



**ramblers**  
at the heart of walking

## Head of Fundraising

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## ROLE PROFILE – HEAD OF FUNDRAISING

<b>Job Profile Title:</b> <b>HEAD OF FUNDRAISING</b>	<b>Responsible to:</b> Director of Membership and Fundraising
<b>Department:</b> Membership and Fundraising	<b>Responsible for:</b> <ul style="list-style-type: none"> <li>▪ Individual Giving and Legacy Manager</li> <li>▪ Corporate Fundraiser – New Business Development</li> <li>▪ Senior Trusts &amp; Statutory Fundraiser</li> </ul>
<b>Contract:</b> Permanent	<b>Full Time (35 hours a week)</b> including occasional weekend and evening working, for which reasonable time of in lieu will be given.
<b>Band:</b> 6	<b>Location:</b> Central London (with flexible working; home-working during lockdown due to covid-19)
<b>PURPOSE OF ROLE:</b>	
<ul style="list-style-type: none"> <li>• To lead from the front, during a time of organisational change, to deliver a sustainable, long-term fundraising strategy which generates the income and ROI required to further the Ramblers charitable mission.</li> <li>• To bring leadership and cohesion across a variety of fundraising programmes; to increase value from individual giving and legacy fundraising; and optimising income from corporate partners, trusts, foundations and lotteries.</li> <li>• To understand the needs, wants and behaviours of new and existing supporters, to help the Ramblers grow our reach and relevance, evolving our case for support to attract, retain and engage a loyal community of supporters.</li> <li>• To optimise the Ramblers individual giving and legacy fundraising programmes, building meaningful relationships with new and existing supporters, to grow the lifetime value from those who passionately support our cause.</li> <li>• To support and challenge the fundraising team, developing a high-performing team to deliver ambitious KPIs.</li> </ul>	
<b>KEY RESPONSIBILITIES:</b>	
<ol style="list-style-type: none"> <li>1. During a time of organisational change, <b>bring exceptional leadership</b> to an evolving fundraising team. Foster a culture of excellence, accountability and teamwork, where vision is shared, service standards are exceptional and success is celebrated. Build capacity and expertise, managing team performance and personal development.</li> <li>2. In collaboration with the Director of Membership &amp; Fundraising, <b>continue to evolve the Ramblers fundraising strategy</b>, building a strong <b>case for support</b> that is aligned to the Ramblers strategic priorities and vision. Build and embed a cohesive plan and pipeline to generate sustainable, long-term growth from a diverse range of income streams including appeals, committed giving, legacies, corporate partnerships, trusts, foundations and lotteries.</li> <li>3. Provide support and challenge to the IG and Legacy Manger, to develop and oversee the charity’s <b>individual giving</b> and <b>legacy fundraising</b> programmes, ensuring the necessary expertise, systems and data management are in place to maximise income generation from appeals, committed giving, gifts in wills and in memoriam donations from a loyal supporter base as well as new supporters.</li> <li>4. Evolve the Ramblers <b>supporter acquisition strategy</b> to expand our reach and relevance. Oversee the creation of <b>integrated, multi-channel fundraising campaigns</b>, using a test-and-learn approach to optimise conversion rates, ROI and lifetime value, by attracting, retaining and reactivating donors.</li> </ol>	

5. Ensure the charity is maximising income through **charitable trusts, foundations** and other **grant-giving bodies**, nurturing and maintaining positive relationships with existing and potential funders. Provide support and challenge to the Senior Trust Fundraiser, developing an active pipeline of new target trusts, crafting compelling funding applications, and ensuring that appropriate projects are prioritised to present to potential donors.
6. Provide support and challenge to the Corporate Fundraiser (New Business Development), to develop our **new corporate partnerships** strategy, developing and sustaining a **portfolio of corporate partners** to maximise mutual value and benefit, with strong account management and innovate programmes that maximise income and impact. In collaboration with our media buyer, maximise income generated via Walk Magazine advertising, within corporate partnership packages.
7. Oversee the charity's significant and ongoing partnership with **People's Postcode Lottery**, to deliver multi-year unrestricted lottery funding. Ensure colleagues are supported to deliver strong account management, impactful communications and PR, regulatory compliance with the Gambling Commission, and a strategic portfolio of lottery-funded projects that deliver and demonstrate lasting impact for the Ramblers.
8. In partnership with the Director and peers in the Membership, Advocacy & Engagement and Data & Digital Transformation teams, **develop a single supporter view** to attract, retain and increase the engagement and lifetime value of our donors, members, supporters and campaigners via an **integrated supporter journey**.
9. In collaboration with the team, **build and implement annual fundraising plans** and identify required resources to support the delivery of the fundraising strategy. **Create and manage financial budgets** (income and expenditure), delivering plans within budget and to agreed timescales.
10. Embed a robust **KPI-led reporting framework** to drive evidence-based decisions, measure and report on progress against plans and to demonstrate impact to a range of stakeholders.
11. **Ensure regulatory compliance** is embedded across team processes and communications in areas such as the Fundraising Regulator, the Gambling Commission, GDPR (data protection), Privacy & Electronic Communications Regulations (PECR), BACS (Direct Debit), HMRC (gift aid); and that the team have the knowledge, skills and qualifications to operate to required standards
12. **Lead from the front as an influencer and collaborator** across the Ramblers staff and volunteer network and externally, influencing funders and influencers. Represent the Ramblers across sector forums and networks, building strong peer relationships and sharing best practice. Keep abreast of external factors that might impact Ramblers fundraising.

