



Group Director of Communications and Fundraising

Information Pack for Candidates

June 2022



Family Fund
Helping disabled children

Contents

Welcome from the Group Chief Executive	page 3
Who We Are	page 4
Our Strategy	page 5
Working at Family Fund	page 6
Our Family Fund Values	page 7
Inclusion at Family Fund	page 8
Role Description and Person Specification	page 9
Application Process	page 11



Welcome from Cheryl Ward, Chief Executive Officer

Thank you for your interest in the role of **Group Director of Communications and Fundraising** at Family Fund, a charity that has provided essential grant support and information services to families on low incomes raising disabled or seriously ill children and young people across the UK for over 49 years.

The impact of the pandemic has placed increased pressure on many of the families we support, and it is having a lasting negative impact on the financial, mental and emotional wellbeing of parents, carers and their children. It will be a long recovery for many, and that recovery is impeded by the cost of living crisis: that is why our support and our strategy #help150000 is more important than ever before.

Our five-year strategy, which extends to 2023, is ambitious and innovative, but retains the focus on practical financial support that families continue to need and expect from us – support that in times of need, and as experienced through the pandemic and indeed now, can often be a lifeline.

The need for our support continues to grow and in 2021/2022 we delivered over 170,000 grants and services to families. Maintaining this level of support will be an ongoing challenge and requires us to find ever-more creative and innovative ways of growing our funding to support those that need us, communicating our work and building our brand profile for the benefit of those that we support.

As Group Director of Communications and Fundraising you will define, develop and implement the communications and fundraising strategy that together seeks to build awareness of the charity's brand and profile and maximise fundraising potential so that we can expand our support and services. As part of the Executive leadership team, you will work closely with the Group Chief Executive, and Executive Directors and will lead and inspire the communications and fundraising teams to achieve and exceed their goals and strive for success.

I hope you will be attracted to this exciting challenge and the opportunity to join our team to make a difference to the lives of tens of thousands of disabled and seriously ill children and young people each year.

Regards

Cheryl Ward



Who We Are

Family Fund is the UK's largest charity providing essential grant support to families raising disabled or seriously ill children and young people. We believe that all families raising disabled or seriously ill children and young people should have the same opportunities as others. Beginning with the most vulnerable, those on low incomes, we aim to make a difference to the lives of children, young people and their families across the UK.

We provide grants for a wide range of items, such as washing machines, sensory toys, family breaks, bedding, tablets, furniture, outdoor play equipment, clothing and computers. Our information and advice service complements our grants and aims to improve the wellbeing of disabled children and their families.

It can be a struggle financially, emotionally and physically for many families raising a disabled or seriously ill child, and our grants and services help break down many of the barriers families face, improving their quality of life and easing the additional daily pressures. For more information on our impact, and to read our annual report go to our website www.familyfund.org.uk

Our History

Family Fund was established in 1973 following a public campaign on behalf of children affected by Thalidomide. It was initially established as part of the Joseph Rowntree Foundation to support the UK government in providing financial help to those who needed it. We became an independent charity in 1996.

Our very first grant was to support a family with the cost of visiting their child in hospital and was for £26.44. Years later we are still providing practical support for a range of needs.



Today, based mainly in York, Family Fund is one of the largest charities in the UK. We receive funding from the four UK governments, Trusts and Foundations, donations income which exceeded £1.3m this year, and income we generate through the work of our trading arm, Family Fund Business Services (FFBS), which was set up in 2013 to help support our sustainability and provide unrestricted income to the charity.

Over the last 49 years, we have grown in size and profile, and we are providing more grants and services than ever before. But there is still more to be done. It's an exciting time to join Family Fund as we continue the delivery of our five-year strategy to **#help150000** and develop our future strategy during the coming year.

Our Strategy

We are in the final year of our current strategy and we have exciting work ahead to work with our Board to chart our course for the future.

