

**Job Description**

**Director of Income Generation**

**Responsible for:** Head of Retail and Trading and Head of Fundraising and Grants

**Salary:** £30k to £35k pa pro rata

**Hours:** 21 per week with the potential to increase after 9 months.

**Purpose of the job:**

The Director of Income Generation will lead, direct and manage Age UK Bradford and District’s fundraising, funding and marketing operations.

This is a new, senior role within the charity. The post holder will be responsible for the successful development and implementation of a 3 year fundraising strategy, researching, generating and managing a portfolio of major donors including corporate and trust donors as well statutory funders and personal budget holders. This will include all aspects of community fundraising, legacy promotion, corporate sponsorship and grant applications/tender processes. The post will be responsible for the effective performance of the retail and trading teams ensuring they successfully meet the performance criteria to maximise income.

The post offers significant opportunities for innovation, development and growth of the Charity’s income generation function and will also work with the Chief Executive Officer, as part of a Senior Leadership Team (SLT), to develop and implement strategic plans and the overall management of Age UK Bradford & District, ensuring the financial resources required are in place. The Director of Income Generation will be required to represent the organisation at a senior level both internally and externally.

The post holder will require business and financial acumen as well as a track record of success in income generation to ensure that current and future operations continue on a sustainable and viable basis and can evidence positive outcomes and value in the market we are operating in.

**Main Responsibilities**

1. **Strategic development**

* Take responsibility for the development and implementation of the Charity’s income generation strategy and ensure its effective implementation in order to achieve the charity’s strategic goals, including producing, implementing and monitoring business and annual plans.
* To bring about and embed cultural change in the way that income generation and fundraising operates within the charity.
* To integrate thinking and plans related to income generation within the structure of the charity and present regular progress reports to the Board and its sub committees keeping them informed of ongoing activity and ensure all are aware of and involved in income generation activities.
* To adopt a commercial focus to build income generation beyond established fundraising strands with sustainable, new and innovative ideas, testing new concepts and initiatives.
* Work with SLT, the Business Support Team and others to ensure accurate long term and annual budget planning and regular budget monitoring.
* Support and service Board’s Sub Committees as allocated and appropriate.
* Provide direction, expertise, guidance and leadership on all income generation activities. Create a new culture and joined up model for income generation across the charity with a new plan and development of new income streams.
* To lead the income generation team and drive for full maximisation of income generation opportunities across all platforms including corporate partnerships, events, grant making, major gift and legacy promotion activities.
* To provide appropriate leadership and vision to the income generation team on implementing plans and monitoring progress against budgets and KPIs.
* Ensure a focus on the bigger picture is retained across the team and support the Income Generation Management Team as they manage the detail of day to day operations. Ensure there is a collaborative and coordinated approach to income generation activity within the team and across the charity.
* Prepare business cases and programme/project plans for all initiatives.
* Development of income streams, including fundraising, service charges, fee paying, personal budget and self-funded users and additional related project income. Managing implementation and growth of these opportunities in conjunction with other SLT leads as appropriate.
* Production and presentation of reports and updates to CEO, to support internal strategic and performance review processes (including to Board) and with external development work groups and forums

1. **Service staff and resource management**

* Production and implementation of operational work plans and budgets
* Recruitment and management of staff and resources to achieve required income levels, quality and cost performance indicators
* Management and monitoring of income generation budgets including analysis, reporting and action on variances and ensuring compliance with performance objectives across the team.
* Implementing and monitoring staff appraisal and supervision systems in line with required competencies
* Line Managing the Income Generation Team and other staff as required.
* Resolving performance issues among staff and volunteers engaged in services
* Ensuring that volunteer roles and numbers are appropriate to the needs of the team and that they are supported and supervised in line with organisational standards
* Development of workforce and volunteering plans alongside the Director of Business Support, including competency frameworks to meet the operational requirements of the organisation

1. **Managing Performance**

* Monitoring performance against targets and deliverables
* Financial tracking and monitoring of income in conjunction with Business Support Team
* Ensuring contractual and regulatory compliance
* Reporting performance trends and issues to the Income Generation team and the wider charity to ensure their full engagement in income generation
* Ensure that programme and project plans are produced for all areas of work to ensure effective implementation and monitoring, including risk planning.

