

JOB DESCRIPTION

Head of Fundraising and Communications (Maternity cover, fixed term contract)

General: The Rose Road Association has been working with children, young people and their families from across Hampshire and the surrounding counties since 1952. The children who attend The Association have multiple and complex health conditions.

The range of services provided includes; activity schemes, residential short breaks, family information and advice services and community support to over 360 families in Hampshire and surrounding counties.

Responsible to: Chief Executive Officer

Hours: 25- 37 hours per week (part time and job share requests considered). We would love to hear about how you could work flexibility to make this role work for you.

This role is available as a hybrid workplace model. We are a flexible employer and will accept requests for alternative working models and patterns, such as requests for part home working, part time hours, condensed hours and reduced hours in the school holidays.

There will be some evening and weekend work required as we do need our team to all help to cover events and we operate a TOIL system. The ability to travel to Southampton is a must for some office days and events.

13 month contract – Start date 15th September 2025, contract end date 16th October 2026.

Purpose: Our Head of Fundraising and Communications will lead Rose Road's strategic direction for fundraised income and deliver this alongside our ambitious Communications Strategy. We are recruiting someone for a 13 month contract to cover maternity leave.

We are looking for an excellent relationship builder, who can inspire and motivate our fundraising team and guide our senior leadership team and trustees in navigating a changing fundraising landscape. You will have in depth knowledge of a range of fundraising income sources and already be an established team leader with excellent fundraising sector insight. We need someone who can support and guide our team through this period.

At Rose Road we are person centred and put the young people we support at the heart of our strategy and ambition. You will have a strong understanding of the social care sector in which we operate and understand how your role influences within it.

As a member of the senior leadership team, you will need to be able to demonstrate you can challenge and influence across a range of disciplines including safeguarding, team culture and new business development.

Main Tasks:

1. Team and personal growth. You will line manage and support our team to achieve ambitious Fundraising and Communications targets, directly line managing both of our Fundraising Managers and managing the contract with our Freelance Trust Fundraiser. You will oversee a team of 6 staff and 7 regular volunteers and support and develop existing team members skills to respond to a changing fundraising sector and meet your fundraising goals. You will embrace personal development and put in place robust training and development plans across the team, alongside regular supervisory meetings and appraisal opportunities.
2. You will be Strategic. You will lead on delivering our Fundraising Strategy that supports the organisational business plan areas of: Improving Quality, Standards and Investing in our People; Expanding our Reach; and Developing Partnerships. Alongside this you will review and create team KPIs to deliver the strategy across our key performance metrics, and report fundraising goal progress confidently to our Board of trustees, Fundraising and Finance Committee and senior leadership colleagues.
3. Be a data nerd! We need someone who understands the importance of excellent record keeping and the power of brilliant data, and who can inspire the Fundraising Team to feel the same way about data as you do. We have a brilliant CRM system, and we need someone who can harness its power to help us to grow our income and communicate with our supporters in the very best way we can.
4. Size matters. To help us meet our ambitious fundraising goals you will lead on major gift fundraising across all disciplines, including the day to day management of our Trust Fundraising alongside our Trust Freelancer. You will confidently interpret the needs of the organisation and convert these needs into projects and applications that will support our strategic vision. You must be an excellent written communicator with a keen eye for budgets and numbers. Experience of Trust Fundraising is desirable. However the ability to demonstrate creating excellent written communications and inspirational projects is essential, alongside the ability to manage relationships with major givers.
5. You will manage the team's income and expenditure, working to meet challenging targets and reduce spend where possible, and work with senior colleagues to finalise the budget setting process for the coming financial year. Alongside this, you will need to make sure all collecting and reporting of donations are in line with our Financial Procedures Manual and create or improve systems to manage fundraising financial processes. There is a great opportunity here to streamline our processes and make our systems work for us better!
6. Be the face of Rose Road. You will already be an excellent communicator, with the

skills and resilience to influence across a range of audiences. In this role you will have the opportunity to speak at local engagements and events, deputising for the Chief Executive Officer and in your role as major gifts lead. As well as this, you will lead the organisation to deliver our key messages, in line with our brand. This will be across a range of digital platforms and in person, and both internally with our staff team and externally with our supporters and potential supporters.

