



ALLEVIATING POVERTY, BRINGING HOPE



Head of Fundraising

Candidate Information Pack

January 2023

Candidate Brief for the position of: **Head of Fundraising**

About NOAH Enterprise

NOAH helps people experiencing homelessness, extreme poverty, and other disadvantages to make positive changes in their lives. We provide care and advice services, employment and wellbeing workshops, and opportunities for employment. We are truly driven by our values of Care, Compassion, and Commitment, which have their roots in Saint Vincent de Paul, whose life was the inspiration behind the founding of NOAH.

During our 34-year history, we have earned a reputation across Bedfordshire for effectively supporting those who are street homeless, especially EU migrants, and for helping people with very little confidence to get into work. We work with those who are hardest to work with, those not supported by 'mainstream' support services, and we work effectively with these people because we earn their trust. Our incredible team of staff and volunteers not only all manifest NOAH's values, but many have lived experience of the issues our beneficiaries face.

There is much more for NOAH to do, and our [2021-26 strategy](#) seeks to build on our strengths and respond to the need. We have a broad remit, an ambitious strategy, a talented Board, and a committed staff team. We are now seeking a Head of Fundraising to lead our income generation and communications functions.

Our impact

NOAH has an annual income of c£2.5m and employs 50 staff. Our income sources are fairly diverse with 62% of income from statutory sources, 15% from donations, and 23% designated as restricted income. Most of our income is generated by our statutory training and employment commissions and welfare contracts. The trustees maintain prudent levels of reserves.

At NOAH we support people in changing their lives. We supported almost 2,600 individuals this year - with 570 people moving into more stable housing, 1,250 people receiving training or advice, and 190 people securing employment. The positive changes that NOAH makes within society can be summarised into five key outcomes:

1. Improved resilience, choice, and control
 - Training courses for people who are out of work or who lack confidence
 - Housing, benefits, and immigration advice services
2. Improved housing
 - Housing First service for people who have returned to the streets repeatedly
 - Transitional housing service for people with restricted eligibility for public funds
 - Rough sleeping and street drinking outreach services
 - Support to sustain tenancies
 - Emergency accommodation
3. Improved wellbeing
 - Access to mental or physical health support, and addiction services
 - Providing food, clothing, and other essential items

- Activity groups and befriending
- 4. Obtaining employment
 - Working Solutions service encompassing careers advice, job search, and
 - interview preparation
 - Rainbow Recruitment service providing paid and prolonged in-work training,
 - within specific sectors
- 5. Greater awareness of what our clients experience and need
 - Amplifying the voice of our clients to decision-makers and the wider
 - community

Recruiting for a Head of Fundraising

We are looking for a committed and motivated individual to join NOAH as Head of Fundraising. Reporting in to the CEO, this role will have overall responsibility for the management, growth, and diversification of NOAH's restricted and unrestricted fundraising. This will involve overseeing our retail and marketing social enterprises, and growing income from these sources and also the strategic management of NOAH's internal and external communications.

We are seeking a self-starter who is target driven and has an entrepreneurial mindset. Increasing our statutory funding is a key part of our strategy, so strong experience in this area as well as wider fundraising experience is ideal.

Candidates must have excellent interpersonal skills, be willing to be an active ambassador for NOAH and have a real empathy and passion for the work we do. We're a passionate and very committed team.

We work within particularly diverse areas, and it is important that our team is representative of the communities that we serve. We would particularly welcome applications from people from an ethnic minority background who are currently under-represented on our staff team.

Job description

Job Title	Head of Fundraising
Department	Fundraising & Communications
Reporting to	CEO
Direct reports	Marketing & Comms Manager, Retail Operations Manager, Fundraiser
Hours	37.5 hours Monday to Friday, with options for flexible working
Salary	Up to £50,000
Location	Luton, with the option of hybrid working (minimum 3 days in the office/at our centres)
Benefits	25 days plus bank holidays (increasing by 1 day per year after 2 years' service) 5% employer pension contribution
Conditions of employment	As contained in staff contract and NOAH Enterprise's Statement of Terms and Conditions of Employment and Staff Handbook.
Main role and purpose of position	<ul style="list-style-type: none"> • Overall management, growth, and diversification of NOAH's restricted and unrestricted fundraising. • Overseeing NOAH's retail and marketing social enterprises, and growing income from these sources. • Strategic management of NOAH's internal and external communications, establishing fruitful two-way relationships with key stakeholders in the communities NOAH works in.
Main duties and responsibilities	<p>Leadership</p> <ul style="list-style-type: none"> • Lead and support a team of staff, volunteers and consultants, across retail, marcomms, and fundraising. • Establish and maintain robust policies and procedures for the F&CE remit. • Identify opportunities to improve ways of working and the level of service NOAH offers to service users. • Contribute to the strategic planning and development of the Charity as a member of the senior management team. • Engender a high support, high challenge culture within the senior management team. • Attend and contribute to Board meetings as required. <p>Fundraising</p> <ul style="list-style-type: none"> • Work in conjunction with the Chief Executive and the Finance Committee to set the income generation strategy (comprising fundraising and social enterprise activity). Responsible for executing these strategies. • Cultivate relationships with current and prospective funding sources, and work closely with funders and department heads to bring these opportunities to fruition.

