



Candidate Pack –
Deputy Fundraising Director, Relationships

ASTARITA ALDRICH & WARD

GLOBAL LEADERSHIP CONSULTING & SEARCH



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A Letter From Our Director of Fundraising, Colman Cawe



Thank you for your interest in the role of Deputy Fundraising Director, Relationships at Mencap, an organisation that is helping to transform the lives of people with learning disabilities across the UK. I have been a proud fundraiser for over 12 years now and have worked for many brilliant organisations and causes, however, my three years at Mencap has genuinely been the most professionally and personally fulfilling experience of my career.

Working at Mencap is a unique experience – it is a truly joyful place that genuinely and absolutely embraces diversity in its workforce and oozes creativity and the belief that we can achieve anything.

I lead a team of fabulous fundraisers who are committed to one thing – our vision of a world where people with a learning disability are valued equally, listened to and included.

In 2017/18 we directly supported 5,231 people with a learning disability in England, Wales and Northern Ireland and answered nearly 13,000 calls through the Learning Disability Helpline.

We are now just over half way through our Big Plan (check it out on page 5 of your pack) and as we head into 2019 with optimism and energy, we're looking for an inspiring, motivated and responsive Deputy Fundraising Director to work alongside us and to grow net income through relationship-based fundraising which includes philanthropy, corporate and community fundraising.

Joining Mencap as our Deputy Fundraising Director, Relationships in 2019 will be a great timing. As I write this letter, we are finalising our plans to launch our official charity partnership for the 2020 Virgin Money London Marathon. An outstanding achievement by our team to secure that one! This news follows on from lots of other big wins, including an innovative technology partnership with Vodafone, and trusts and major donor funding for our House to Home capital appeal.

We are on a roll and I need a terrific leader to help me take us even further. If you are an ambitious fundraiser who has a commercial approach to income generation activities, has an outstanding track record in the field of high value giving and has the knack of being able to drive high performance whilst collaborating with a very wide and varied group of stakeholders – please get in touch. You will, of course, need to demonstrate a passion for Mencap and our core values, and an interest in knowing more about learning disability.

If you think this is your time to shine at a charity that is on the brink of achieving amazing things in fundraising, then please get in touch with our friends at AAW. Anton Packheiser on +44 (0) 7749 858597 or Quinton Seemann on +44 (0) 7948 543765 will be delighted to hear from you.

A handwritten signature in black ink, appearing to read 'Colman Cawe'.

Colman Cawe
Director of Fundraising

About Us

Mencap is the leading voice of learning disability. Our vision is of a world where people with a learning disability are valued equally, listened to and included.

Our challenge, alongside people with a learning disability and their families, is to make this world a reality; right now, people with a learning disability face inequalities in every area of life. Mencap tackles these issues head on through tireless campaigning and the delivery of high- quality support and services to the people who need us.

Mencap is made up of a passionate group of people committed to changing the world for everyone with a learning disability. Our mission is to transform society's attitudes to learning disability and improve the quality of life of people with a learning disability and their families. Areas of work are divided into six priorities – these are the areas of life we want to have the biggest impact on, where there is the most need to see change for the better. These are:

- reducing stigma and discrimination
- early intervention
- making a difference, here and now
- supporting friendships and relationships
- improving health
- employment.



Our Strategy

What do we want to see?

A world where people with a learning disability are valued equally, listened to and included.

We are determined to achieve this by changing attitudes, providing services and influencing those who can help us change the lives of people with a learning disability.

Our BIG plan

Our five priorities for the next five years

Raising awareness and changing attitudes

Within five years we want to have made a significant and measurable improvement to peoples' attitudes towards people with a learning disability.

Making a difference to the lives of people with a learning disability here and now

In five years we want to have contributed to improving the quality of life of people with a learning disability receiving social care services.

Supporting friendships and relationships

Within the next five years we want more people with a learning disability to have stronger friendships and relationships, and be better connected to their communities.

Improving health for people with learning disabilities

In five years we want to see an increase in the skills and understanding of healthcare professionals, so that health outcomes for people with a learning disability improve.

Giving children the best start in life

Within five years we want more children aged 0-5 with a learning disability and their families to receive the right early support.

What makes us who we are



Fundraising at Mencap

Fundraising enables our Big Plan, helping create a world where people with a learning disability are valued equally, listened to and included.

Our primary purpose is to generate income that funds our services, people and process. We are the charity's second largest income stream, providing vital unrestricted and restricted funds. Yet, Fundraising adds more value to our organisation than the income it raises. We change attitudes through the vast audiences we reach and raise awareness of our services and brand in local communities. Our corporate partnerships bring expertise and unlock jobs for people with a learning disability. We help families secure their loved ones' future through our Wills & Trusts seminars and we bring volunteers into our services. We are an essential part of what makes Mencap the impactful and remarkable organisation it is today.

