



THE CARES FAMILY

DIRECTOR OF DEVELOPMENT

- £40,000-£49,000 (dependent on experience)
- Permanent role: 37.5 hours per week
- 26 days' holiday per year and flexible working hours
- Fully remote during the pandemic, then based in London, Liverpool or Manchester

The Cares Family particularly welcomes applications from Black, Asian and Minority Ethnic people, who are under-represented in our organisation. We are an equal opportunities employer and an anti-racist organisation committed to inclusion.

ABOUT THE CARES FAMILY

The Cares Family's mission is to **help people find connection in a disconnected age**. Our objectives are to **reduce loneliness and isolation; improve people's connection**, belonging, purpose and power in a changing world; and **bring people together** to reduce social, generational, digital, cultural and attitudinal divides.

Over the last decade our model has grown from a tiny idea in a single place into a national leader. Combined, North London Cares (founded in 2011), South London Cares (2014), Manchester Cares (2017), Liverpool Cares (2018) and East London Cares (2019), have connected some **25,000 older and younger neighbours** to share over **600,000 interactions** and **140,000 hours**.

Those relationships have had a dramatic impact. 98% of young people involved say they have a **stronger connection to the community** and **98% say they are able to contribute** in new ways. 73% of older people involved say their **isolation is reduced**; 86% are better **able to appreciate the changing world**; and 77% say their **relations with young people have improved**. Neighbours report feeling a deeper sense of belonging, and **'part of something bigger'** than their own lives.

But as the **pandemic** has shown, loneliness is not just a **personal crisis**; it's also a broader **public health crisis** and a national **political crisis**. It affects millions of people – from people working from home or cooped up in university halls, to new parents; middle aged men to digitally savvy teenagers; LGBTQIA+ people to new migrants. In fact, those who are **already marginalised in society experience its consequences the most**. This matters deeply, because loneliness causes depression, anxiety, strokes and heart attacks. In a world in which people are increasingly withdrawing from one another and spending less time with people who are not 'like them' it is also contributing to wider **inequity, stereotyping, polarisation and othering**.

We've been improving **individual** lives and community togetherness for ten years, and The Cares Family has more recently started to have an impact at the **systemic and cultural levels** – through new projects, storytelling and campaigns that are rapidly increasing our profile and making an even bigger difference.

In 2018, the then Prime Minister launched the government's first ever loneliness strategy at a Cares Family social club. We have received coverage in The Economist, The Times, The Guardian, The Telegraph and on BBC1's News at Ten and Channel 4 News. And in 2018, our CEO was appointed one of **20 inaugural Obama Fellows**, bringing global attention to our issues and work.

With the arrival of the pandemic, **loneliness and disconnection are better understood than ever and empathy for people experiencing it has increased**. The Cares Family is therefore at a moment of opportunity to make an even bigger difference in the years ahead. Our strategy to do that is to **consolidate our operations** to ensure we make the biggest impact possible; to **go deeper with our existing local intergenerational communities**; and to **spur a ripple effect connection across the UK with a suite of exciting new projects** including The Multiplier which we started in 2021.

ABOUT THIS ROLE

This is a **key leadership position** in an ambitious organisation that is continuing to **grow its income, impact and influence at pace**. In the past four years, The Cares Family has grown from a small organisation working just in London to a group of six charities working in five city locations with a major national presence. Our **annual budget has grown from £0.75m to £2.5m** in that period and we are projecting budgets of around £2.7m for the next three years.

During the pandemic, we have had an Acting Director of Development covering maternity leave. Now, as we reaffirm our strategy for the coming years, we are seeking a permanent Director of Development to help us **meet our ambitious income targets** in a continued time of uncertainty, to **drive our income generation strategy**, to **lead and develop our fundraising team**, to **nurture key partnerships** and to serve as a **key figure in our Senior Leadership Team**.

We already have a number of **strategic partnerships in place with national and local foundations, major donors, corporate supporters and individual community-based donors**. We also have a clear strategy for the next three years to further develop those income lines, focusing on deepening partnerships, creating **membership and legacy opportunities, diversifying our challenge fundraising and events income**, delivering **new campaigns**, and improving our communications to enable that work. We have an immediate opportunity to make progress against all those goals, having been selected for support by the biggest donor club in the UK, The October Club, for 2021.

As permanent Director of Development at The Cares Family, you will lead all that work with the support of our CEO and **a fundraising team of 11**. You will **report to our CEO** and galvanise the Senior Leadership Team, ensuring our personnel and other resources are directed to help us achieve our income targets effectively and efficiently, and therefore to achieve the impact we wish to see in the world. We are looking for an **experienced senior leader who can bring an empathic style** to the following areas:

