Introduction

Thank you for your interest in joining RNIB and our fundraising team. We are the Royal National Institute of Blind People, and we are here for everyone affected by sight loss. RNIB is a group of charities leading the way globally in terms of both excellence in service delivery and sector collaboration and partnership. Our CEO, Lesley-Alexander was recently recognised by her peers as “Britain’s most admired charity CEO” in the Charity Awards run by Third Sector.

The ambitious RNIB Group goal is to triple our reach by the end of our five year strategy. As Group Director, Fundraising, I chair our organisational Growth Strategy, and I’m enormously pleased that we have incredible levels of support from all fronts – staff, volunteers and trustees. The organisation has placed a central emphasis on philanthropy and customer engagement and has invested significantly in achieving ambitious change goals.

The position we are currently recruiting for, Group Head of Community Development and Growth, is a new role. You can make the role your own, and it will be career-defining. We are looking for a strategic leader who will make a significant impact at RNIB and within the sector. You will join a small, dynamic and highly engaged senior team to play a central role in delivering a realistic, ambitious and exciting strategy of growth and impact for RNIB and for those living with sight loss.

I look forward to hearing from you, and send warm regards until then.

Wanda Hamilton
Group Director, Fundraising
Who we are

We are a charity and membership body of and for blind people and those with sight problems.

We have been supporting people with sight loss since 1868, when we had our first meeting with just a few people. Today, we are here to support the almost two million people in Britain who are living with sight loss.

We are the largest charity in the UK sight loss and eye health sector with a team of 2000 staff and over 4000 volunteers across the UK.

RNIB Group
We believe we can achieve the most when we work together, which is why we have a rich history of bringing together like-minded organisations into the RNIB Group, including Action for Blind People, Cardiff Institute for the Blind and National Talking Newspapers and Magazines.

Our partnerships aims to make good the confusing picture for blind and partially sighted people, their families, funders and the government.

With more than 700 sight loss charities in the UK our close relationship means that our fundraising and back office functions are more efficient, and we can offer more targeted support without doubling up.

Our Group structure consists of a lead charity; RNIB Group which guides and supports several “delivery charities” whose task is to deliver our Group Strategy. The delivery charities are RNIB Charity, Action for Blind People and our smaller associated charities.

RNIB Group delivers Group Central Resources, People, Fundraising and Engagement to support the delivery charities.

Our ambition
We want to make every day better for everyone affected by sight loss: by being there when people need us, supporting independent living, creating an inclusive society and preventing sight loss.

Our values
What makes us different and keeps us focused:

• Led by blind and partially sighted people: Blind and partially sighted people are at our heart and influence everything we do.

• Collaborative: We work together to make the biggest difference.

• Creative: We understand challenges and find ways to overcome them and move forward.

• Inclusive: We include and value people with diverse experience, abilities and backgrounds.

• Open: We are honest, candid and transparent, challenging ourselves and others.
Our strategy for 2014-2019

Our four strategic priorities set out what we want to achieve by 2019. These priorities guide our decision-making, investment and funding plans, campaigning priorities, partnerships and service delivery and operations.

Strategic Priority 1: Being there – people losing their sight can rebuild their lives.

Strategic Priority 2: Independence – blind and partially sighted people can make the most of their lives.

Strategic Priority 3: Inclusion – society includes blind and partially sighted people as equal citizens and consumers.

Strategic Priority 4: Prevention – fewer people lose their sight.
The outcomes for which we are striving

- Newly diagnosed people have increased emotional well-being, and they, their family and friends have practical support when they need it to rebuild their lives.

- People with sight loss have the skills, tools, confidence and support they need to enhance their choice, control, enjoyment and independence in daily living and make the most of their sight.

- People with sight loss, family and carers maximise their income from benefits.

- People with sight loss are able to get out and about confidently and safely on their own terms.

- People with sight loss are able to make more use of household, digital, communication and entertainment services, products and technologies.

- Learners with a sight problem are able to achieve their potential at school, college and university.

- People with sight loss are able to develop skills to gain and retain work and to volunteer.

- Information about key services, including health and transactions with key service providers are accessible to blind and partially sighted people.

- Fewer people experience significant sight loss.

“I’m a member of Haggeye, RNIB Scotland’s youth forum. We campaign to make services and facilities more accessible as well as give young people a voice. Haggeye gave me the confidence to advocate for myself.”

Tuesday Berry
Role description

Job title: Group Head of Community Development and Growth
Job level cluster: Leadership
Job level: L2
Group: Fundraising
Section: Community Development and Growth
Location: 105 Judd St, London, WC1H
Reports to: Group Director of Fundraising

Purpose of job
Leadership and direction of the Community Development and Growth section.

Impact:
Leadership and direction of the Community Development and Growth section and providing significant leadership impact and influence to ensure the importance of fundraising is reflected across RNIB Group.