	<ul style="list-style-type: none"> • Manage databases of external stakeholders for the purposes of effective donor management and community engagement. • Oversee processes for managing funding contracts, including contract review and approval, negotiation, document storage, and robust contract risk procedures. <p>Social Enterprise</p> <ul style="list-style-type: none"> • Collaborate closely with the CEO and Head of Training & Employment to manage and grow NOAH's social enterprises, ensuring that all social enterprises not only generate income but offer quality training opportunities for NOAH's service users. • Strategic management of NOAH's retail stores, and NOAH's planned digital marketing social enterprise. Responsible for consistent income growth and availability of training opportunities. <p>Communications</p> <ul style="list-style-type: none"> • Oversee the creation and execution of communications plans, for the furtherment of NOAH's charitable purposes, incorporating stakeholder organisations and the community at large. • Stakeholder engagement, such that external relationships are appropriately managed and stewarded. • Oversee internal communications, in close collaboration with internal business partners such as the Senior Operations Manager.
<p>General</p>	<ul style="list-style-type: none"> • Act as a representative of NOAH Enterprise always and in a manner befitting the organisation • Take a responsible approach to your personal development – manage and update own skills base to ensure quality service delivery and engage fully with all training offered • Take a flexible approach to working hours (within scope of the agreed working week), with ability to work evenings or weekends on occasion • Regular travel will be required across Bedfordshire, Buckinghamshire, and Hertfordshire, and potentially across the UK. This will include meetings, seminars, and training sessions both on and off NOAH Enterprise premises. • The post holder may from time to time be asked to undertake other duties as specified by the CEO. Permanent changes to the job description will only be made in negotiation with the post holder.
<p>NOAH policies and equal opportunities</p>	<p>All duties to be carried out in accordance with the policies and procedures of NOAH Enterprise, including the Equal Opportunities policy</p>

Person Specification

	Details	Essential / Desirable
Qualifications	<ul style="list-style-type: none"> In possession of an ICFM certificate in fundraising, or other equivalent fundraising qualification. 	Desirable
Experience	<ul style="list-style-type: none"> Minimum 3 years' experience of fundraising from multiple income streams, including statutory, trusts and foundations and community fundraising. Experience of overseeing commercial activities within a business or non-profit. Experience of producing analysis and reports to inform and advise senior colleagues of progress, opportunities and threats. Capable of generating ideas and stimulating creative thinking in others, and being a genuine team player. Experience of managing and developing a team of volunteers, including recruitment, motivation, training, mentoring, and performance management. Successfully overseeing growth in charity retail. Demonstratable experience in working alongside people who are delivering a service to understand their needs, and to enable collection of case studies and information for reporting back to donors. 	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Desirable</p> <p>Desirable</p> <p>Desirable</p>
Skills, knowledge, and ability	<ul style="list-style-type: none"> Ability to work at a strategic level and focus on the big picture. Self-motivated, able to meet deadlines and have strong planning and organisational skills. Ability to work under pressure on several projects at the same time, to tight deadlines, maintaining 	<p>Essential</p> <p>Essential</p>

	<p>confidentiality as necessary.</p> <ul style="list-style-type: none"> • Target driven with an entrepreneurial mindset. • Excellent understanding of GDPR legislation and Fundraising Code of Practice. • Excellent written and verbal communication skills, with experience and knowledge of communications including traditional channels and digital media. • Excellent interpersonal skills, empathy and EQ, such that you are able to communicate with, negotiate with, and influence a broad range of people. • Understanding of the importance of equity, diversity and inclusion. • Knowledge of Microsoft Office systems: including Outlook, Word, Excel and PowerPoint. • Knowledge of retail operations and legislation. • Aware of, and sensitive to, issues that affect NOAH Enterprise's service users. 	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Desirable</p> <p>Desirable</p>
General	<ul style="list-style-type: none"> • Full driving licence and own transport. 	Desirable
Values and ethos	<ul style="list-style-type: none"> • Demonstrate an understanding and respect for our values of Care, Compassion, and Commitment, which have their roots in the teachings of Saint Vincent de Paul, whose life was the inspiration behind the founding of NOAH. 	Essential
	<ul style="list-style-type: none"> • Demonstrate and live out the values and ethos of NOAH. 	Essential
	<ul style="list-style-type: none"> • Demonstrate an ability not to judge others and to treat everyone fairly and equally. 	Essential

We are a Living Wage Foundation Employer and are committed to promoting wellbeing and a work-life balance amongst our staff.

We are also committed to safeguarding and ensuring the welfare of children, young people and vulnerable adults and expects all employees and volunteers to share this commitment. The suitability of all prospective employees or volunteers will be assessed during the recruitment process in line with this commitment and our Safeguarding Policy and Procedure.

How to apply?

Eastside Primetimers is supporting NOAH Enterprise in the recruitment of this role. Application is by CV and a covering letter which should indicate **why you are interested in applying for the role and how you meet the role requirements which are set out above**. Please send this to Lucinda Shaw, lucinda@ep-uk.org. If you would like a call to discuss the role in more detail, please email Lucinda to arrange a convenient time.

The closing date for applications is **Friday 3rd February** and longlisting interviews, held by Eastside Primetimers, will take place the following week or the week after. Interviews with NOAH for shortlisted candidates will be mid to end of Feb, dates and process to be confirmed.



