



# Head of Development Recruitment Pack

## Overview

**Job Title:** Head of Development

**Reporting to:** Fundraising & Finance Director

**Direct reports:** Trust Fundraiser [recruitment live], Communications Manager and any fundraising freelancers.

**Hours:** Full time (37.5 hours per week) – we are happy to consider 30 hours per week and to discuss flexible working options.

**Salary:** £42,000-£45,000

**Contract:** Permanent

**Location:** Hybrid (this role can work from home and from our office in Kennington, London). You will be expected to work from our Kennington office for at least one day per week.

**Benefits:** 5% employer pension and 28 days annual leave plus bank holidays (pro rata).

We are looking for an experienced senior fundraiser who has demonstrable success in generating income through a range of income streams and prides themselves on compelling, engaging written communications for a range of audiences. Recently kicking off our new 'Creating Positive Change Together' strategy, coproduced by over 130 staff, volunteers, clients and partner, Groundswell has ambitious plans and a compelling model which in its simplest form promotes healthier lives and a better future for anyone who has experienced homelessness.

The post-holder will have the opportunity to develop Groundswell's next fundraising strategy, working closely with the Senior Leadership Team (SLT), and particularly Finance & Fundraising Director who can bring a wealth of knowledge and insight from recent external and internal reviews of Groundswell's fundraising portfolio. You will be a champion for the joined up working of fundraising and communications, with the ability to line manage a team and lead strategic plans to engage a range of current and potential donors (individuals, trusts, corporates) to diversify Groundswell's income and ultimately help Groundswell continue to create positive change in the lives of people, services and systems on their mission to tackle homeless health inequalities.

You will put relationships and effective communications at the core of your work; ensuring both those who give (or have the potential to give), alongside crucial internal stakeholders are energised and involved in Groundswell's mission. You will pride yourself in collaborative working to ensure the most successful chance of securing income, whilst being a self-starter who can manage their own workload effectively.

## About Groundswell

### Our Vision

Our vision is for a society which is fair, inclusive and equal.

We need equitable access to a healthier life and a better future for anyone with experience of homelessness.

### Our Mission

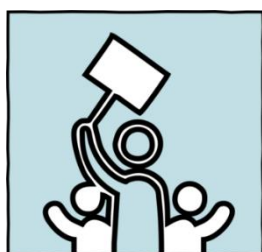
Our mission is to bring people together to:

- Amplify voices of people with lived experience to create solutions to homelessness and health inequalities.
- Stand in solidarity and champion their rights, to create positive change.

### Our Strategy

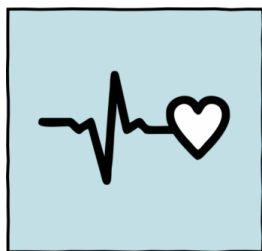
We co-produced our strategy with staff and volunteers with experience of homelessness. We're proud to have remained true to our values of participation and co-production.

## Stronger Voices, Healthier Lives, Better Futures, Greater Together



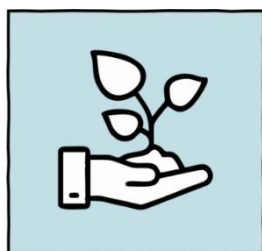
**People with experience of homelessness must inform the solutions – because they understand the problems people face.**

At every stage, we will hear, unite and amplify more voices of people with lived experience to speak out. Through participation we will build a stronger, more inclusive community to create change – through our organisation, in services, our sectors and wider society, locally and nationally.



### **Homelessness is a health emergency.**

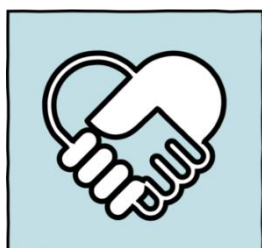
We will work to end health inequalities for people who have or are experiencing homelessness through advocacy, practical support, information and by influencing people, policy and services.



### **Everyone deserves a better, more hopeful life and future.**

Lived experience of homelessness can lead to barriers that impact people's life chances.

Recognising the potential in everyone, we will provide more opportunities and support for people with experience of homelessness to progress if, and when, they are ready.



### **We can't achieve our goals alone – we are more impactful when we pull together.**

We will become more effective and sustainable, building on our culture of relationships, compassion and transparency, and working closely with partners to learn, share and create change.

If you'd like to read our full strategy document, you can find it [here](#).



# About Groundswell's Fundraising and Communications team

The team is led by Becky, our Finance & Fundraising Director who has over a decade of experience generating income for homelessness charities. We have a Communications Manager in post leading Groundswell's digital communication platforms, ensuring our supporter engagement and stewardship journey is joined up at every touch point. We've also just begun an exciting project to develop a brand-new website; giving us the opportunity to refine our 'shop window' to meet the needs of all audiences and align with our strategic goals.

