

## **High Value Giving Lead**

### **About BookTrust**

BookTrust is the UK's largest children's reading charity. We know that children who read are happier, healthier, more empathetic, and more creative. They also do better at school. Our aim at BookTrust is getting every child reading – regularly and by choice. With the long-term impact of the pandemic on children's lives, and with an ever-widening gap for the most disadvantaged children, our work has never been more important. We have a new ambitious five-year strategy with a deep commitment to doing ever more to support children and families from disadvantaged backgrounds in reading.

We deliver our mission through evidence-based interventions that reach over three million children and families each year from 0-13 with a strong focus on the early years. We work with a network of skilled delivery partners; with every local authority across England and Wales, health visitors, schools, libraries, social workers, and early years workers; an incredible and increasingly diverse community of children's authors and illustrators; and with committed and expert support from publishers.

**Location:** Battersea, London

**Contract:** Permanent

**Salary:** £55k - £58k (depending on experience)

**This post holder will report to:** Director of Income

**This post holder will manage:** Trusts & Statutory Officer  
Corporate Partnerships Manager

### **Background to the role**

As part of our new strategy, we aim to grow our income significantly over the next five years. (Our current income is c£10m pa). We have strong and realistic foundations for this aim and a secure base of income from long term committed funders including the Arts Council of England, the Welsh and Northern Ireland governments. These funders enable us to reach children through our flagship programmes, but with a huge amount of new work under development, securing new income streams is a high priority for us.

BookTrust's new strategy focused on supporting disadvantaged children aligns with the interests of many trusts and foundations. Over the last three years we have grown our portfolio of trusts and foundation funders which now stands at c£500k, and our research indicates that there is significant further potential for BookTrust growth.

The High Value Giving team sits in the Communications & Development team which also includes the Digital, Marketing, Communications and Mass Engagement teams.

### **About the postholder**

The High Value Giving Lead is a new post at BookTrust. We are looking for a successful fundraiser who has experience of raising six figure gifts from trusts and foundations. We are seeking someone who can analyse the funding landscape and develop a sustainable and

ambitious Trusts & Foundations programme and strategy that will grow in volume, income, and impact. The successful post holder will feel comfortable working with internal and external stakeholders at all levels and can influence them to ensure the best outcomes for BookTrust.

You will have a track record of developing effective relationships with new trusts and foundations and can develop and write compelling and detailed applications and convey them to suit each funder. At the same time, you will need to think of the bigger strategic picture for BookTrust, working collaboratively to achieve this.

The postholder will also be responsible for managing reporting on our Arts Council England grant of £5.7m and will work closely with the CEO and other senior colleagues to strengthen the relationship and ensure excellent stewardship. They will also be responsible for overseeing and developing our corporate partnerships programme which generates in the region of £250k a year.

## **Principal Responsibilities**

### **Programme**

- Develop a sustainable and ambitious trusts and foundations programme and strategy that will grow in volume, income, and impact.
- Instil an effective fundraising cycle within the team of identifying, cultivating, bidding and stewarding existing and new relationships with funders.
- Effectively delegate applications to other team members, ensuring that all applications produced are to a high standard and are creative, detailed and meet funder needs.
- Oversee the research process and identify new sources of trust funding to ensure a strong pipeline of prospects.
- Plan and prepare relevant and timely approaches to develop new relationships and funders.
- Oversee the account management of all relationships with trusts, foundations, statutory funders and corporate partners, working closely with the Chief Executive and senior colleagues to develop cultivation and stewardship strategies, ensuring all reporting needs are met and cultivate support to ensure repeat giving.
- Personally develop and write all major bids and applications and account-manage key trust and foundation funders.
- Be responsible for all reporting to Arts Council England and support stewardship and relationship building.
- Oversee the work of the corporate partnerships manager, undertaking an in-depth evaluation of the potential for corporate partnerships within BookTrust.

### **Relationships**

- Develop, lead, motivate and manage a highly effective team to achieve stretch goals, managing team performance on an ongoing basis, rewarding success and acting on under performance.
- Work with senior colleagues to engage with funders.
- Work closely with the finance and project teams to develop and manage effective reporting systems for reporting on project progress and financial monitoring of grant expenditure.
- Collaborate with internal colleagues on the development of project applications that may be appealing to funders.

