

Head of Development

Job Description and Person Specification

Purpose of the role

Working closely with the Green Party of England and Wales's (GPEW) Development Committee the post-holder will be responsible for delivering existing plans for income and developing new streams in-line with the culture and values of the party. The postholder will lead the review of the current and past approaches and develop a fundraising and income-generation strategy, with a particular focus on the membership journey.

The Head of Development will develop and manage relationships with existing and new major donors, plan fundraising strategies and events, and support the efforts of other teams to generate new forms of income, for example from affinity partnerships and legacies. They will also co-ordinate the customer journey for new members and the communication with existing, working with other teams to tap into activism and motivate members to take action on behalf of the Party.

With an ability to build a strong network of supporters and partners to help influence, support and inform this income generation, you have an established and successful track record of leading a high-profile fundraising portfolio.

Salary:	£44,070 - £49,630 (Points 37-43 on the GPEW salary scale)
Hours:	Full time, 35 hours per week
Job type:	Permanent
Location:	Green Party Head Office, London and home working
Line manager:	Chief Executive
Line management responsibilities:	Major Donor & Partnership Manager, Fundraising Officer, Membership Manager
Key relationships:	Development Committee; key coordinators on the Green Party Executive (GPEx); Communications; Digital; Field Team

Application process:

Applications to be submitted by 11.59pm on 17th January 2021 via The Green Party's Applied recruitment system and interviews to be held on 26th January 2021. Access to the Green Party's Applied recruitment system can be found at <https://app.beapplied.com/apply/4zdtf31cve>.

Please note that the Applied recruitment system is configured to ask a series of questions that will support shortlisting for this role. Each question is based on one or more of the

attributes listed in the person specification below and your answers will be scored based on how you demonstrate the attribute(s) that are relevant to the specific question being asked.

Principle Roles and Responsibilities

Income planning and strategy

1. Developing a Development Strategy for the Party in the context of the agreed Political Strategy and other strategic plans;
2. Preparing, implementing and reviewing plans to implement the Party's Development Strategy and secure income, including diverse funding streams;
3. Preparing budgets for specific fundraising campaigns and for the fundraising function as a whole in order to support the Party in achieving its annual and longer-term financial objectives;
4. Researching, and maintaining intelligence on, current and potential sources of funding, especially major donors, and trusts or foundations;
5. Overseeing the conception, delivery and evaluation of appeals and fundraising events, including development and evaluation of Key Performance Indicators;
6. Working with Communication to develop the messaging and engagement plans for appeals, ensuring activities are co-ordinated to serve the wider aims of the party;
7. Working with the Finance team develop three year forecasting of income for the party;
8. Overseeing the production of an annual fundraising calendar that can be shared with regional and large local parties in order to ensure that clashes in fundraising campaigning are avoided wherever possible;
9. Support volunteers in local and regional fundraising activities, moving towards a networks of expert volunteer fundraisers throughout the party;
10. Leading in the preparation of funding applications.

Membership

11. Work with Digital to get the infrastructure in place for new joiners to the Party;
12. Work with Communication and other teams to develop plans to draw in Friends, new Members; and Supporters to the Party, via engagement journeys which can be evaluated;
13. Work with Communication, Field Team and politicians to ensure a range of communications reach members, working to reach a range of target audiences;

People management

14. Line management of the Membership Manager and Fundraising Officer, providing support and development opportunities to help them gain more experience and insight into approaches to fundraising
15. Recruitment and supervision of occasional fundraising volunteers

Other responsibilities

16. Working with the membership team to encourage more members to make extra donations (made at the point of joining) and recurring donations (made in response to specific appeals);
17. Overseeing the development of an improved set of products in the Green Shop;
18. Ensuring that all the Party's fundraising collateral is persuasive, creative and of the highest design quality;
19. Supporting the Party's Donations Scrutiny Committee in reaching fully informed decisions about potential major donations in line with the Party's ethical criteria for accepting large donations;
20. Contributing from time-to-time to the conception and delivery of fundraising advice and training for colleagues and for regional and local parties;
21. Assisting the Fundraising Officer in developing the Party's campaigns and material in support of legacies and affiliations;
22. Work as part of the senior management team to support the Chief Executive Officer in leading the whole staff team.

Person Specification

Please give evidence that you meet the attributes below that are marked as “Application” in your Applied application responses. If you are shortlisted for interview, all attributes marked “Interview” will be assessed at that stage.