1. **Relationship Management**

* To work closely with SLT to refine the charity’s fundraising case for support and communicate the charity’s vision to internal and external audiences.
* Work with colleagues to position the charity appropriately and in the best way to enhance income generation whilst maintaining our brand values.
* Lead on all aspects of communications and marketing for the charity, taking responsibility for the development and delivery of a communications and marketing plan and ensuring effective, impactful use of social media platforms.
* Develop and maintain active and effective relationships with organisations and individuals who can assist with achieving income generation goals.
* Engage with and create opportunities for external fundraising by third parties.
* Representing the organisation at external events and development forums as appropriate.

1. **Other responsibilities**

* Work collaboratively with other members of Age UK Bradford & District management team.
* Ensure compliance with GDPR principles / Institute of Fundraising / FSA and Charity Commission standards and those of other regulatory bodies as required.
* Ensure the values of Age UK Bradford & District are upheld across the organisation including its equalities and diversity policies.
* Be responsible for all aspects of health and safety for self and the wider team.
* Carry out duties in accordance with Age UK Bradford & District principles, policies and procedures
* Lead on the development and monitoring of quality assurance systems relating to income generation
* Attend meetings and training courses as required, including regular supervision meetings and annual appraisal with the CEO
* Undertake such other tasks as may be required including administrative duties in connection with the post

**DIRECTOR OF INCOME GENERATION**

**Person Specification**

Experience and knowledge

* A proven creative commercial approach to income generation activities backed up with a strong understanding of the market. Evidence of a range of innovative ideas and thinking related to income generation that complements but extends beyond traditional fundraising. An in-depth current knowledge of all aspects of fundraising and income generation.
* Significant experience in a fundraising or income generation which has involved engagement with a range of stakeholders.
* Proven ability to establish and lead a joined up collaborative approach to income generation in the charity through a myriad of channels and structures across a complex range of internal teams and individuals, stakeholders and networks.
* Planning and financial modelling / budgeting experience.

Skills and abilities

* Highly attuned and adaptable interpersonal skills with the ability to develop, foster, maintain and utilise a network of relationships. Able to build and implement a programme to identify and foster medium and long term contacts for future income generation opportunities.
* Strong negotiation and influencing skills with the ability to act in a diplomatic, credible and effective manner.
* Able to earn the respect and confidence of a range of senior and influential contacts.
* Ability to think strategically and plan ahead, whilst also being flexible and reacting swiftly to changing needs and demanding situations.
* An excellent planning and project management approach with the ability to ensure varied activity is coordinated.
* Resilience and the ability to deal with high pressure and difficult situations whilst supporting and maintaining the confidence of others. Ability to identify problems and to work quickly to find long term, practical and diplomatic solutions.
* Ability to provide inspiring leadership with appropriate line management ability, ensuring clear delegation of day to day operations. Able to work at a strategic and visionary level but also manage detail and complexities if required without relinquishing and maintaining focus on the bigger picture.
* Ability to be a flexible and adaptable team player who can engage fully with their position on the senior team, and able to work transparently with peers, the Board and other groups/committees.
* Strong financial skills and numerical analysis with the ability to produce credible effective data or reports and discuss details with confidence.
* Highly developed and effective verbal, presentation and written skills.
* Computer literate including ability to use MS Office
* An approach that matches our values

**Age UK Bradford and District Vision, Mission and Values**

Our Vision

To make Bradford and District a great place for people in later life, where individuals and communities provide mutual support and value everyone’s contribution.

Our Mission

We will ensure that we enable, empower and support people over 50 to live well as active and engaged members of their communities for as long as possible; developing and influencing, in partnership with them, responses which promote their independence and choice and control, preventing and delaying the need for statutory support and involvement.

This is in line with our organisational values which are to be:

• Responsive

• Supportive

• Caring

• Respectful

• People centred

• Passionate

We do this through our focus on the following activities:

• Information and Advice

• Wellbeing and Engagement

• Integrated Care

All our activities will be inclusive and reflect the diverse nature of communities in the Bradford District.