



Head of Fundraising

What you need to know about this role:

Job title:	Head of Fundraising
Responsible to:	Director of Development
Location:	Remote working, London office based, or hybrid working
Hours:	Full time – 35 hours per week (we will consider 28 hours per week)
Contract:	Permanent
Salary:	£52-£55,000 pa plus £3,323 London weighting, if applicable (pro rata if part time)

INFORMATION FOR APPLICANTS FOR THE POST OF HEAD OF FUNDRAISING

Thank you for your interest in the above role. This pack tells you more about the Kinship, how we work, and details of the role and the people you will be working with. It also gives information on how to apply.

About Kinship:

We are Kinship. The leading kinship care charity in England and Wales. We're here for kinship carers – friends or family who step up to raise a child when their parents aren't able to.

We are made by and for our community of kinship carers. Like family, relationships run deep. And we hear their experiences; for too long they have been isolated without the help they need.

We support, advise and inform kinship carers. Connecting them so they feel empowered.

Because a child needs the love and warmth of a thriving family.

We develop research, campaigns and policy solutions. Creating positive change across society.

Because for kinship families, love alone is not enough.

Through our work we harness frustrations to fuel passion for change. And tough experiences to inspire ideas that transform lives.

And as we see momentum building, we keep using evidence to demonstrate the value of kinship care. Helping kinship carers navigate challenging circumstances. Believing in a child's potential.

Join us. Together, let's commit to change for kinship families.

About the Team:

You'll sit in the Development Department, leading our fundraising work. Our department comprises the fundraising and business development teams.

It's an exciting time to join Kinship. We have grown in recent years with the development and rollout of new services for kinship carers, made significant strides in raising awareness of the needs of kinship families through our campaigning and policy work, and continued to grow our community of kinship carers. But there is much more we want to achieve and generating income to continue to expand our work is key.

About the role:

As our Head of Fundraising, you will lead our small team to generate income from existing and new

income channels. With responsibility for all aspects of fundraising, this is an integral role in our organisation, and the right person will be both strategically-minded and also involved in the day-to-day work of developing ideas and writing funding applications.

The successful applicant will be an experienced fundraiser, able to build our team and drive Kinship's fundraising strategy to generate income to sustain and expand our work.

You will work closely with the senior leadership team, and collaborate effectively with managers and colleagues across the organisation to identify, create, and maximise income generating opportunities and ensure effective and timely funder reporting.

Key responsibilities:

The post-holder will:

- Lead the development and implementation of our fundraising strategy and annual plans to meet our strategic goals.
- Develop and grow a pipeline of income to sustain and grow the organisation's core activities and enable us to develop new projects and activities
- Cultivate excellent relationships with current and potential donor organisations and individuals to secure sustainable funding.
- Lead and manage our Trusts and Foundations work, writing compelling funding applications, and ensuring accurate and timely reporting to funders.
- Work with the Senior Leadership Team to agree funding priorities, develop asks, and create proposals.
- Develop and diversify income channels, including major donors, corporate partners and individual giving to support Kinship's work.
- Stay updated on trends and new opportunities in the funding landscape, proactively adapting strategies, shaping and seizing opportunities as needed.
- Use our Salesforce CRM system to keep accurate records and manage relationships with funders and donors.

Key responsibilities cont'd:

- Effectively record and analyse fundraising data to inform activity and income targets, report internally against targets and KPIs, and contribute to organisational planning.
- Manage the fundraising team budget.
- Provide effective line management and coaching to team members, fostering a collaborative and results-oriented culture.
- Lead on the development of resources to support fundraising and effectively showcase the work we do and the funders who support us, working collaboratively with communications, marketing and digital colleagues to develop engaging and impactful fundraising content.
- Be an enthusiastic and credible face of Kinship, representing the organisation in meetings and at events.