	Attribute	Essential/desirable	Assessment
Experience	Leading on an organisational wide fundraising strategy	Essential	<ul style="list-style-type: none"> • Application • Interview
	Managing staff and working with volunteers with demonstrable aptitude for collaborative and team working	Essential	<ul style="list-style-type: none"> • Application • Interview
	Delivering fundraising initiatives through Crowdfunding, social media, E-commerce etc	Essential	<ul style="list-style-type: none"> • Application • Interview
Skills	Excellent organisational skills with the ability to remain calm in high-pressure environments, with a high level of personal and professional resilience	Essential	<ul style="list-style-type: none"> • Application • Interview
	Track record of success in project management, from concept through to delivery, in complex situations	Essential	<ul style="list-style-type: none"> • Application • Interview
	Strong networking and people management skills, with the ability to manage conflicting priorities	Essential	<ul style="list-style-type: none"> • Application • Interview
	Ability to liaise with stakeholders at all levels and make compelling pitches	Essential	<ul style="list-style-type: none"> • Interview
	Use of a CRM/fundraising database with experience of Salesforce and Action Network a preference	Desirable	<ul style="list-style-type: none"> • Interview



Knowledge	Understanding of Green Party organisation at local, regional and national level	Essential	<ul style="list-style-type: none">• Interview
	Familiarity with relevant campaigns issues and organisations	Desirable	<ul style="list-style-type: none">• Interview
Personal attitudes	Sympathy with the aims and policies of the Green Party, and with development of a more sustainable society	Essential	<ul style="list-style-type: none">• Application• Interview
	Creative and open minded with a willingness to innovate in pursuit of the objectives of the role	Essential	<ul style="list-style-type: none">• Application• Interview
Personal circumstances	Eligible to work in the UK	Essential	<ul style="list-style-type: none">• Application
	Able and willing to work occasional unsocial hours and outside of normal office hours as required	Essential	
	Not a member of another UK political party	Essential	
Equality	Committed fully to the principle of Equal Opportunities for all in line with Green Party policies	Essential	<ul style="list-style-type: none">• Interview

General points applicable to all Green Party of England and Wales jobs:

1. The Green Party strives to be an Equal Opportunities employer and requires its employees to carry out their work in accordance with its policies on equality of opportunity in relation to employees and volunteers, in promotion of the party's policies and access to the Party's services.
2. Green Party staff are required to abide by any policies in place to ensure, for example, health and safety at work, data protection, etc.
3. Green Party staff may be required to attend Green Party Executive (GPEX) and other meetings and conferences, so long as at least two weeks' notice is given and this does not conflict with leave already agreed. These meetings may take place out of office hours, in which case time off in lieu will be awarded.
4. The Green Party has a democratic structure with annual elections. Employees need to be aware that the organisational priorities which determine their work priorities are decisions of the Executive and may be subject to change as an Executive changes.
5. Green Party staff are assigned goals, work plans, guidelines and priorities by their line managers as part of the annual planning and review system, but are expected to show initiative within this framework in managing their workload to meet the overall goals of the party in line with the organisational plan.
6. Green Party staff are required to request authorisation for any major overtime from their line manager before undertaking any such work and to use an online system to manage their leave and TOIL in conjunction with their line manager.
7. Green Party staff may, from time to time, be required to provide written or oral reports to the Executive.
8. Green Party staff should be open to developmental needs which may arise and work with their line manager to address these needs through training or other routes.
9. Green Party staff are expected to identify and make recommendations to their manager on improving the systems within the office.
10. Green Party staff are expected to participate fully in the Party's teamwork ethos, attend staff meetings, share team duties and responsibilities and develop their work in co-operation with other colleagues.
11. Green Party staff are expected to promote and develop the role of volunteer staff within their area of responsibility in liaison with the HR & Office Manager and in accordance with the current policy on the management of volunteers.
12. Whilst every endeavour has been made to outline all the duties and responsibilities of the post, a document such as this does not permit every item to be specified in detail. Broad headings may therefore have been used, in which case all the usual associated routines and duties are naturally included in the job description. Green Party staff are expected to undertake any other reasonable tasks as requested by the Executive via their Head of Department, CEO or relevant GPEX Co-ordinator.

This job description may be periodically reviewed in consultation with the post holder.