## REQUIRED SKILLS AND EXPERIENCE

### Essential:

- A **standout leader** and **experienced fundraising professional**, with more than 5 years' proven experience in securing funds from individuals, corporates, trusts, foundations and lotteries.
- An effective sector **networker and influencer**, who anticipates and responds to current and future **fundraising best practice** and the ever-changing fundraising landscape.
- Significant experience in **team leadership, performance management and professional development** to maximise team wellbeing and effectiveness.
- Proven experience in **driving effective, lasting change**, bringing others with you.
- A team player, able to develop **collaborative, strong and effective working relationships**.
- Ability to **negotiate and influence** effectively, with strong written and verbal communication skills, to influence a range of audiences and stakeholders including external influencers, funders, partners and suppliers.
- Proven ability to build and implement **robust business cases and financial budgets** (including predictive income modelling) to deliver a healthy return on investment.
- Proven experience in **analysing complex data**, to inform strategic decisions.
- Experience in developing robust **performance indicators, measures and reporting frameworks**.

- Experience in building **integrated supporter journeys**, using targeted multi-channel marketing strategies (including digital) to drive growth (acquisition) and engagement/loyalty/advocacy (retention) with a strong ROI.
- Experience of using **customer relationship management** platforms to optimise the supporter experience and value.
- **Digitally savvy**, an early adopter of new technologies and a competence user of MS office, social media platforms and data analytics tools (for example business intelligence tools and dashboards)
- **Innovative and solutions-focused**, with the ability to work under pressure and to tight deadlines.
- In-depth knowledge and application of the **regulatory and governance landscape** for fundraising.
- Demonstrable working knowledge of the Privacy & Electronic Communications Regulations (PECR)

#### **Desirable skills and experience**

- Experience working in an organisation with a **devolved structure** with multiple sites and stakeholder requirements
- Interest in **walking** and/or being an advocate for the **outdoors and natural environment**.
- Experience of using **digital platforms**, data warehouses and dashboards to build **business intelligence**.
- Member of the **Institute of Fundraising**

#### **Compensation and Benefits**

- Competitive base salary and annual incremental pay rise (post probation)
- Free Ramblers membership
- Flexible working
- Pension contribution
- Season Ticket loan
- Christmas office closure

#### **Our Volunteers**

Ramblers is a member-led organisation, with the majority of work led by volunteers and staff are expected to work closely with volunteers and to manage relationships with function specific volunteers. For example, campaigns staff work with campaigning volunteers, finance staff work with finance volunteers, walking operations staff work with walk leader volunteers etc.

The details contained in the job description, particularly the key responsibilities, reflect the content of the job at the date the document was prepared. It should be remembered, however, that it is inevitable that over time the nature of individual jobs will change; existing duties may be lost, and other duties may be gained without changing the general character of the duties or the level of responsibility entailed. Consequently, Ramblers will expect to revise this job description from time to time.

## INFORMATION FOR APPLICANTS FOR THE POST OF HEAD OF FUNDRAISING

Thank you for your interest our Head of Fundraising role. This pack tells you more about the Ramblers, how we work, and details of the role and the people you'll be working with. It also gives information on how to apply.

The Ramblers helps everyone, everywhere, enjoy walking and protects the places we all love to walk. We are the only charity dedicated to looking after paths and green spaces, leading walks, opening up new places to explore and encouraging everyone to get outside and discover how walking boosts your health and your happiness.

