

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've got the political solutions to the key challenges we face as a nation in the 2020s.

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. Who is comfortable operating in a low resource environment to deliver the funds we need now to invest our Political Strategy.

You will be comfortable with leading a team whilst also taking an active role in delivering plans and projects. You will be able to build relationships across the party and outside to develop and co-ordinate multiple fundraising activities, all targeting at delivering success at the next General Election.

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

Salary:	£45,845 to £58,143 per annum (Points 37-49 on the GPEW salary scale)
Hours:	Full time, 35 hours per week
Job type:	Permanent
Location:	Hybrid: attending London office (N7) at least one day a week
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 midday on 23rd May 2022 via The Green Party's Applied recruitment system and assessment and interviews to be held on 7th and 8th June 2022. Access to the Green Party's Applied recruitment system can be found at [Head of Development - The Green Party - Applied \(beapplied.com\)](https://beapplied.com).

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 delivery

1. Support the team in the delivery of a small number of high yielding projects, growing income rapidly and sustainably e.g. appeals, retaining members, upgrade of regular donations, and major giving;
2. Develop a network of fundraising experts across the regions and local parties, creating a shared plan focused on income for the next General Election;
3. Work with our Parliamentarians, integrating fundraising plans and approaches across the party into one shared agenda;
4. Support target constituencies to have fundraising plans in place, integrated into the national plan for the next General Election;
5. Work with the Communications team to develop messaging, content and marketing communications, and to seize political opportunities for fundraising gain;
6. 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.

Membership

7. Support the development of member journeys which focus on retaining members, based on segmentation, supporting local parties in their engagement with new members, and a journey towards activism wherever possible;
8. Support the development, implementation and evaluation of audience led journeys to recruit and sustain new friends and supporters to the Party, working closely with Communications and Tech;
9. Ensure communication to members reflects the breath of party activities, including the governance cycle of internal elections and Conference, as well as take advantage of political opportunities;
10. 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.

Development Strategy

11. Develop a Development Strategy for the Party in the context of the agreed Political Strategy and other strategic plans;
12. 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;
13. Work with the Finance team to develop reliable and robust three year forecasting of income for the party.

People management

14. Line manage the Development & Membership Manager and the Development & Fundraising Manager, working to the overall culture of staff support and development.

Other responsibilities

15. Along with other members of the management team, drive forward the delivery of the Political Strategy;
16. Support the Chief Executive Officer in leading the whole staff team.

Person Specification

All of the attributes included below are considered essential for the role. The 'Assessment' column sets out at what stage in the process the criteria will be measured.

Attribute			Assessment
Experience	Managing staff and working with volunteers with demonstrable aptitude for collaboration and team working	<ul style="list-style-type: none"> • Collaboration • Teamwork 	<ul style="list-style-type: none"> • Application • Assessment Activities • Interview
	Leading an organisational wide fundraising strategy	<ul style="list-style-type: none"> • Leadership • Strategic thinking 	<ul style="list-style-type: none"> • Assessment Activities • Interview
	Use of a CRM/fundraising database with experience of Salesforce and Action Network a preference		<ul style="list-style-type: none"> • Interview
Skills	Demonstrable ability to deliver against agreed objectives including fundraising targets	<ul style="list-style-type: none"> • Determination • 	<ul style="list-style-type: none"> • Application • Interview
	Ability to build relationships and make compelling pitches	<ul style="list-style-type: none"> • Adaptability • Communication 	<ul style="list-style-type: none"> • Application • Interview
	Ability to manipulate data to create insights and to inform plans		<ul style="list-style-type: none"> • Assessment Activities • Interview
Knowledge	Understanding of Green Party organisation at local, regional and national level		<ul style="list-style-type: none"> • Application • Interview
Personal attitudes	Ability to focus on the key objectives of the role, reinforcing that with team and wider organisation, in the face of other competing requests	<ul style="list-style-type: none"> • Resilience • Decisiveness 	<ul style="list-style-type: none"> • Assessment Activities • Interview
	Positive approach with highly developed skills in working with others	<ul style="list-style-type: none"> • Creating relationships • Flexibility 	<ul style="list-style-type: none"> • Application • Assessment Activities • 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 is 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 our 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. These meetings take place out of core working hours and lieu time is managed through the Party's Working Hours Policy.
4. 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.
5. 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.
6. Green Party staff may, from time to time, be required to provide written or oral reports to the Executive.
7. 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.
8. Green Party staff are expected to identify and make recommendations to their manager on improving the systems within the office.
9. 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.
10. 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.
11. 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.