Our mission is to

To provide items and services to all low-income families in the UK raising disabled or seriously ill children, that they could not otherwise afford or access, and that help improve their quality of life, realise their rights, and remove some of the barriers they face.

Our strategic objectives



Deliver 150,000 grants and services

Deliver a range of funding schemes that provide families with items and services that they could not otherwise afford or access and that improve their quality of life



Secure our future

Secure funding commitments from the four UK Governments and organisations who fund our current schemes. Achieve our income forecast for fundraising and FFBS profit. Maximize the opportunity from our partnership with McCain.



Transform our support

Develop our ability to turn data into insight, so we can increase the efficiency of our operating model whilst continuing to deliver a great customer experience.



Make voices heard:

Ensure families' views inform our development as an organisation. Provide a platform for families to share their experience through our publicity, and through research, consultations and meetings with funders policy-makers and influencers.

We will enable success by valuing, supporting and developing our people so they can achieve for our families, and working to put the optimum structure, systems and standards in place to help them to do so.



Working at Family Fund

We believe that Family Fund is a great place to work for great people.

We provide a challenging and rewarding working environment where every staff member can make a real difference.

We are proud to be a Voluntary Living Wage and Disability confident employer.

We have a great package of benefits including:

- flexible working arrangements
- a focus on your wellbeing including access to an employee assistance programme
- a generous holiday allowance
- a salary sacrifice pension scheme with generous employer contributions
- payment of relevant professional membership fees
- reasonable adjustments if you need them to perform at your best
- excellent maternity and paternity provision
- shopping discount platform
- and above all, a friendly and capable team who want to make a real difference every day.

Meet some of our staff at [Our staff | Family Fund](#) , our senior team [Our senior management | Family Fund](#) and our Board [Our board | Family Fund](#)



IASME Consortium®
GOLD | certified company



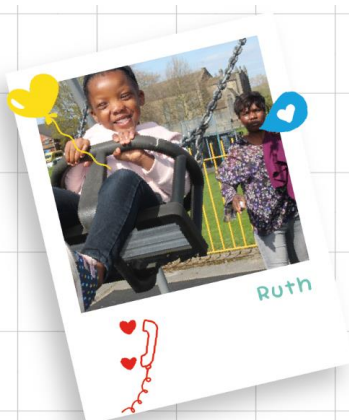
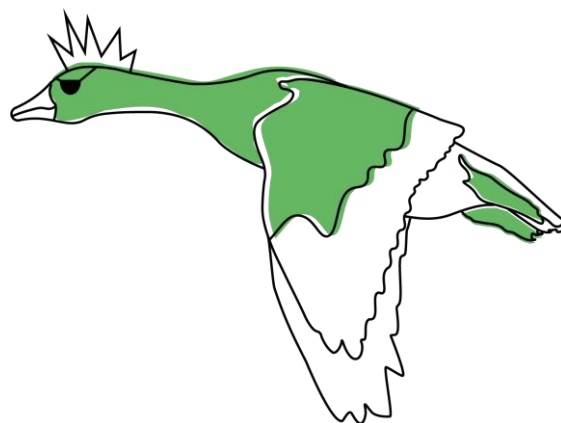
A great place
to work for
great people



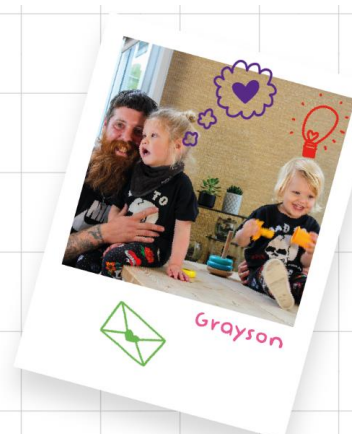
Our Family Fund Values

We aim to show our values in all that we do and believe that they help make Family Fund a great place to work.

Working together makes us more effective and our Connected value is supplemented by our 'Goose sense' team work approach.