Since 1935, the Ramblers have played a crucial role in:

- establishing National Parks
- establishing the first National Trail, the Pennine Way
- protecting paths and placing them on definitive maps in England and Wales
- getting access to the countryside, including the Land Reform (Scotland) Act 2003, securing ancient freedoms and the Countryside and Rights of Way Act (2000) which opened up a million hectares of countryside in England and Wales
- helping people to go walking on friendly, group walks and with our quality library of self-guided routes.

We are as relevant today as ever before. Our programmes and activities are many and varied. We provide:

- Self-guided routes for informal walking, including free, short routes for those new to walking
- Led group walks, including free health walks for those who need a helping hand to get started
- A member app which enables members to access us wherever they are
- Outings, trips away and social events for our members
- Information and education to the public on places to walk, safety and equipment
- Advocacy and campaigning for a country designed for walking
- Monitoring and inspection of the path network and rights of access
- Maintenance and upgrading of path network

Volunteers are at the heart of everything we do. Other than small staff teams in London, Edinburgh and Cardiff, all our work is carried out by volunteers. Some 20,000 work 365 days a year, rain or shine, to deliver our mission.

## **Our vision and strategic framework**

Our vision is a country where everyone enjoys the outdoors on foot and benefits from the experience. We are focusing on three ambitions to help us make our vision a reality:

### *A country designed for walking*

We want everything to be in place in England, Scotland and Wales so we can all enjoy the outdoors on foot and benefit from the experience. This includes great places to walk; a true right to roam and path networks that connect people with communities, history, and nature; we want to ensure the right support from government, society, public and private organisations to help us achieve this. A walking country will enable and motivate more people to walk, as a means of transport, for their health and wellbeing, to help the environment or for the sheer joy of it!

### *Helping everyone find their feet*

Walking can take you anywhere. We want to provide the support and resources everyone needs, regardless of their age, background, fitness or mobility, to enjoy and benefit from walking outdoors. We want to help construct the national and local policies and programmes that give individuals and communities the opportunity to go out and walk, and we want to educate them about how walking can improve their health and wellbeing.

### *Connecting people through the Ramblers*

We want to improve the health and wellbeing of the public by providing our own communities of walkers with the best possible Ramblers experience. This includes leading high quality walks, facilitating outings and holidays that help people enjoy the best walking has to offer; producing expert resources so people can safely explore the outdoors themselves and connect with nature; and providing tailored support to individuals to help them progress from the sofa to the summits or the city street to the mountain peak.

We will do all this by leading from the front. We will stand together with the outdoors community, inspire a new generation of walkers and continue to work in partnership to achieve our three ambitions.

## **Our governance**

At the heart of everything we do are our members who support our values and deliver the vast majority of our work by volunteering their time and energy. At our annual gathering, called the General Council, these volunteers elect a Board of Trustees who strategically run the charity on their behalf. Formally we are the Ramblers Association, but we operate as the Ramblers.

Whichever nation they call home, every member who joins us is part of Ramblers Great Britain. Ramblers Scotland and Ramblers Cymru operate independently but within the Ramblers GB family. Areas in Scotland and Wales elect a national council similar to the General Council. These councils elect an executive committee who set the strategic direction and policy for our work in Scotland and Wales. Our GB strategic framework and business plan are supported by equivalent documents for Ramblers Cymru and Ramblers Scotland.

Trustees delegate responsibility for the day to day management of the charity to our Chief Executive and her team.

## Our team

The Ramblers GB friendly staff team comprises six directorates:

- chief executive's office – provides overall leadership to the organisation and makes sure our charity is governed effectively;
- advocacy and engagement – lobbies and advocates on behalf of walkers, campaigns to bring about change for walkers and maintains our public profile;
- operations and volunteering – helps get more people walking more often through member and non-member products and services including group walks, self-guided routes and path maintenance activities; ensures a consistent approach to the management and support of volunteers across the charity;
- **membership and fundraising** – our team goal is to grow our wonderful community of members and supporters; and grow our income to support the Ramblers' mission. We're reaching out to invite more of Britain's 20 million leisure walkers to walk with us and campaign with us, and we're diversifying our income through a new and ambitious fundraising strategy.
- data digital and technology – drives change through designing, developing & deploying data & digital capabilities for staff & volunteers and also managing our ICT provision;
- services – provides underpinning infrastructure to support the delivery of our mission, through finance, human resources, facilities and data protection.

There are also teams in Ramblers Cymru and Ramblers Scotland, reporting via their directors, to the chief executive.

As a small organisation with big ambitions, all our work is delivered in a genuinely cross-team, collaborative way. Whichever directorate you join, you will have the opportunity to contribute to delivering all aspects of our mission.