At Mencap we are aiming for our Directorate to become one of the fastest growing functions in the sector, with each department within the Directorate recognised as being at the forefront of their prospective incomes streams.

About Your Role

The Deputy Fundraising Director, Relationships reports to the Director of Fundraising and manages the following: Philanthropy Lead, New Business Lead, Account Management Lead, Community Lead.

Purpose of the role:

- To envision, define and implement the Relationships Division strategy, (part of the Fundraising Directorate strategy), which will evidence how Royal Mencap Society (RMS) will exponentially grow net income through relationship-based fundraising such as philanthropy, corporate and community fundraising.

Key responsibilities

- Define and implement the Relationships Division strategy which will evidence exponential growth of net income over the next five years through relationship-based fundraising (philanthropy, corporate and community fundraising)
- To ensure delivery of financial and non-financial KPIs to ensure the Relationships department targets are achieved
- To unlock donations and partnerships by creating a senior influencer network
- To increase the number of potential donors and increase the value existing donors through the creation of a cultivation calendar of events and engagement
- Lead and effectively manage the Relationships Leads to ensure objectives and KPI's are achieved through regular review meetings, development plans, monitoring of prospects and collaborative working with colleagues
- Develop and monitor key systems and processes including; Alms database, financial accounting and planning, accountability meetings, donor-cycle, pipeline, mapping, contracts, due diligence and procurement
- Develop and lead efficient working practices that adhere to organisational and industry policies and procedures
- Develop a team culture that enables high-quality fundraising to donors and prospects and compelling and simple narratives and 'asks' are made
- Collaborate strategically with fellow directors and heads in the directorate, and across Mencap, to ensure an integrated approach to achieving business objectives and vision
- Proactively network and influence external partners, stakeholders and decision makers at industry events and Mencap activities, by acting as an ambassador for Mencap, ensuring high profile recognition



About Your Role

Leadership

Effective leadership is the key to the success of Mencap. We have developed a leadership approach that we call 'Our Leadership Way'.

Our leaders are able to demonstrate that they have the potential to excel within all elements of the Our Leadership Way framework. Our leaders demonstrate a genuine passion for Mencap and will represent our core values at all times. As a champion of Our Leadership Way you will apply our leadership code to all aspects of your daily working; committed to upholding professional standards within Mencap, you will approach all aspects of your role in an enthusiastic and positive manner.

You will also be expected to:

- engage in our appraisal process and ensure all your team members participate fully in this, offering support where needed; and
- promote and engage with our talent programme ensuring high performers are offered specific support and opportunity to pursue their career development in Mencap as far as possible.

Our values

You will role model the five values in all your work activities outlined in our Strategy on Page 5 (being inclusive, trustworthy, caring, positive, and challenging when things aren't fair) and also ensure your team displays these values in their everyday work.

Switched on about learning disability

We expect our people to be up-to-speed with the current world of learning disability, know about the challenges and realities people face and understand the impact Mencap is trying to bring about. We expect leaders to have an interest in, and desire to know more about learning disability, and role model this with their teams.

Collaboration

We expect people to be brilliant at collaborating across teams, functions, service types and perspectives so that people with a learning disability and their families receive the joined-up support they need. People will know and love all that Mencap does, not just the work they do.



Person Specification

Essential

Skills & traits

- Ability to manage complexity, ambiguity and uncertainty whilst remaining focussed on achieving the fundraising business objectives
- Ability to communicate effectively across all audiences through all mediums
- Ability to establish and skilfully manage relationships with stakeholders with differing objectives and priorities
- Exceptional analytical skills to ensure strategy and decision are built on sound evaluation and evidence
- Ability to set, maintain and ensure a clear direction for the department's priorities and project outcomes
- Ability to anticipate and evaluate impact of economic, political, social and technology changes on the Department's strategy
- Create and encourage a culture of flexibility and responsiveness with an ability to identify step changes that quickly transform quality of service
- Awareness of own and leadership style and impact
- Demonstrable evidence of retaining ownership and accountability for achieving strategic priorities and outcomes
- Demonstrable commitment to developing inclusive working, ensuring equality and valuing diversity



Person Specification

Knowledge and experience

- Demonstrable success at a senior level in high-value and relationship-led income generation, either in the charity or private sector
- Substantial experience of developing robust business cases, with fully costed options identifying clear policy advantages and/or returns on investment
- Demonstrable successes of defining and implementing high-value or relationship-led strategies which have resulted in exponential income growth
- Experience of effectively leading, developing and motivating teams