Our Values



SUPPORTIVE

**We are here.
We listen.
We care.**

CONNECTED

**Together
we find
a way.**

PASSIONATE

**Proud to
make a
difference
everyday.**

DETERMINED

**Driven to
go above
and
beyond.**

A place for you to be you

Inclusion is not a new concept at Family Fund.

It is fundamental to who we are and why we do what we do.

With the input of our staff, we have created our **inclusion statement**. This sets out our commitment to improve inclusion in all aspects of our work.

Our vision is to have a culture where we acknowledge and celebrate all differences so our staff, volunteers, and the families we support feel safe and free to be themselves, always.

We fundamentally believe in equity and inclusion. These beliefs and our values will influence all that we do.

We are committed to creating a culture that holds diversity and inclusion at the heart of everything we do and to establishing an environment that champions equity for us all, making sure we are all treated fairly and reach our personal potential.

We recognise that this requires continuous and concerted action and will learn together to build and then maintain this inclusive environment. Everyone at Family Fund takes responsibility for doing this together.

You can find out more here [Inclusion at Family Fund | Family Fund](#) and meet our inclusion champions at [Meet our Inclusion champions | Family Fund](#).

We are proud of our supported internship scheme and the difference it is making to the lives of young people

You can find out more at <https://www.familyfund.org.uk/our-supported-internships>



Group Director of Communications and Fundraising - Job Description

Department: Group Chief Executive's Office		
Job Title:	Group Director of Communications and Fundraising	Job Grade: H
Responsible to:	Group Chief Executive	Date: April 21
Responsible for:	Head of Group Communications Head of Fundraising	
Purpose of Job: Leading the strategic, financial and operational management of the communications and fundraising teams. Developing and implementing the communications strategy and the fundraising strategy that together seek to build awareness of the charity's brand and profile, to increase levels of engagement across key audiences and grow income to support our aspirations. Part of the Executive leadership team, working closely with the Group Chief Executive, and Executive Directors to develop and deliver the Family Fund Group vision, strategy, values and purpose; embedding a culture of organisational cooperation, ensuring that marketing, communications and fundraising operate at maximum effectiveness through cross-functional planning and co-operation.		
Duties and responsibilities: Leadership and strategy <ul style="list-style-type: none">• Lead on all aspects of communications and fundraising, to support the successful delivery of the Group strategy, speaking on behalf of the charity as required.• Provide strategic leadership and management of the communications and fundraising teams, ensuring that they operate effectively through cross functional planning and co-ordination to deliver services and manage income streams seamlessly.• Provide strategic advice and guidance to Trustees, Directors and managers on all aspects of communications and fundraising.• Lead and inspire the teams to achieve and exceed their goals and strive for success through maximising the talent and resources available.• Build relationships internally and externally to build the profile, reputation and fundraising potential of Family Fund.• Build awareness of the charity as a brand "worth giving to", ensuring that we have a strategic, compelling case for support, which appeals to the widest range of supporters and funders and is communicated effectively.• Ensure the team is monitoring income and growth potential appropriately to enable informed decision-making about income generation and supporting marketing plans for the future.• Develop and use metrics and analytics to drive and monitor performance.• Support the development and continuous improvement of processes and systems in line with best practice. Communications <ul style="list-style-type: none">• Oversee the design, development and implementation of the marketing and communications strategy and plans, to build the profile and influence of the Group across multiple key audiences, developing and managing consistent use Family Fund's Group brand.• Oversee the achievement of key communications objectives, including reach and family engagement, scheme communications, client and funder communications, PR, web and digital media, social media, on and offline publications and external events.• Lead the development and delivery of the crisis communications plan.• Lead the development and delivery of initiatives to ensure we represent family voice to achieve maximum impact, by working effectively with colleagues across the charity.		

