

## HEAD OF INCOME GENERATION

Do you have the talent to raise significant income to support an ambitious and bold plan to protect the UK's wild places? The John Muir Trust is looking for a full time Head of Income Generation to join its team in an exciting time of organisational growth and development.

This new role will report directly to the CEO and will be a member of the Executive Team, with collective responsibility to deliver the organisation's strategy and vision:- *"a world where wild places are valued for present and future generations."*

The Head of Income Generation will lead a dedicated and capable team of fundraisers providing the necessary vision, leadership, and skills to build on current fundraising strengths while growing income targets, especially with corporate partners, major donors and through commercial innovation. The candidate will have substantial management experience, a talent for building and maintaining relationships, and a proven track record in raising income from corporates and individuals.

Experience in securing funds from statutory sources, foundations, trusts and major donors - corporate and individual, and in the development of an individual giving programme including relevant marketing skills is also an advantage.

The John Muir Trust is committed to working together to promote a more inclusive environment and they need a diverse team to realise this. Applicants for this role are welcome from all walks of life with diverse backgrounds, cultures, perspectives, and experiences to support their work on behalf of wild places.

## MAIN RESPONSIBILITIES

### Strategy and planning

- Lead the income planning process to produce effective strategies to achieve income targets across a range of revenue streams in support of major programmes and projects.
- In cooperation with the Executive Team, lead the development of a long-term income strategy to achieve agreed long-term organisational goals.
- Identify new income streams and produce plans and tactics to access these funds.

### Financial planning and budget management

- Produce cost-effective budgets to achieve action plans.
- Develop and maintain income and expenditure tracking and evaluation systems.
- Ensure the fundraising department is kept within budget.

### Fundraising

- Manage an effective team that delivers income targets.
- Oversee the management of the grant and trust income programme, supporting the fundraising team as necessary and ensuring production of effective, high-quality proposals and reports.
- Lead the new individual giving development plan for which includes the recruitment and development of new donors.
- Lead on development of new funding streams.
- Develop and maintain effective supporter journeys for the development of relationships and retention.

### **Executive Team**

The Head of Income Generation will be a member of the Trust's Executive Team and as such the post-holder will be expected to play a proactive role in the management of the organisation, including:

- Organisational strategic planning.
- Organisational development.
- Income and expenditure budget planning and management.
- Advising members of ET on the viability of obtaining funds to support campaign initiatives.
- Attending Committee meetings to report and give advice on fundraising matters.

### **Staff Management**

Line management of fundraising staff, including:

- Agree objectives and work plans.
- Manage workload and performance through regular one-to-one line management discussions and look after staff health safety and welfare.
- Plan and implement personal development programme for team members in all relevant skills.
- Undertake annual performance reviews.

## **PERSON SPECIFICATION**

### **Essential experience**

- At least three years' experience in a similar role.
- Demonstrable track record of strategic fundraising.
- Successful, significant and relevant achievement at management level in a comparable organisation.
- Experience of utilising the strength of an organisation's brand for charity/business development.
- Proven track record of meeting challenging income targets.
- Proven ability to build, manage and develop key stakeholder, and donor relationships.
- Experience of developing and implementing strategic and operational business plans.
- Proven track record in fundraising that has directly resulted in increased income for an organisation.
- Effective dissemination of information to large and diverse groups.

### **Essential skills and knowledge**

- Strong leadership skills.
- Track record of bringing innovative creative thinking and fresh ideas to an organisation and/or its services.
- Can interpret and analyse accurate financial and analytical data to inform decision-making, and can use research to influence others.
- Experience of driving efficiency and value, making the case for change and reporting on performance.
- Understanding of wider societal impacts and how to build evidence-led arguments to secure income.
- Knowledge of the fundraising environment and of a range techniques and disciplines which will support the cost-effective generation of income for the John Muir Trust.

- Exceptionally convincing and persuasive written and oral skills with the ability to present and convey complex ideas and issues clearly and coherently.
- Ability to secure Senior Management and Board approval for strategy.
- Demonstrable ability to evaluate the type of initiatives and programmes within the scope of the post and initiate, develop and deliver new initiatives that build on their successes.

### **Essential aptitude**

- Self-aware and able to create a positive team environment while delivering constructive challenge and feedback.
- Can make connections internally and externally, building relationships that foster an inclusive and empowering culture.
- Credible with staff and key stakeholders, able to motivate and influence against strategic objectives.
- Ability to work flexible hours.
- Energy, enthusiasm, and flair to work hard and achieve ambitious targets.
- Highly self-motivated and able to work autonomously, take initiative and make decisions.
- Commitment to John Muir Trust’s core values and strategic direction.

### **QUALIFICATIONS**

- Educated to degree level or equivalent.
- Evidence of continued professional development relevant to the role purpose and level.

### **TERMS AND CONDITIONS**

Salary:	£49,420
Location:	Subject to discussion
Probationary period:	3 months
Line Manager:	Chief Executive
Pension:	5% contribution to group auto-enrolment scheme
Holidays:	34 days per year plus 2 ‘wild days’
Hours:	35 hours per week (flexible working applies)

**John Muir Trust standard terms and conditions of employment apply**