Qualifications

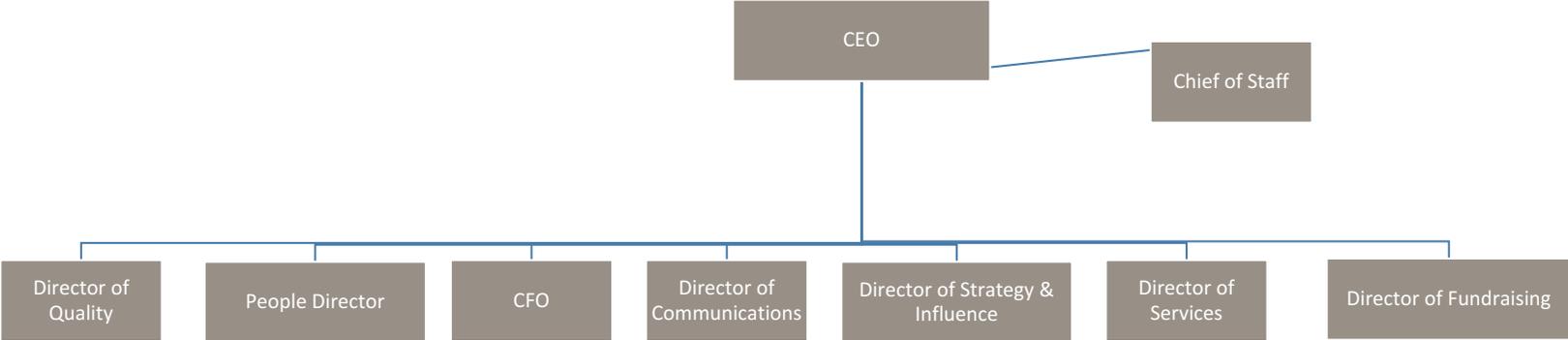
- Educated to degree level or equivalent

Desirable

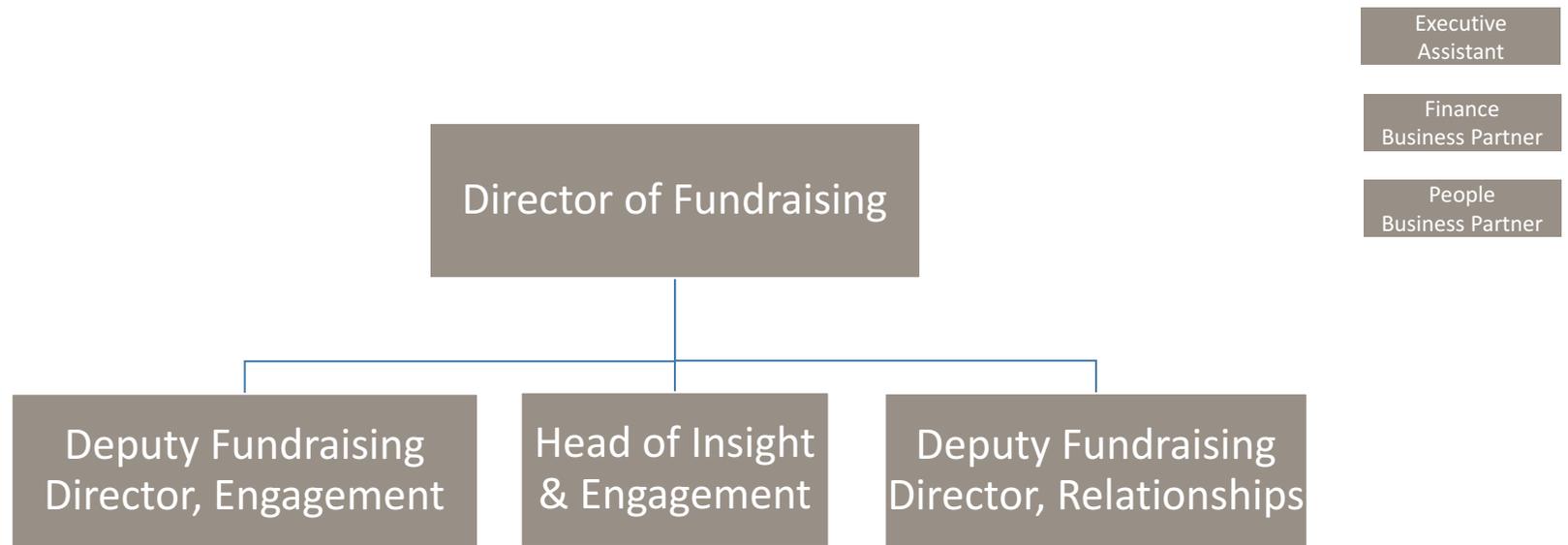
- Experience of leading sizeable high-value or relationship-led teams in the charity or private sector
- Fundraising qualification
- Marketing qualification