8

Group Director of Communications and Fundraising - Job Description

Fundraising

- Oversee the design, development and implementation of the charity's fundraising strategy and business plans to increase income across all fundraising channels through the development of a diverse and sustainable portfolio of income streams, maximising fundraising through all streams, to support the charity deliver its purpose and meet income targets.
- Create and embed a charity-wide culture that raises the profile of fundraising, helping each member of staff and volunteer to understand the role they play in helping to secure the income we need to achieve our aims.
- Develop and grow donor and supporter acquisition, maintaining highest standards of supporter experience and practice.
- Be responsible for all fundraising governance and compliance activities.

Other duties

- Provide effective line management and coaching for direct reports, promoting effective performance management and the learning and development of the team.
- Proactively monitor the directorate budgets, in conjunction with direct reports, to ensure stringent financial management and control and best value at all times.
- Represent Family Fund as and when required, attending and presenting to a range of audiences as needed.
- Work with the senior management team to ensure effectiveness and efficiency in all we do.
- Work with colleagues to provide effective overall leadership of Family Fund.
- Work alongside the Group CEO and Directors to promote and maintain good governance.
- Carry out other activities that are within the scope of the role and/or leadership position within the charity.

Group Director of Communications and Fundraising - Person Specification

	Essential	Desirable
Experience	<ul style="list-style-type: none"> • Extensive experience in a senior communications or fundraising role in the charity sector • Experience of managing a range of communications functions and/or a range of fundraising income streams • Experience of leading, developing and delivering successful marketing and communication strategies for an organisation, which grew organisation profile, reach and engagement • Experience of establishing, leading and delivering a fundraising strategy, which achieve significant uplift in income generation. • Experiencing of leading on all aspects of charity communication and fundraising – web, digital and social media, PR and media relations, brand and design. • Previous experience of strategic planning and operational management at a senior level • Managing budgets • Project delivery and change management • People and team leadership 	<ul style="list-style-type: none"> • Specific fundraising stream expertise • Specific communications expertise (e.g. PR or digital) • Marketing experience
Skills, knowledge and abilities	<ul style="list-style-type: none"> • Thorough working knowledge of communications and fundraising methods, channels and practices • Understanding of legal and charity fundraising compliance • Excellent writing skills and experience of producing and managing content for a range of stakeholder communications and corporate publications. • Excellent written and oral communication skills • Budget and resource planning skills • Ability to identify and mitigate risk • Sound decision-making and problem solving ability • Excellent people skills • Outstanding organisation skills • Knowledge of data analysis and performance metrics to measure and drive results and success • Ability to work independently and collaboratively • Ability to handle pressure and to work to deadlines • Ability to manage resources • Fully competent in Microsoft Office 	<ul style="list-style-type: none"> • Coaching skills
Education/ Training	<ul style="list-style-type: none"> • First degree in a communications, fundraising or management subject or equivalent experience 	
Personal attributes	<ul style="list-style-type: none"> • Strong communication and interpersonal skills and collaborative by nature. • Progressive and positive thinker, committed to continuous improvement • Proactive, self-motivated and innovative, capable of working on their own and as part of a team • Willing to take ownership of problems, advising and supporting colleagues • Flexible, adaptable and resilient to work demands and changes • Commitment to Family Fund's values • Commitment to equality, diversity, inclusion and fairness for all • Commitment to safeguarding 	

Application Process

We hope you have enjoyed finding out a little more about our work and we look forward to hearing from you.

For a confidential discussion about the role, please contact Melissa Baxter (melissa.baxter@russam.co.uk / 07789 985229).

Please include the following with your application:

- a comprehensive CV, including your recent achievements, and the details of two referees;
- a supporting statement addressing your motivations for applying;
- we will also ask you to complete an Equal Opportunities monitoring form.

All applications should be uploaded via the Russam website.

Interviews will be held on Wednesday 20th and Thursday 21 July, in person at our York office (Monks Cross).

We are committed to furthering equality, diversion and inclusion in all we do and welcome candidates from all backgrounds. If you require any adjustments to enable you to be your best during the selection process please let us know.

