of their development and their ambitions for the future. The Development function has been built up over the last five years and has all the key processes and procedures in place and has recently established a well connected Development Committee who have already proven to be highly engaged and supportive and with whom the Director of Development will work closely.

The vision for Seale Hayne and the capital projects for which this role will be raising funds can be found alongside this document at www.macaulaysearch.com/jobs.php



dame hannah rogers trust

The role will report to the Chief Executive and be responsible for maximising income from fundraising.

Main Purpose

- To devise, develop and implement an effective Fundraising Strategy.
- Create a step change in fundraising income by providing strategic leadership and identifying new income streams and opportunities to significantly increase income and profile for the organisation.
- Oversee and monitor the work of the fundraising department and its staff against agreed KPI's through clear direction, appropriate delegation and regular feedback on key activities.
- As a member of the Senior Management Team promote a positive organisation wide culture, develop corporate strategy and implement the organisation's business plan.

Key areas of responsibility:

- Lead the fundraising department team so that agreed targets in current and new fundraising arenas, specifically: personal, corporate, high value donor and community are delivered on time within budget.
- Maintain a climate in which the creation of innovative, sustainable fundraising programmes and opportunities is encouraged in order to substantially increase income in the short and long term.
- Ensure the effective internal flow of communication about income generation so that all plans are understood, accurately described and fully supported throughout the organisation.
- Agree, manage and monitor the fundraising department's annual budget, ensuring that all activities are delivered on time and within budget; devising and implementing business planning with relevant key performance and impact indicators and taking appropriate corrective action if required.
- Regularly advise the CEO of the department's performance against all KPI's and provide support, advice and information to the Trustees when required.
- Represent the charity externally in order to further the organisation's aims and its income generation potential.
- Ensure all fundraising activities are developed and implemented to protect and enhance the organisation's internal and external reputation amongst staff, current and potential supporters, the media and other stakeholders.
- Ensure compliance with internal and external policies, procedures and legislation, including health and safety, personnel, finance, administration and



dame hannah rogers trust

regulatory frameworks. Keep abreast of legislation and tax issues relating to fundraising.

Person specification

- The role of Director of Fundraising requires an experienced, ambitious and results-orientated leader, with an impressive track record of fundraising within the not-for-profit sector or income generation from any sector.
- Candidates will have significant experience of strategic planning, budgetary control, people management and leadership, and will have operated at senior level in their current organisation, contributing on a corporate as well as departmental level.

Experience and knowledge

- Substantial senior management experience, which has included evaluating and improving organisational performance and planning, implementing and managing at high level.
- Significant experience of developing and implementing successful income generation strategies in line with an organisation's overall strategic aims and experience of applying marketing principles to service planning and delivery at high level.
- Significant experience of managing diverse fundraising streams in a substantial charity with a national brief.
- Experience of developing new income streams in response to new opportunities identified from market analysis.
- Proven experience of motivating, empowering and developing people, paid and unpaid, at all levels in a complex organisation.
- Demonstrable experience of building alliances and maintaining effective relationships. This should include high level contract negotiation and partnership working across a range of sectors.
- Substantial experience of establishing procedures for monitoring progress against plans and objectives and for ensuring best use of financial and other resources.
- Experience of financial planning, including setting, managing and monitoring budgets.
- Significant knowledge of the legislation, regulations and financial issues relating to fundraising.



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Terms of Appointment

The role is full time and will be based at the Dame Hannah Rogers Trust offices in Ivybridge or Seale Hayne (to be agreed). The salary will be £45,000 - £50,000 with efforts to make it commensurate with the competencies and experience of the successful candidate relative to other staff members. The package also includes a contribution to a pension and 25 days annual leave.

How to Apply

Applications should be sent by email to Sam Stephens at dhrt@macaulaysearch.com

The closing date for applications is noon on 28th June 2010.

Your application should comprise of:

- a full CV, including educational and professional qualifications, a full employment history showing the more significant positions, responsibilities held, relevant achievements and latest remuneration including any benefits;
- a covering note of not more than 1.5 pages (total) summarising your proven ability related to the person and post specifications;
- daytime, evening and/or mobile telephone numbers (to be used with discretion).

Please also note in your covering letter where you saw the advertisement.

Process

Macaulay Search has been engaged as the employment agency advisor on this appointment. A selection of candidates will be invited to have an interview with Bronwen Hewitt, the Chief Executive on Thursday 15th July.

A smaller shortlist of candidates will then be invited to a Panel Interview with Bronwen Hewitt, Roger Mitty (a fundraising consultant) and two trustees planned for Tuesday 27th July.

You may expect to be contacted by Macaulay Search not later than Tuesday 6th July.