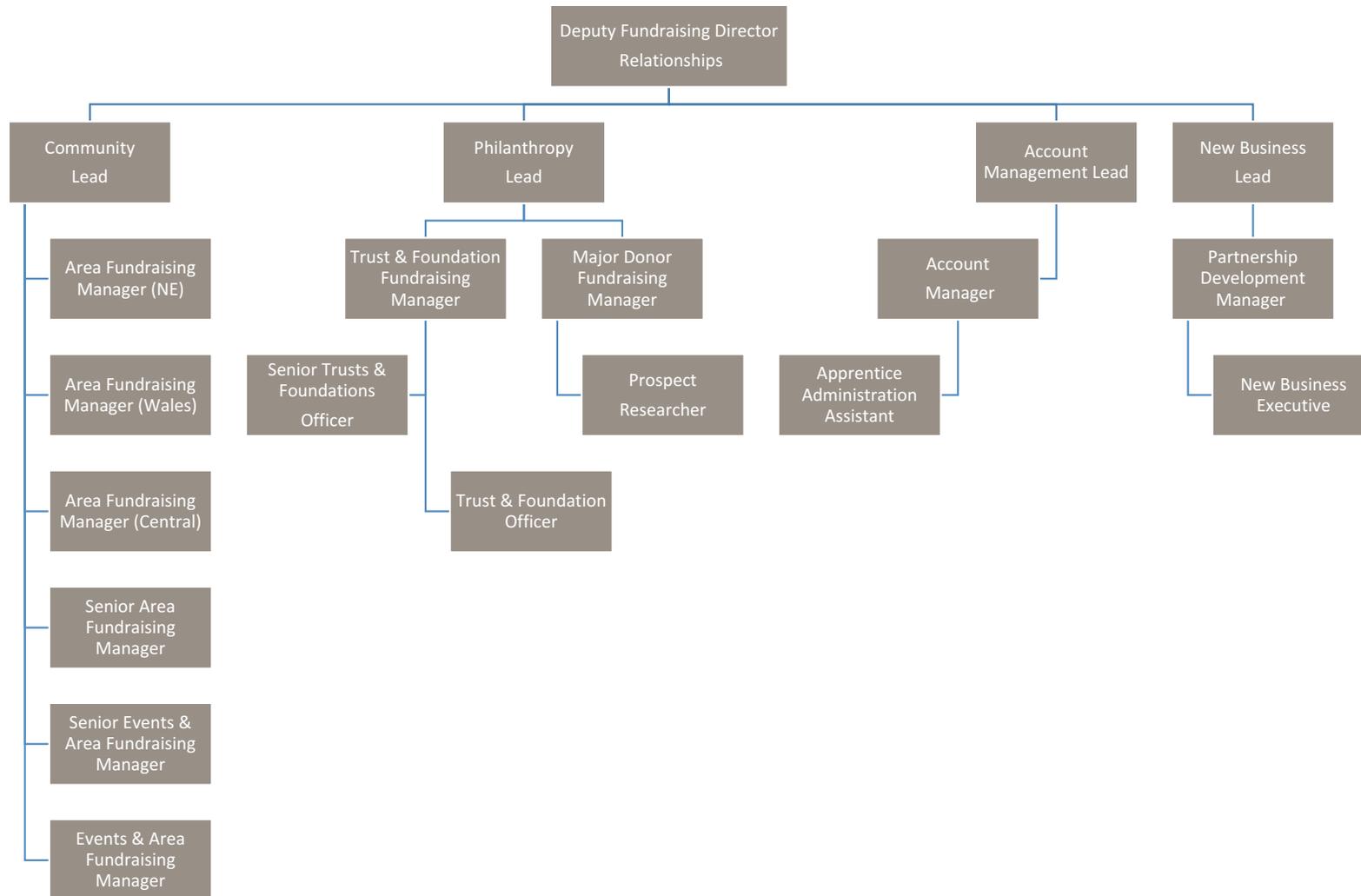
Executive Team



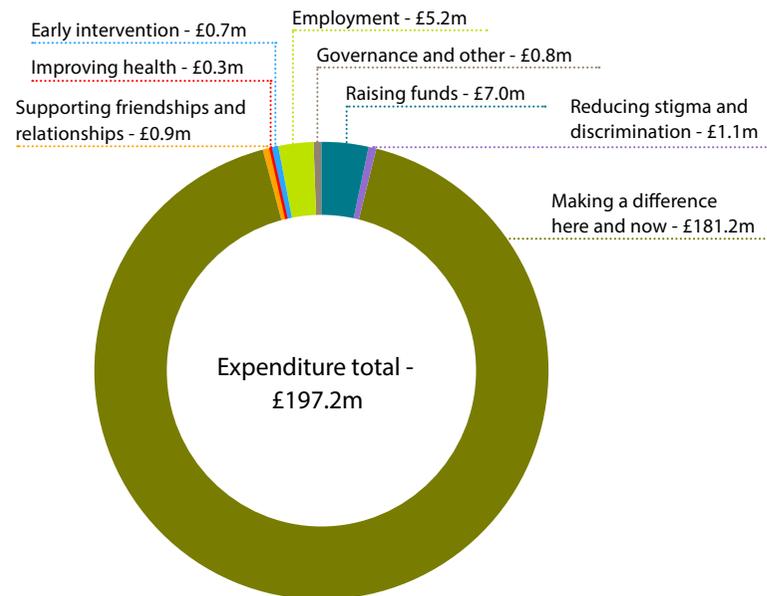
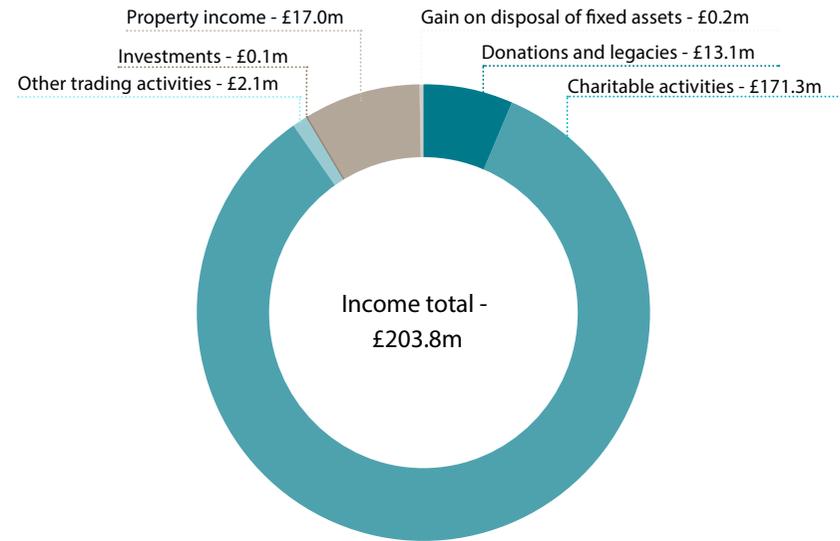
Fundraising Leadership Team



Relationships Division



Total Income and Expenditure



Salary and Benefits

Salary: £75,000

Nature of contract: Full Time. On occasion the post holder will be required to travel across the UK and overnight stays may be required. Flexible approach to working hours/days - occasionally required to work weekends and attend evening events and meetings. Flexible working considered.

Base: Centre of Engagement (Central London, EC1. Barbican or Old Street Underground).

Holidays: 24 days plus bank holidays.

Pension: Individuals are auto enrolled in the NEST pension scheme but must proactively opt to join the Mencap Pension Plan.

Additional benefits:

- Income protection (for members of the Mencap Pension Plan only)
- Employee Assistance Programme- telephone advice and counselling
- Eye Test Vouchers
- Health cash plan
- Discount gym memberships
- Buying additional annual leave scheme
- Season ticket loans
- Cycle2work scheme
- Flexible working
- Flexi time
- Job Sharing
- Working from home scheme and allowance
- TOIL
- Talent management programme (You've Got Talent)
- Long service awards
- Mencap Extras – Employee discounts scheme
- Phone loans



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How to Apply

Please apply by submitting a copy of your Curriculum Vitae (CV) and a covering letter, not exceeding one page, highlighting your suitability for the position and why you are interested, by email to: talent@aawpartnership.com

For an informal conversation prior to applying to this role, please contact Anton Packheiser +44 (0) 7749 858597 or Quinton Seemann on +44 (0) 7948 543765

Closing date: 5pm (GMT) Friday 25th January 2019

Interview date: Week commencing 11th February 2019

Second interview date: 15th February 2019

Please note that we will be shortlisting as we receive applications, so please apply as early as possible to avoid disappointment.



Find out more about Mencap

Mencap is the leading voice of learning disability. Our vision is of a world where people with a learning disability are valued equally, listened to and included.

For more on our vital work visit www.mencap.org.uk/





Thank You

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