Whichever team they're in, and wherever based, our staff all have a few things in common – a passion for walking and the outdoors, a love for our volunteers, and a commitment and resilience to make ambitious plans happen in a challenging environment.

## Candidate Application Information

**Send us your CV and covering letter by midnight on Sunday 13 December 2020.**

**Shortlisting – 16 December 2020**

**Interviews – 5 & 6 January 2021**

This can be e-mailed to [recruitment@ramblers.org.uk](mailto:recruitment@ramblers.org.uk)

**Any applications arriving after this deadline will not be considered for shortlisting unless there are exceptional reasons.**

## **Candidates with disabilities and special needs**

Please tell us if there are any reasonable adjustments we can make to assist you in your application.

If you have a disability, which you would like us to take into account, please tell us about this when you apply. Please let us know if we can help and remember that you can request information in large print or in a different format.

### **Guidance for CV and cover letter submission**

Please send an up to date relevant CV including contact details of two referees. Note: - we will only take up references after we make a conditional job offer. Please also complete our Equal Opportunities Monitoring form by downloading from the jobs section of our web page <http://www.ramblers.org.uk/jobs.aspx>

It is our intention to appoint the best candidate for every vacancy in accordance with our Equal Opportunities Policy. To do this fairly, within the overall recruitment process at stages throughout the process we will need all candidates to provide relevant information about themselves. This information should be based on the criteria listed in the enclosed person specification and which are regarded as essential to the job.

Providing a covering letter is the most important part of your application. It should be used to tell us how you think you meet the selection criteria listed on the knowledge, skills and expertise section of the job description. Draw particular attention to experience, skills, achievements and knowledge gained in past employment or other activities which are relevant to the job.

Ensure your covering letter is no more than 1 page long (1 side of A4)

**We regret that we are unable to acknowledge receipt of applications, but please telephone the HR Department on 020 3961 3300 if you want to check yours has been received. If you do not hear from us within four weeks of the closing date, please assume that you have not been shortlisted.**

## **Conditions of Employment**

### **PAY**

The commencing salary of this role is between **£51,000** and **£56,000** per year depending on experience

Cost of living increases are normally applied, subject to approval, in October each year to staff who have completed their probationary period. Salaries are paid on the 28<sup>th</sup> of each month via bank credit transfer.

We do not pay a separate allowance to homeworkers.

### **WORKING HOURS**

The working week is currently 35 hours, Monday to Friday. The Ramblers office is open between 8 and 6 – your actual start time will be discussed with your line manager but all staff are expected to be in the office between 10 am and 4 pm. 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 or weekend events. In such circumstances and in agreement with your line manager you may take reasonable time off in lieu. Overtime is not paid.

#### **TRAVEL**

For some roles, there is a requirement to travel across the nations and to regional offices (Cardiff and Edinburgh). There may also be, on occasion, the need for overnight stays. Reasonable travel and hotel expenses may be reclaimed using the Ramblers expenses procedures

#### **LEAVE**

Annual leave is 25 days per year plus paid holiday on statutory and other public holidays, this is pro rated for part time staff and staff on fixed term contracts. The Ramblers' office is closed on statutory holidays and from 24 December to 01 January inclusive. The office is also closed on 23 December when that day falls on a Monday; and on 02 January when that day falls on a Friday. You do not need to take annual leave during the Christmas closure.

#### **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 from April 2019, employees will see 5% of their earnings going to their workplace pension. In turn the Ramblers will be obliged to add a contribution that is the equivalent of 3% of your earnings.

In addition, the Ramblers currently offer a higher level of contributions at 6% of your basic salary provided employees contribute at least 5%.

#### **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. At the end of this period and subject to a satisfactory performance you will be transferred to the established staff.

#### **THE RAMBLERS MEMBERSHIP**

All staff on joining get free Membership of the Ramblers. This gives you access to hundreds of group led walks every week, Ramblers Routes online library as well as four issues of Walk magazine a year. In addition you will be entitled to a host of membership discounts and offers.

#### **TRADE UNION MEMBERSHIP**

The Ramblers recognise the Union Unite. The Union has sole consultation rights within the Ramblers for terms and conditions of employment and other matters concerning staff. The Ramblers encourages all employees to join the union.

#### **FLEXIBLE WORKING**

After 26 weeks' continuous service, the Ramblers will consider applications for flexible working arrangements.

The Ramblers will enable as many jobs to be open to job sharing as is operationally practicable.

#### **SEASON TICKET LOANS AND CYCLE TO WORK**

The Ramblers operate a season ticket loan and cycle to work scheme (available after 3 months service).