7. You will lead on all areas of Fundraising and Communications policy and compliance, including our Ethical Fundraising and Acceptance of Donations Policy, Social Media policies and adherence to the Fundraising Regulator Code of Practice. You will also have a good grasp of GDPR compliance policy in relation to fundraising and communications and be able to support the DPO in their monitoring role.
8. In an ever-changing fundraising sector, we want to ensure that we are making the most of our community and partnership event opportunities. As an experienced event professional, you will guide the team to develop a robust ROI understanding (both financially and in terms of engagement) for our events programme. You will be able to navigate the difference between transactional and relationship fundraising and develop strategies for both Individual Giving and Corporate/Partnerships through events with a view to growing event income in the future.
9. Be curious. The Fundraising Department at Rose Road, like most charities, is very busy. Currently, we don't always have the time to be curious and find out more about our supporters and partners. A key part of our strategy is to encourage the team to have regular conversations, catch ups and communications with our partners. There is an expectation that this will be face to face, on the phone, online, via networking events and opportunities and only in some cases via email.

General Duties:

1. Working collaboratively and supportively with other SLT members to contribute towards our organisational strategy and undertake any other reasonable duties as required in support of the organisation
2. Work always in line with our organisational values:
We are Trustworthy - We build trust with the children, young people and families we support – as well as our partners - by being dependable, reliable, and accountable in all that we do.
We are Kind - We understand, value and respect the unique needs of the people that we support. Providing care and support with kindness, compassion and empathy.
We are Open and Honest - We foster and actively encourage an honest and open-minded culture and are transparent in both our decision making and communication.
We are forward thinking - We are committed to providing the highest quality of care, constantly seeking new collaborative and creative ways to deliver our services – encouraging everyone to be ambitious and achieve their goals.

We are professional - Flexible and agile in our approach, we uphold the highest professional standards to meet the needs of our children, young people, and their families

3. Ability to manage and attend some events at weekends and in the evenings.

Conditions & Annual Leave: The Rose Road Association is an equal opportunities employer. All staff undergo annual appraisal. Normal Association conditions of service apply. 25 days annual leave per annum (pro rata), rising to 28 days after 5 years continuous service.

DBS Check: This post will be subject to an Enhanced Disclosure by the Disclosure & Barring Service.

Salary: £45,000 -£55,000 pa

Closing Date: 9th June 2025

Interview Date: 18th June 2025

Start date: 15th September 2025

Want to find out more: Please feel free to call our recruiting manager, Beth (Head of Fundraising and Communications), on 023 80721248 or 07838 757690. The post reports into the Chief Executive Officer.

How to Apply: Visit www.roseroad.org.uk/jobs to complete an online application form or contact Human Resources on humanresources@roseroad.org.uk or 023 8072 1234



PERSON SPECIFICATION

Head of Fundraising and Communications

Requirements	Essential	Desirable
Qualifications		
If you have a relevant professional qualification, training or equivalent experience tell us about it. If you don't have a degree, we still want to hear from you. Your values and experience matter more to us #NonGraduatesWelcome		x
Knowledge and Skills		
Demonstrable experience of team leadership and developing team culture	x	
At least 5 years' experience of working in the charity sector, preferably within fundraising	x	
Experience of providing reports to monitor financial progress, engagement metrics and sector insights	x	
Excellent interpersonal skills in relation to communicating effectively with the high-net-worth individuals, private trusts, the public, partner organisations, service users and colleagues	x	
Able to maintain relationships and build new ones with a range of audiences	x	
Demonstrable experience of developing and achieving fundraising goals and targets	x	
Maintain a flexible approach to the role and adapt to changing priorities.	x	
Advanced user of Microsoft Office, donor CRMs and social media platforms	x	
Excellent written skills including demonstrable experience of writing/developing projects and bids.	x	
Experience of working with a range of organisations, including businesses & strong links with local business networks.	x	

Excellent understanding of data management with the ability to understand and spot patterns and trends and the knowledge to be able to analyse and present data to a high standard.	x	
A member of the Chartered Institute of Fundraising of other industry body		x