

Head of Development

Job Description and Person Specification

Purpose of the role

Fundraising for the Green Party should be easy – everyone knows we're the good guys of politics and our brand of change is needed more now than ever. Our local election successes increase our Councillor numbers month on month and our MP and Lords do the work of many from other parties.

We are looking for a Head of Development who helps us make it easy. Who supports and values our members and supporters for all that they do for the party. We need the funds to invest in delivering our Political Strategy which will make sure the Green Party has impact at all levels of politics in England and Wales.

You will have experience and skills in fundraising, marketing, membership and external communications. We won't need you to be an expert in all these areas as you will have an excellent team to support you.

You will have responsibility for:

- Growing our membership and supporters;
- Growing our income, doubling it over two years;
- Ensuring our members derive value from their membership.

This role is fundamental to taking the Green Party on the next stage of its journey. We hope you can join us.

Salary:	£44,467 - £56,395 per annum (Points 37-49 on the GPEW pay scale)
Hours:	Full time, 35 hours per week
Job type:	Permanent
Location:	Currently fully home based, moving to hybrid in 2022 with a London-based office
Line manager:	Chief Executive
Line management responsibilities:	Development & Fundraising Manager, Development & Membership Manager
Key relationships:	Development Committee; key coordinators on the Green Party Executive (GPEX); Communications; Finance; Digital; Field Team

Application process:

Applications to be submitted by 23:59 on Sunday 30th January 2022 via The Green Party's Applied recruitment system and interviews to be held week commencing 7th February 2022. Access to the Green Party's Applied recruitment system can be found at <https://app.beapplied.com/apply/wk5bstohuv>.

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 strategy and delivery

1. Develop a Development Strategy for the Party in the context of the agreed Political Strategy and other strategic plans;
2. Prepare, implement and monitor plans to implement the Party's Development Strategy to secure income and grow our supporter base;
3. Introduce diverse funding streams to deliver sustained growth in income and supporter volumes over two to three years
4. Lead the conception, delivery and evaluation of fundraising campaigns and events, including development and evaluation of key performance indicators;
5. Work with the Communications team to develop messaging, content and marketing communications, ensuring activities are co-ordinated to serve the wider aims of the party;
6. Lead the development and oversee the management of a Major Donor Fundraising programme and supporting processes
7. Support the Party's Donations Scrutiny Committee in reaching fully informed decisions about high value donations and partnerships in line with the Party's ethical criteria for accepting large donations;
8. Work with the Finance team to develop reliable and robust three year forecasting of income for the party;
9. Work with local and regional parties to grow fundraising capacity across the party, ensuring the integration and alignment of activities across different teams
10. Introduce a range of metrics to consistently measure the performance of fundraising activity/products, to provide reliable data/analytics to inform financial planning and the development of future Development strategies.

Membership

11. Lead the development, implementation and evaluation of audience led journeys to recruit and sustain new Friends (regular givers), Members, and Supporters to the Party, working closely with Communications and Tech;
12. Use performance tracking, data and insight to optimise and improve stewardship journeys to deliver high retention rates and increase financial and non-financial engagement across the supporter and member base;
13. Work with the Communication team, Field team and politicians to build compelling content to reach, attract and interact with a diverse range of target audiences;
14. Introduce a robust range of metrics and benchmarks to measure the member and supporter experience, of their membership and derive value from it.

People management

15. Line manage the Development & Membership Manager and the Development & Fundraising Manager

Other responsibilities

16. Along with other members of the management team, drive forward the delivery of the Political Strategy;
17. 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	Assessment
Experience	Leading an organisational wide fundraising strategy	<ul style="list-style-type: none"> • Application • Interview
	Managing staff and working with volunteers with demonstrable aptitude for collaborative and team working	<ul style="list-style-type: none"> • Interview
	Raising funds through marketing campaigns in a membership organisation	<ul style="list-style-type: none"> • Application • Interview
	Delivering value for members	<ul style="list-style-type: none"> • Interview
Skills	Excellent organisational skills with the ability to remain calm in high-pressure environments, with a high level of personal and professional resilience	<ul style="list-style-type: none"> • Interview
	Ability to liaise with stakeholders at all levels and make compelling pitches	<ul style="list-style-type: none"> • Application • Interview
	Use of a CRM/fundraising database with experience of Salesforce and Action Network a preference	<ul style="list-style-type: none"> • Application • Interview
Knowledge	Understanding of Green Party organisation at local, regional and national level	<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	<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	<ul style="list-style-type: none"> • Interview
Personal circumstances	Eligible to work in the UK	<ul style="list-style-type: none"> • Application
	Able and willing to work occasional unsocial hours and outside of normal office hours as required	<ul style="list-style-type: none"> • Interview
	Not a member of another UK political party	<ul style="list-style-type: none"> • Application
Equality	Committed fully to the principle of Equal Opportunities for all in line with Green Party policies	<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.