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<b>Job title:</b>	Head of Fundraising and Development
<b>Responsible to:</b>	Chief Executive
<b>Hours:</b>	37.5 hours per week with some evening and weekends required
<b>Location:</b>	Bicester/London
<b>Salary:</b>	c £35,000pa. (More may be available for an exceptional candidate)
<b>Contract:</b>	Permanent
<b>Start date:</b>	<b>August/September</b>
<b>Holiday entitlement:</b>	27 days plus 8 days Bank Holidays and 1 privilege day

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### About AV<sup>UK</sup>

Auditory Verbal<sup>UK</sup> is a national charity that makes a huge and life-long difference to deaf children and their families. We teach deaf babies and children to listen and speak, so that they can achieve their full potential in life. We are seeking a talented Head of Fundraising in an exciting year of development for the charity.

We are part way through our 10<sup>th</sup> birthday year of celebrations and have just secured a transformational partnership with the October Club, who will raise funds for a specific project to help many more deaf children to access our expertise. This a major opportunity for the charity to grow the support of major donors and companies whilst developing and diversifying the charity's current fundraising base.

Since its inception in 2003, AV<sup>UK</sup> has steadily grown in size and now employs 13 permanent members of staff including five Certified LSLs Auditory Verbal Therapists<sup>®</sup> and two Auditory Verbal Interns. AV<sup>UK</sup>'s main headquarters is near Bicester, Oxfordshire and we have a second centre in Holborn in London. We support over 100 families of deaf children each year and run a very successful training programme to equip those working within the NHS and private practice with the skills to achieve excellent outcomes for many more deaf children across the UK. Our two main sources of income are from fees generated through providing direct services to families and professionals, and from charitable donations from grant-making organisations, community groups and individuals. Approximately 75% of our income comes from charitable trusts and foundations and we are looking to grow our major donor support and corporate partnerships whilst furthering our community fundraising efforts. Over 50% of families that we see are supported by our bursary scheme, made possible due to our fundraising efforts.

AV<sup>UK</sup> has recently been recognised for its work with children across the charity sector:

- A finalist in the 2014 Charity Awards – Children and Youth Category
- Shortlisted for the 'Charity of the Year under £1m' in the 2014 Charity Times Awards
- Shortlisted for 'Innovation' in the 2014 Shine A Light Awards for the speech, language and communication needs sector
- Finalist in the Cherwell Business Awards 2014, 'Charity and Community' category
- Winner of the GSK IMPACT Award for 'Excellence in Community Health Care' in April 2010

### Purpose of job

To develop, lead and implement AV<sup>UK</sup>'s fundraising strategy and support the development of the charity through strategic partnerships with those providing services to deaf children and their families.

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Bignell Park Barns, Chesterton, BICESTER, Oxon, OX26 1TD | Parker Tower, 43-49 Parker Street, Holborn, LONDON, WC2B 5PS  
www.avuk.org | +44 (0)1869 321492 | info@avuk.org



Auditory Verbal<sup>UK</sup> is the operating name of the Auditory Verbal Centre  
Registered Charity No: 1095133  
Company Limited by Guarantee. Registered in England No: 4569764



## Main responsibilities

1. Lead the development and implementation of AV<sup>UK</sup>'s fundraising strategy and supporter communications
2. Maximise AV<sup>UK</sup>'s partnership with the October Club during 2014 and build long term relationships with new and current supporters
3. Develop a long-term fundraising strategy to significantly grow the support of major donors and enable the long term sustainability and development of the charity
4. Grow and further diversify the AV<sup>UK</sup> supporter base including the development of celebrity supporters
5. Prepare quality applications/bids and build strong relationships with funders.
6. Analyse and report on income and evaluate projects
7. Manage one full-time Fundraising and Communications Assistant; a small team of volunteer supporters
8. Contribute to the strategic development of the organisation working directly with the Chief Executive, Clinical Lead and Trustees
9. Provide quarterly reports to Trustees
10. Identify and manage the production of key documents and articles about the charity
11. Work with the CEO to optimise use of communication channels and deliver effective communications to further information and understanding of AV<sup>UK</sup>'s work
12. Oversee and contribute to the smooth running of events
13. Undertake other duties that may from time to time be necessary and compatible with the nature of this post or as requested by the CEO

## Key competencies and behaviours

1. **People skills:** has excellent networking skills with a range of stakeholders; strong presentation skills; excellent listening skills and the ability to think creatively and quickly to make a convincing case for support; positive and polite friendly manner; able to remain calm under pressure; work well in a team; demonstrates good emotional intelligence and is proactive and persuasive
2. **Writing skills:** can write clearly, concisely and persuasively to a wide range of audiences
3. **Strategic thinking:** ability to identify new fundraising initiatives, assess likelihood of success and impact on resources, develop appealing 'asks' and match donor interests to funding needs/projects
4. **Management skills:** ability to coach and develop others, direct workload, manage performance towards objectives, demonstrate strong leadership
5. **Accuracy and attention to detail:** skilled in research, proofreading, report completion; able to keep accurate records and compile accurate and timely monitoring and evaluation reports; confident preparing income and expenditure budgets for projects
6. **Organisational skills:** excellent time management skills; able to juggle a varied personal/team workload; able to master a brief quickly and to analyse/prioritise research information; self-motivated, and flexible regarding hours.

Candidates will need to demonstrate a willingness to work occasional evenings, weekends and travel frequently to London.

## Professional knowledge and experience

### Essential

- A minimum of five years' experience of fundraising in the charity sector
- Experience of building relationships with major donors (high net worth individuals) and corporate supporters
- Track record in achieving target growth in individual giving
- Demonstrable success in working with trusts and foundations

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- Proven experience of devising strategy, plans and budgets and reporting/forecasting against them
- Experience of managing staff and/or team of volunteers
- Understanding of sector best practice and relevant fundraising/charity legislation
- Interest in children/disability/hearing issues

**Desirable**

- Educated to degree level or above
- Professional fundraising qualification/Certificate in Fundraising Management
- Confident in using MS Office
- Experience of developing and/or working with a fundraising database
- Experience of commissioning bids and tenders
- Experience of legacy, events, and sponsored events fundraising
- Experience of developing online and offline communications to increase awareness and understanding of an organisation's work

There will be a probationary period of six months from the start of employment with an initial review after three months.

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