We're now recruiting a Head of Development and Trust Fundraiser to join our team. We know the fundraising landscape is challenging at present, and Groundswell's fantastic board of trustees support the SLT to ensure Groundswell has the resource it needs to diversify income, follow new leads and proactively seek new sources of income. This updated team structure is following a fundraising investment from the board last financial year, internal role changes and the recognition we need a larger fundraising team going forwards. In addition to these roles, we also work with experienced and successful freelancers to develop our corporate and major donor offering and partnerships; generating promising opportunities, and we will continue working with them during 2025/26.

Working at Groundswell brings you a busy, positive, enthusiastic environment and supportive fundraising culture. There is no shortage of dedicated, experienced staff and volunteers full of ideas on how to overcome homeless health inequalities and influence the sector to use the insight of lived experience to develop solutions to homelessness. You will be a crucial part of the team, working closely with the SLT and Heads of Departments who meet at a monthly Development Group – fully led by the Fundraising Team – to generate and identify opportunities.

## Head of Development Key Responsibilities

### Income generation and stewardship

- Lead the generation of voluntary income from trusts & foundations, corporates and individuals in line with Groundswell's organisational budget (working with the Trust Fundraiser and freelancers where in post).
- Write high quality proposals, reports, applications and pitches to 'sell' Groundswell's unique activities, approach and impact, adapting to a range of audiences to align with their interests.
- Attend pitches, prospect and engagement meetings and events with funders and partners; acting as their main point of contact.
- Lead Groundswell's 'individual giving programme':

- Oversee an annual programme of donor communications and journeys through Mail Chimp and Donorfy.
- Design and lead digital fundraising appeals, working closely with the Communications Manager to ensure a smooth, consistent engagement and user journey.
- Working closely with freelancers, oversee Groundswell's corporate partnerships:
  - Develop of Groundswell's corporate fundraising strategy.
  - Managing corporate income and relationships.
  - Work with colleagues to arrange volunteer days that have dual benefit for Groundswell and the partners.
- Support the Trust Fundraiser to produce and submit well-written, effective funding applications, tenders, proposals and cases for support to meet the relevant criteria.
- Lead relationships with all key funders and implement a relationship-based stewardship plan for all voluntary income sources.
- Support colleagues responsible for generating our commissioned and statutory funded projects (Research, HHPA and Learning & Development), including:
  - Supporting proposal writing.
  - Working with them to refine and 'sell' their case for support, service or offer.

## **Strategy and project management**

- Lead the development and delivery of Groundswell's next fundraising strategy and continuing to diversify our income to deliver Groundswell's organisational strategy.
- Work closely with the SLT and trustees to make strategic plans to engage contacts in their networks to generate income.
- Oversee a live pipeline of prospects and provide quarterly risk and opportunities analysis to Groundswell's Finance Committee.
- Lead the monthly Development meeting for the Fundraising Team, SLT and Heads of Department.
- Work with the Director of Finance and Fundraising and CEO to develop a fundraising engagement programme, which may include but is not limited to:
  - Trialling a fundraising committee, including internal and external stakeholders
  - Delivery of a fundraising engagement events (sponsorship secured for one at the end of 2025).
- Keep abreast of all current and planned activities across Groundswell to ensure they can effectively be communicated to secure and maintain funding.
- Ensure all projects and funding proposals are developed in a coproduced way, informed by Groundswell's staff, volunteers and data to identify the need for funding and develop project objectives, outcomes and measurement tools.
- Champion a collaborative and open relationship between fundraising and 'project delivery' staff to ensure they are clear on agreed KPIs, deliverables and monitoring framework that works for both them and the funder.
- Maintain the fundraising CRM (Donorfy) and ensure colleagues do the same.



## **Brand and communications**

- Support the Communications Manager to develop and deliver Groundswell's digital communications strategy and associated work plan, ensuring this supports the delivery of the fundraising strategy.
- Ensure all our communications align with our key messages, core values and are bespoke to the target audience; whilst remaining accessible.
- Agree a set of key messages and calls to actions that will underpin a consistent, engaging user journey across Groundswell's digital platforms.
- Centre all fundraising and communications on the lived experience of homelessness.

## **General**

- Be a supportive line manager operating in a trauma informed environment, promoting direct reports own development through objective setting.
- Lead the wider fundraising and communications team to ensure all fundraising activity adheres to the Fundraising Code of Practice; stay informed of updates and review the fundraising policy as per the policy timetable.
- Keep informed of fundraising and communications regulations, news and trends.
- Support the Fundraising and Finance Director in annual budgeting and reforecasting.
- Participate as an active member of Groundswell's team leads management group.

