A logo for a community

Description automatically generated

St Hilda’s East is a vibrant, multi-purpose community organisation providing a wide range of life-changing services and opportunities for local people of all ages who experience social isolation and economic disadvantage. Services include pre-school activities and youth projects, support for older people, advice, a food co-operative, wellbeing activities for people experiencing mental health issues, and volunteering placements.

Founded in 1889 by alumnae of the Cheltenham Ladies’ College, we now work across two sites within the London Borough of Tower Hamlets – our large community centre in Shoreditch and our Day Centre for older people serving the diverse community of Shadwell. In 2024, we are commemorating our 135th anniversary with a series of celebrations and events and have launched a fundraising campaign.

See [www.sthildas.org.uk](http://www.sthildas.org.uk) for more information.

**JOB DESCRIPTION**

**JOB TITLE: Fundraising Lead (Corporates and Individuals)**

**REPORTS TO:** Director

**SALARY:** £22,200 for 3 days per week (£37,000 FTE)

**HOURS:** 22.5 hours per week

**ANNUAL LEAVE:** 25 days plus bank holidays (pro rata for part-time hours)

**WORKPLACE:** St Hilda’s East, Shoreditch with the option to spend some time working from home

**Job Purpose:**

The Fundraising Lead (Corporates and Individuals) will play a key role in safeguarding the financial viability of current and future services and contributing to the development and implementation of St Hilda’s East’s fundraising strategy. They will take lead responsibility for developing partnerships with and attracting donations from corporates and local businesses and for increasing the funds we raise through individual donations. There will be a particular focus on developing stronger links with the Guild (alumnae) of the Cheltenham Ladies’ College, as well as with parents and pupils of the school – to raise awareness of the impact of St Hilda’s East and to organise joint events.

The postholder will collaborate closely with the Marketing and Fundraising Lead, who takes the lead on making grant applications, and the Director, who also plays a role in fundraising and income generation.

**Responsibilities:**

1. Develop, implement and review the corporate and individual fundraising sections of St Hilda’s East’s multi-year Fundraising Strategy and Annual Fundraising Plan, including monitoring income targets, pipeline and success rates against KPIs.
2. Identify new funding opportunities through horizon scanning and prospect research, and develop and implement approaches to secure these funds.
3. Develop diverse opportunities for individual giving and ensure outstanding donor stewardship.
4. Along with the Director and the Marketing & Funding Lead, contribute to the development of strategies to generate income from diverse sources, including grants, contracts, premises rental, room hire and social enterprise.
5. Work collaboratively with colleagues involved in service delivery so as to be able to communicate effectively about the Charity’s activities and their impact.
6. Maximise income through coordinating, publicising and executing fundraising activities, such as sponsored activities with corporate partners and ticketed events.
7. Engage potential funders, commissioners and sponsors and maintain relationships with existing supporters by:

* delivering high quality presentations and pitches
* attending networking and fundraising events and meetings
* working with supporters to develop sponsorship opportunities, in-kind donations and encouraging them to carry out their own fundraising activities on our behalf.
* developing funder case for support messaging and writing impact reports.

1. Develop the relationship between St Hilda’s East and the Guild, parents and pupils of Cheltenham Ladies’ College in collaboration with St Hilda’s East’s Guild-nominated trustees.
2. Where necessary, manage consultants and line manage staff, volunteers and interns.
3. Ensure that St Hilda’s East is compliant with all fundraising and data protection regulations.

**General Responsibilities:**

1. Participate positively in regular supervision, appraisal, and training and networking events.
2. Ensure that all St Hilda’s East policies and procedures are adhered to, particularly those relating to safeguarding, health and safety, equal opportunities, and the environment.
3. Undertake any other duties that may be required which are commensurate with the role.

**PERSON SPECIFICATION**

**Essential Criteria**

1. At least 2 years’ experience in charitable fundraising with responsibility for attracting diverse income streams.
2. Demonstrable and significant success in securing financial support from corporates and through individual giving.
3. Excellent interpersonal and presentation skills, including an ability to network and develop positive relationships with a diverse range of people including prospective corporate sponsors, high net worth individuals, partners, colleagues, and service users.
4. The ability to work positively as part of a team where members have overlapping remits.
5. The ability to write eloquently and succinctly, with meticulous attention to detail.
6. A commitment to St Hilda’s East’s vision, mission and values and the ability to communicate them.
7. Competence in the use of IT, including Microsoft Office and a CRM system (preferably Beacon)
8. The ability to approach large corporates and smaller local businesses to gain support for St Hilda’s East.
9. The ability to manage a busy workload with multiple priorities, with experience of balancing the necessity to work at a strategic level whilst managing operational deadlines, such as those involved in planning events.
10. A proactive and creative approach to solving problems and developing new sources of income.
11. An understanding of the differing needs of diverse communities and a commitment to implementing good practice around equal opportunities.
12. Willingness to work flexibly within reason, including evenings and weekends as required.