Knowledge, abilities, skills and experience

Essential

- Experience of being responsible for developing and delivering a fundraising strategy in a medium-sized charity.
- Experience and proven success in a senior role focused on Trusts and Foundation fundraising.
- Experience of additional fundraising income channels – major donors or corporate fundraising.
- Experience of creating accurate budgets for funding proposals and project activities.
- Demonstrated success in developing and implementing fundraising strategies and meeting revenue targets.
- Excellent written and spoken English with the ability to create compelling funding proposals and reports.
- Exceptional interpersonal skills, with the ability to build and maintain relationships with high-value donors and partners.
- Experience in team management, with a track record of effectively leading, coaching, and developing team members.
- Ability to think strategically, proactively identify opportunities for the organisation and act quickly to maximise these.
- Knowledge of CRM databases, preferably Salesforce, and proficiency in managing data and donor information.
- Resilient and adaptable, with the ability to work in a fast-paced environment.
- A commitment to and ability to apply Equalities, Diversity and Inclusion Principles in all areas of work.

Desirable

- Experience of developing and/or managing an individual giving programme.
- Lived experience of kinship care or a good understanding of kinship care.
- Experience of working in a charity with a focus on children's social care or families.

Equality and Diversity

Kinship is committed to inclusivity and representing the diversity of the communities we serve. We therefore welcome applications from all backgrounds and all sections of the community. Applicants will be treated fairly throughout the recruitment process and we will ensure there is no unfair discrimination on the basis of race, ethnic origin, disability, sex, gender reassignment, religion or belief, age, sexual orientation or any other relevant characteristic.

For this role we are actively seeking applications from Black, Asian and minority ethnic applicants who are currently under-represented at senior management levels in the charity.



Candidate Application Information

Please refer to the Job Description for this role to check that you meet the criteria in the “knowledge, skills and experience” section that are necessary for the job.

We will guarantee interviews to any candidates with experience of kinship care (either of being in kinship care or of being a kinship carer) who demonstrate that they meet the essential skills and experience outlined in the job description.

Please tell us if there are any reasonable adjustments, we can make to assist you in your application. Please let us know if we can help and remember that you can request information in large print or in a different format.

How we select candidates:

To adhere to our commitment to Equality, Diversity and Inclusion, Kinship uses Artificial Intelligence (AI) as part of an Applicant Tracking System (ATS) – BeApplied. This ensures personal characteristics, such as age, ability, ethnicity etc. are **not** available to the shortlisting panel. The BeApplied ATS system goes further by aiming to remove all socio-demographic details that might affect decision making. This is known as 'Anonymous Recruiting'.

The platform invites candidates to respond to 'SIFT' questions. This is your opportunity to highlight your knowledge, experience, skills and abilities.

You are invited to apply for this role via the BeApplied recruitment platform [here](#)

<https://app.beapplied.com/apply/laxbhue1rv>

Any applications arriving after the closing date will not be considered for shortlisting unless there are exceptional reasons.

Kinship reserves the right to close a recruitment campaign earlier than the advertised where we have received sufficient applications.



Key Dates:

Application Deadline: Sunday 12 January 2025
First Interview: w/c 13 January (16/17 January)
Second Interview: w/c 20 January (23/24 January)

If you would like further information or an informal chat about this role, please contact **Sandie Bailey**, sandie.bailey@kinship.org.uk

What it means to work at Kinship:

Our vision:

A society in which kinship carers and the children they care for are **recognised, valued** and **supported**.

Our mission:

To ensure that kinship carers and the children they care for get the **support** and **recognition** they need.

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Knowing what you do helps kinship families that really need support.

Staff at kinship are caring, passionate and positive. Colleagues are genuinely nice to work with and care about each other as well as the kinship families we support. We are always innovating to better support kinship carers. **(Staff member at Kinship)**

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We want to offer you the best place to work. Our people are really friendly and incredibly passionate about working alongside kinship carers.

We want you to feel proud to work here and if you join us, we'll do our best to make that happen.



Our Values:

Be bold

We fight for what's right with focus and determination

- Be driven by evidence and deliver quality
- Innovate bravely, fail fast and learn quickly
- Challenge constructively to move us forward



Be stronger together

We see the bigger picture of our work and value collaboration to drive impact

- Recognise and value the part everyone plays
- Bring different strengths and expertise together with purpose
- Ask whose voice and experience may be missing



Step up

We all take responsibility for changing lives and changing the system

- Actively seek and share knowledge
- Step in with ideas and solutions Ask for
- and give honest feedback



Put people first

We care about each other and create spaces where people feel they belong and can thrive

- Bring people together to share experiences and celebrate success
- Listen with curiosity not judgement
- Support with understanding and compassion



What we can offer you:



Community:

- Employee resource groups (including Equality, Diversity and Inclusion Working Group and Wellbeing Committee).
- Staff away days.
- Regular social activities online and in person.