## **Groundswell responsibilities and the Groundswellian Way**

- Act in line with our code of conduct, the Groundswellian Way, in all interactions with colleagues and third parties in the course of work. The Groundswellian Way states:
  - We want a safe, friendly and respectful working environment
  - We want to encourage transparent communication to ensure everyone knows what is expected of themselves and the organisation
  - We want everyone to feel valued and celebrate our individual strengths
  - We want to promote diversity, equity and fairness in all we do
  - We want to encourage collaboration and working together

## **Person Specification**

We welcome all applicants and value transferable skills gained through employment, volunteering and life experience.

If you are excited about this role but don't meet every requirement, we still encourage you to apply. Your unique experience and perspective could be exactly what we're looking for.

## **Essential**

- Knowledge and experience of generating income through a variety of sources including trusts and foundations, corporates and individuals.
- Experience of communications and marketing for a fundraising purpose.
- Excellent attention to detail, with demonstrable experience of writing engaging and high-quality applications, proposals, cases for support, reports and pitches with excellent creative and persuasive writing skills.
- Confidence and experience of face-to-face meetings or pitches to potential funders.
- Understanding of monitoring and evaluation to drive understanding of impact and attract funding.
- The ability to use data to inform plans and make decisions.
- Exceptional organisational and time management skills with the ability to prioritise, work on your own initiative and to be self-motivated.
- Proactive, with the ability to seize and act on opportunities.
- Understanding and sensitivity to the process around sharing personal stories, in particular experience of dealing with confidentiality.
- Willingness to collaborate with Groundswell stakeholders both internally and externally, to ensure all voices are equal and are part of Groundswell's development journey.
- Confidence to try new ideas, get creative and present ideas to the SLT and Board to support Groundswell's development.

## **Desirable**

- Experience of being a Line Manager to employees and/or freelancers.
- Experience in developing a fundraising strategy.
- Experience of working with a fundraising/CRM database (Donorfy).
- Experience of working in a coproduction and participatory environment.
- Strong numeracy skills, including the ability to interpret and present financial information.
- Personal experience of homelessness or other related issues (e.g., mental health, the criminal justice system).
- Good working knowledge of all Microsoft Office software including Outlook, Word, Excel and SharePoint.
- Experience of accessibility across digital and written communications, in particular the use of plain English.
- Experience of running digital campaigns/appeals using social media advertising.





# Why join Groundswell?

## Key Benefits

- 28 days annual leave plus bank holidays (pro rata for part time roles)
- 5% employer pension
- Flexible working options, including hybrid and part-time arrangements
- Reflective practice with a trained therapist for all team members

## Culture

- **Support** - Regular guidance, support and the opportunity to reflect on your work through regular one to ones with your Line Manager
- **Teamwork** - Regular opportunities to contribute to and learn from the wider Groundswell team
- **Strategic input** - Opportunities to input into Groundswell's strategic direction
- **Voice** – The ability to input into working practices that impact you, and to know where to turn if any problems arise.

# Application and Interview Process

Please let us know if you would like to request any accommodations or adjustments throughout the application and interview process. We will be very happy to support these wherever possible to give all applicants the best opportunity to showcase their skills and experience.

## 1. Application

To make an application, please submit your **CV** along with a **cover letter (no more than 2 pages)** which explains:

- How you meet each of the areas outlined in the person specification above
- Why you are interested in doing this job at Groundswell.

You can find a guide to applying for a job at Groundswell [here](#), which includes tips for constructing your cover letter.

The deadline is **Wednesday 30<sup>th</sup> April**. Please submit your application by email to [jobs@groundswell.org.uk](mailto:jobs@groundswell.org.uk) with the subject line Head of Development application.

## 2. Interviews

Candidates will be notified if they have been invited to interview by **Friday 9<sup>th</sup> May** at the latest. We are a small charity with limited resources and are unable to give feedback on unsuccessful applications before the interview stage, if you have not been notified by this





date, then please assume you have been unsuccessful on this occasion. **Interviews will then be held in person on either 20<sup>th</sup> or 21<sup>st</sup> May.**

### **3. Pre-employment checks**

Two references will need to be taken up before a job offer can be made. Please include reference details in your application. One should be your current or most recent employer, and the other someone who has known you in a professional capacity for at least two years. **We will not contact any referees before the interview and only after you grant consent.**

Many thanks for taking the time to look into this role – it is an exciting opportunity, and we hope you will consider applying.

If you would like to discuss this role before applying then please contact: Becky Tansley, Fundraising and Finance Director on [becky.evans@groundswell.org.uk](mailto:becky.evans@groundswell.org.uk).

[We care about your privacy; read here how we manage your personal data.](#)

