|  |  |
| --- | --- |
| **ROLE PROFILE** | |
| **ROLE TITLE:**  Head of Fundraising and Development. | **REPORTS TO:** CEO |
| **SALARY: Band 33 – 39 (£36,952.50 - £43, 348.50)** | |
| **LINE MANAGEMENT RESPONSIBILITY:**  Bid-writer (when in post)  Communications/fundraising/marketing officer | **HOURS:**  28-37.5 hours/week |
| **PLACE OF WORK:** Remote with 1 day/per month in the Brighton office or Hybrid – to be discussed at interview. | |
| **PURPOSE OF ROLE:**  To manage and develop the fundraising, communications and marketing functions to promote implementation of Oasis Project’s new strategy for 2024-27.  To lead and deliver on income generation targets which support the mid and long-term sustainability of Oasis Project.  This role will be suitable for an experienced fundraising manager and bid-writer, with a view to taking on senior leadership responsibilities.  Key Responsibilities:   * Scope new business opportunities and oversee the planning and writing of applications, bids and tenders to Trusts and Foundations, from Government, Local Authority and NHS. * Work with the Head of Client Services to oversee all grant and contract monitoring and ensure timely reporting to funders, developing new and existing partnerships. * Work with the Head of Quality and Service Development to ensure that our lived experience work and our theory of change are central to our fundraising strategy. * Develop and implement a fundraising strategy that supports Oasis Project’s strategic ambitions. * Develop and implement a communications and marketing strategy that supports Oasis Project’s strategic ambitions.   The post holder will work with the Head of Quality and Service Development and the Head of Client Services (The SLT) to support the CEO in developing fundraising, marketing and communications functions and delivering on Oasis’ Project’s strategic ambitions. | |

|  |
| --- |
| **Business Development** |
| * Build new and existing relationships and partnerships with commissioners, funders, statutory and voluntary sector partners to complement the work of the CEO. * Draft project proposals and service development ideas with input from Managers from across Oasis which support Oasis Project’s strategic ambitions. * Work with the SLT and CEO to increase Oasis Project’s capabilities in pursuit of its financial and social value goals. |
| **Income Generation** |
| * Draft, write and oversee bid applications for grants from Trusts and Foundations. * Research and stay up to date with potential funds (government, trusts, and foundations) and request funding in line with yearly fundraising targets. * Complete tenders for contracts from Government, Local Authority and NHS commissioners with input from Managers/Service Leads and CEO and liaise with partners as appropriate. |
| **Finance and Sustainability** |
| * Work with the CEO and Board to grow the fundraising and marketing function at Oasis Project, building capacity to realise Oasis Project’s mid-term and long-term ambitions. * Work with the Head of Client Services to oversee all grant and contract monitoring and ensure timely reporting to funders. * Develop, implement, and lead a fundraising and income generation strategy for 2024-27. * Participate in the Finance and Fundraising subgroup of the Board, including preparation of fundraising and income generation updates. * Work with the Finance Manager to produce and manage project budgets. * Ensure that value for money is obtained with all purchases and in accordance with policy |
| **Leadership** |
| * Lead and facilitate a theory of change process with staff and the board, as a foundation for impact and reporting of outcomes. * To lead, inspire and motivate staff and volunteers with the fundraising strategy in achieving Oasis Project’s strategic ambitions. * To work with the Board of Trustees and SLT to identify opportunities of promoting a varied income (including community fundraising, individual donations, and product sales). |
| **Communications & Marketing** |
| * Oversee the Communications Officer with all internal and external communications and marketing activity. * Develop and lead an effective communications and marketing strategy which supports Oasis Project’s mid and long-term ambitions. * Ensure Oasis’ brand is consistent across all publicity and co-ordinate the production of a suite of publicity materials. * Work with managers across the organisation to communicate the values and messages of Oasis to stakeholders and the wider public, with an emphasis on increasing engagement through accessing services, attending events, and fundraising activities and procurement channels. * Work with the Administration Manager to oversee, the development of Oasis’ website and social media platforms, including activities that increase search engine optimisation. |
| **Senior Management** |
| * To provide strategic development support to the CEO in fundraising, marketing, and communications functions. * Line manage staff in the functions of admin, fundraising and communications. * To lead a fundraising working group with clear terms of reference. * To assist the CEO and Finance Manager in the preparation of the annual budget. |
| **Learning and Development** |
| * To undertake regular training to maintain and enhance the skills and knowledge necessary for the post. * To keep up to date with relevant research, developments, and publications locally and nationally in relation to issues concerning drug and alcohol services, relevant sectors and voluntary organisations. * To demonstrate a commitment to the vision and values of Oasis and working together in a ‘trauma informed’, gender responsive service for women, children and young people. * To undertake any other tasks, duties or responsibilities as requested by the CEO or Board. |

|  |  |
| --- | --- |
| PERSON SPECIFICATION | Essential or Desirable |
| QUALIFICATIONS |  |
| Educated to degree level or equivalent relevant experience | Essential |
| SKILLS, EXPERIENCE AND EXPERTISE |  |
| Experienced in thinking strategically and developing operational business plans. | Essential |
| Demonstrable experience of working in a business development or senior management role with a focus on income generation and fundraising strategy development. | Essential |
| Has a high degree of IT literacy, particularly in terms of website management, fundraising platforms, databases, and spreadsheets. | Essential |
| Experience of managing, supervising, and coaching staff and providing effective performance management. | Essential |
| Able to write clear and persuasive documents including marketing materials, board reports and funding bids. | Essential |
| Excellent knowledge of the guidance that governs practice for organizations, like OASIS PROJECT (such as CQC and Ofsted). | Essential |
| Experience of working in partnership with other partner agencies. | Essential |
| Experience of winning the confidence and trust of supporters/funders/team with ease. | Essential |
| Experience of motivating and inspiring supporters/team. | Essential |
| Experienced in managing charity finances with technical knowledge. | Essential |
| Experienced in managing day to day HR issues. | Desirable |
| Proven understanding of the substance use sector and working with complex needs. | Desirable |
| Knowledge of the issues facing substance users, in particular female substance users. | Desirable |
| To understand working in a way that is ‘trauma informed’. | Desirable |
| Experience of change management and contributing to improvement action plans. | Desirable |
| ABILITIES AND ATTITUDES |  |
| Can demonstrate a desire to work flexibly, creatively, and pro-actively with determination and tenacity. | Essential |
| Can self manage as well as work as part of a team. | Essential |
| Committed to safeguarding. | Essential |
| Committed to the principles of equal opportunity and diversity. | Essential |
| Has a desire to offer a professional, courteous presence at work, demonstrating enthusiasm and confidence. | Essential |
| Proven verbal and written communication skills with the ability to tailor the message to the audience. | Essential |
| Shows a capacity to keep calm under pressure. | Essential |
| Adaptable and able to work in a challenging and changeable environment. | Essential |
| Ability to deliver against agreed objectives and targets and understand the importance of working efficiently. | Essential |
| To understand the importance of taking responsibility for own behaviour and actions. | Essential |
| Committed to mirroring OASIS values in day-to-day work – collaboration, care, creativity, and learning. | Essential |
| To be aware of best practice and confidentiality procedures in line with 2018 Data Protection Act guidelines. | Essential |

The post is subject to the satisfactory completion of a Disclosure and Barring Service (DBS - formally CRB) check at an enhanced level. This job description accurately reflects the present position; it may be reviewed and amended but only after a proper period of consultation.