RESPONSIBILITIES

- **Developing and implementing our ambitious fundraising strategy** and securing at least £2.7m per year for The Cares Family charities;
- **Cultivating a community of engaged and passionate supporters** including foundations, corporations, major philanthropists, small donors, challenge fundraisers, members and more;
- **Nurturing our Development Board** that supports a suite of activities from annual gala dinners to supporter breakfasts and marketing opportunities, and ensuring the successful delivery of those opportunities with your team;
- **Driving new business** both at the national level with national partners and supporting your local teams to **inspire and engage new supporters** in London, Liverpool and Manchester;
- **Shaping our team of 11 fundraisers** to ensure we have the right skills, dynamics and structure to deliver our goals and maximise return on investment;
- **Leading and inspiring your team**, keeping them connected to the organisational strategy and how this connects with fundraising; and managing, coaching and developing them to meet their potential (directly managing our Head of Development and Head of Community Fundraising);
- **Working with The Cares Family's Finance Director** to ensure budget projections and income management are accurate and on track to meet our goals;
- **Ensuring fundraising systems and processes are** fit for purpose and well maintained, from Salesforce to donor platforms such as Just Giving and Enthuse; as well as ensuring our fundraising is compliant with charity, fundraising and data regulations.
- **Communicating powerful stories** to ensure our staff teams support our vital fundraising work, and that we grow our networks of supporters over time;
- **Serving as one of five members of The Cares Family's Senior Leadership Team**, helping to make strategic decisions and being accountable for those decisions;
- **Representing The Cares Family** in media and at events, engaging people with our work and inspiring them to support us.

ESSENTIAL SKILLS, EXPERIENCE AND ATTRIBUTES

- **Strategy**
 - At least four years' experience working in fundraising at a senior level, raising a team budget over £2m and an individual budget over £400,000;
 - Driving and implementing fundraising strategy at a national charity;
 - Investing in relationships including corporate partnerships, Development Boards, and with foundations and major donors.
- **Leadership**
 - Proven leadership capabilities, including experience managing growing fundraising teams including those working in multiple locations across the country;
 - A goal-driven self-starter, happy to initiate donor visits, meetings or calls and to network to increase the profile of The Cares Family in the philanthropy community;
 - Organised, determined and can demonstrate the ability to 'follow through' on tasks; agile and able to adapt to the rapidly changing needs of a growing organisation working in an ever-changing context;
 - Leading by example: ambitious, hard-working, fun, approachable, and a good listener;
 - Collaborative, balanced, diligent and open to challenge, as part of a whole-organisation Senior Leadership Team.
- **Generating income**
 - Personally securing six-figure gifts from major donors, businesses or trusts;
 - Identifying, cultivating, securing and stewarding major donors;
 - Significant fundraising event management experience;
 - Exceptional, timely, powerful and effective communication with supporters and other external and internal stakeholders.
- **Personal attributes**
 - You are an authentic, high-quality communicator with the ability to build relationships with a diverse range stakeholders and colleagues;
 - You have high standards and aspirations for your life and career with the desire to make a lasting contribution to a growing organisation working on one of the defining issues of our time;
 - You embrace The Cares Family's values (kindness, community, bravery, learning, trust) and champion behaviours that demonstrate these in your day to day work;
 - You embrace meaningful work alongside a sense of fun that helps makes The Cares Family a great place to work;
 - You are approachable and non-hierarchical, treating all colleagues with respect;
 - You are collaborative, seeking to work with others to achieve a shared vision and to build relationships by sharing information and expertise.
- **Other**
 - Experience working with Salesforce;
 - Good knowledge of fundraising compliance and charity law
 - Flexibility to work evenings and weekends (with time off in lieu);
 - Able to obtain a clear CRB/DBS certification (provided).

HOW TO APPLY

This is a task-based application process, so we are not asking applicants for CVs. To apply for this role, please read this job description and the below application task descriptions carefully, and submit your application to alex.smith@thecaresfamily.org.uk by **11:59pm on Tuesday 22nd September 2021.**

- **Interviews** will be held between **27th and 29th September 2021.**

APPLICATION TASKS

TASK 1: Introducing yourself (in lieu of a cover letter)

- Please tell us why you are passionate about and qualified for this job, either in:
 - an audio recording;
 - a written statement of no more than one page.
- **Requirements:** Audio file no longer than three minutes or Word or PDF document. Please name your file: [YOURNAME]Task1.

TASK 2: Understanding the role (in lieu of a CV)

- Please share the specific skills and experience you have that make you right for this role. As part of this task, please include a link to a piece of work which demonstrates your leadership experience, the impact your work has made, and why you're proud of it.
- **Requirements:** Write your answer and save it in a Word or PDF document. We're looking for no more than 500 words. Please name your file: [YOURNAME]Task2.

TASK 3: A plan for generating £2.7m a year

- As Director of Development at The Cares Family, your team of 11 staff will deliver a strategy to raise £2.7m a year from Grants, Corporate Partnerships, Major Gifts, Challenge and Events Fundraising, Campaigns, Memberships, Legacies and other revenue streams.
- Please submit a document which shows how you will prioritise these different income areas, with no more than five bullet points per income line specifying how you will apply various tactics and how each of those tactics will achieve an aggregate annual income of £2.7m.
- **Requirements:** Save your plan as a Word, Google or pdf document. We will ask you to talk through this plan in more detail if you are called for interview. Please name your file: [YOURNAME]Task3.

If you would like to discuss this role before submitting an application, or if you have any questions about the above tasks or recruitment process, please contact alex.smith@thecaresfamily.org.uk to set up a call with our CEO.

We're looking forward to receiving your application!