Flexible working:

- We operate flexible working practices which include working from home, varying start and end times of the working day, compressed hours and variable contract hours through the year.



Family:

- Our policies include kinship care, compassionate, dependents, and bereavement leave that support the lives of employees who have additional commitments.
- We are proud that 20% of our current staff are kinship carers, and we are striving to lead the way as a 'Kinship Carer Friendly Employer'.



Health and Wellbeing:

- Employee Assistance Programme (24/7 confidential advice line and counselling).
- Wellbeing Action Plan for each staff member.
- Wellbeing Wednesdays
- Charity Worker Discount



Holidays:

- 30 days annual leave, plus bank holidays (1 April to 31 March).
- We close for three days between Christmas and New Year, which will be deducted from your annual leave allowance.



Pay and pension:

- You'll be eligible and auto-enrolled into a pension scheme - we use Nest Pensions. Current employee contributions are 5% and we will contribute 3%.



Cycle to work programme:

- This scheme enables employees to get tax incentives from cycling to work.



Learning and development:

- A key part of our People Strategy is to continue to develop and enhance the learning experience during your time at Kinship, and we are proud to offer many learning opportunities.

Conditions of Employment:

Working hours:

The working week is currently 35 hours per week from Monday to Friday. These may be varied by agreement with your line manager. For some roles, there will be occasions when these hours are exceeded for example some weekend working or a requirement to attend evening meetings. In such circumstances and in agreement with your line manager you may take reasonable time off in lieu. Overtime is not paid.

Travel:

There may also be, on occasion, the need for overnight stay. Reasonable travel, subsistence and hotel expenses will be covered using the Charity's expenses procedures.

Pension scheme:

All staff will automatically be enrolled into a Group Personal Pension Scheme as part of our requirement to meet automatic enrolment legislation. According to the statutory requirements.

Probationary period:

All new employees will be required to undertake a period of probation for six months, in which time you will be expected to establish your suitability for the post.

Flexible working:

Kinship will consider applications for flexible working arrangements. Kinship will enable as many jobs to be open to job sharing as is operationally practicable.

Our recruitment process:

As a charity we want to hire the best people to support our vision and mission. People who are values led, high performing and really passionate about doing their best for kinship carers.

We will guarantee interviews to any candidates with experience of kinship care (either of being in kinship care or of being a kinship carer) who demonstrate that they meet the essential skills and experience outlined.

We welcome applications from people from all sections of the community, irrespective of race, colour, sex, gender identity, age, disability, sexual orientation, religion or belief.

Kinship is committed to attracting, developing and retaining a diverse workforce, with a broad range of backgrounds, experiences and perspectives, and we encourage applicants from those groups currently under-represented in our organisation and sector.

Standard clauses:

- This role will require satisfactory Disclosure and Barring Service (DBS) clearance.
- The post holder must at all times carry out their responsibilities with due regard to Kinship's Equal Opportunities Policy and Safeguarding Policy.
- Salesforce is our customer relationship management system (CRM) and all staff are expected to take accountability and responsibility for using it successfully as part of their day-to-day role to support the growth and impact of Kinship and better services for kinship carers.
- The post holder must accept responsibility for ensuring that the policies and procedures relating to Health and Safety in the workplace are adhered to at all times.
- The post holder must respect the confidentiality of data stored electronically and by other means in line with the Data Protection Act.
- The post holder must carry out their responsibilities with due regard to the non-smoking environment of all Kinship offices.

Note: This job description is not exhaustive. Kinship reserves the right to add to or revise the job description at any time - the post holder may be required to undertake any other duties that fall within the nature of the roles and responsibilities as detailed in this document.

Any substantial or major changes will be negotiated with the post holder.