- Support colleagues in the partnerships team to develop relationships with statutory funders and in the creation of funding bids.
- Work with other colleagues in the Communications & Development team to embed a culture for fundraising success and support for income generation within the wider organisation.

### General

- To play an active role as a member of the Communications & Development leadership team and the wider BookTrust leadership team.
- Responsible for meeting financial and non-financial targets as agreed with Director of Income.
- Become an expert in BookTrust's current activities and future plans.
- Ensure all due diligence and compliance procedures are adhered to in the creation and submission of proposals. And that all activity follows industry best practice, GDPR regulations and Institute of Fundraising and the Fundraising Regulator guidelines.
- Keep abreast of sector developments, research, and trends.
- Provide regular reports against activity and individual income streams, manage risk and contingency plans, and celebrate success.
- Work with the Communications & Development team to embed a culture for fundraising success and support for income generation within the wider organisation.
- The postholder will be expected to carry out all duties in line with BookTrust policies and procedures and be prepared to undertake additional reasonable duties, as required.

## PERSON SPECIFICATION

### CRITERIA

<b>Experience</b>
Proven experience of writing and securing six figure donations from trusts and foundations.
Experience of developing and delivering a trusts and foundations strategy.
Experience of leading on high-value strategic bids.
Experience of developing productive relationships with new trusts and foundations.
Experience of building successful stewardship of trusts and foundations.
Experience of line managing staff.
Experience of effective grant management.
Experience of initiating and developing excellent working relationships with key contacts across the charity and facilitating relationships at a senior level.
Experience of working with colleagues from across a charity to produce successful tailored applications to trusts, foundations.
Experience of leading on statutory bid applications is desirable.
Experience in managing corporate partnerships is desirable.
Experience and knowledge of the arts sector is desirable.
Experience of working in a children's and/or education charity is desirable.
<b>Skills and abilities</b>
Ability to project manage a series of on-going activities, handling several tasks simultaneously.

Ability to co-ordinate complex applications with input from a wide range of individuals and to manage this within a structured timetable.
Superb written and oral communication skills with a real talent for connecting and influencing people at all levels.
Ability to produce consistently outstanding, high quality, imaginative and compelling applications.
Ability to think strategically.
Ambitious and fast-paced; strong personal drive and self-motivated.
Ability to work in a collaborative manner.
Able to use own initiative and to make decisions within the boundaries of the role which may have medium to long term impact.
Outcome orientation, well-organised, solution-focused, able to prioritise.

<b>Knowledge</b>
To be conversant with current charity legislation, data protection laws and the codes of fundraising practice.
A good understanding of charity finance including restricted and unrestricted funds.

<b>Education</b>
Educated to degree level or equivalent.

#### **Other information**

- The post will be based in our offices in Battersea, London. All staff are expected to work from the office on Tuesdays and Wednesday (Covid permitting) and may choose to work from home or the office on other days.
- There may be a requirement for occasional evening or weekend work consistent with the seniority of the position.

#### **Other benefits**

- 28 days holiday, plus public holidays
- Employee Assistance Programme
- Pension scheme (7% employer contribution)
- 3 x salary life assurance
- Season ticket loan scheme
- Childcare Voucher Scheme

Want to join us? Find out more about who we are at: <https://www.booktrust.org.uk/about-us/work-at-booktrust/>

#### **Our Commitment to Diversity and Inclusivity**

We aim to provide an inclusive recruitment process and actively welcome applications from diverse talent pools: BAME candidates, candidates with disabilities and long-term conditions and candidates from underrepresented communities.

We are committed to equality of opportunity and want to ensure we have an accessible application process for all candidates. If you need any reasonable adjustments or would like us to do anything differently during the application process, please contact our HR team on HR@booktrust.org.uk or 020 7801 8855/8856 to discuss your requirements further.

BookTrust is committed to safeguarding and promoting the welfare of children. The recruitment and selection process reflect our commitment to safeguarding therefore, the



suitability of all prospective employees will be assessed during the recruitment process in line with this commitment, and pre-employment checks.