Financial responsibility:
Significant budget responsibility, income targets and accountability

Decision making responsibility:
To be responsible for Fundraising income generation through the Community and Development growth section.

To make considered decisions that develop and deliver high standard products and income streams from Community Fundraising to the directorate, as well as the wider organisation on a timely basis.

Main accountabilities:
1. As a member of the Fundraising Group Management Team (GMT), develop and constantly review a Section fundraising strategy and business plans which contribute to achievement of Group financial targets and objectives in the immediate term, and grow and diversify income in the longer term. This will be achieved by guiding the Community Development and Growth section, and others as necessary, to grow the prospect pool, set appropriate financial targets, and implement effective and appropriate donor development plans. This will also include assessing risk, constantly updating development plans and financial forecasts, and where necessary, taking corrective action to achieve budget.
2. To provide leadership and direction to the Community Development and Growth, managing and support all staff and volunteers including evaluating and guiding performance, and mentoring and coaching as necessary.

3. To develop, manage and monitor strategic service plans and budgets in order to achieve agreed objectives within RNIB Group’s business plan. Providing advice and information regarding performance and direction.

4. To support and drive change within and across RNIB Group as a might be necessary to achieve income targets.

5. To ensure the effective flow of communication across RNIB Group and in particular within the Community Development teams, continuously seeking to improve the effectiveness and efficiency of the organisation. And collaborating with others to ensure resources are used effectively to achieve the goals of the service plan(s).

6. To represent and negotiate on behalf of RNIB Group internally and externally in order to further RNIB Group’s aims and protect and enhance its reputation e.g. media representation, working with local societies, major fundraising events, liaison with major stakeholders.

7. To ensure the organisation’s compliance with internal and external policies, procedures and legislation including health and safety, personnel, finance, administration, and regulatory frameworks.

8. Maintain effective working relationships with fellow Section heads within the Fundraising Group in order to contribute effectively to the development of audience management plans which maximise life time value of donors.

General
9. Undertake any other duties commensurate with the post.

10. Adhere to all RNIB Group policies and procedures.
Person Specification

All criteria are essential unless otherwise stated

1. Specialist knowledge, skills and experience

1.1 Significant experience of managing diverse fundraising areas in large or medium sized charities which can demonstrate the following experience and expertise:

a) Understanding of the legacy market, and how to maximise legacies.

b) Working across a wide range of fundraising markets, stakeholders and products demonstrating an integrated approach with a “life time supporter value” perspective.

c) Legacy administration, and how to maximise the value of individual legacies in the context of legacy marketing.

1.2 Knowledge of the legislation and regulations relating to legacy and associated activities.

1.3 Developing and implementing new products and new legacy approaches in response to opportunities identified from market analysis and customer insight.

1.4 Significant progressively responsible experience in either community or grant-based fundraising including developing and managing relationships with key community and/or grant-making organizations.

1.5 Strong experience of leading and implementing a funding strategy focused on growth and diversity, including substantial experience of leading and managing a team.

1.6 Awareness of own development needs evidenced by continuous professional development and established professional networking, with a clear thirst for learning.

1.7 An ability to thinking strategically and in the abstract at a high level to provide valued insight to the senior team.

Desirable

1.8 Legal or paralegal qualification.

1.9 Member of the Institute of Fundraising.

2. People management skills/team working skills

2.1 Substantial senior management experience to include evaluating, improving and sustaining performance, planning and implementing and managing change.

2.2 Proven ability to motivate and empower others. This should include setting objectives, monitoring performance, conducting appraisals and seeking development opportunities for others.

2.3 Proven ability to motivate and empower others through clear leadership and direction, demonstrating self-awareness of style with ability to use a variety of management and leadership styles.
2.4 Demonstrated success in establishing strong working relationships with colleagues from difference functions and/or working across teams with potentially conflicting priorities.

2.5 Responsible for section structure, people development, succession planning and talent management.

3. Planning and organisational skills
3.1 Experience of a flexible approach to managing and prioritising a high workload and multiple tasks in a fast-paced environment with tight deadlines and potentially competing priorities.

3.2 Experience with programme management or matrix structures and processes.

3.3 Ability to co-ordinate a range of services.

3.4 Ability to plan over the medium to long term and deliver to the organisation five year plan.

3.5 Ability to lead on significant projects such as the Scottish fundraising strategy development, the introduction of the Fundraising culture.

4. Problem-solving and creative skills
4.1 Ability to interpret and analyse complex financial information and spreadsheets and provide guidance to the Group Director on problem-solving.

4.2 Ability to use very complex and varied information from a range of sources to make decisions in line with best practice within Community Development.

4.3 Experience of driving continuous improvement and innovation across Community development through the teams.

4.4 Ability to make high level decisions through evaluating information and making systematic and rational judgments.

5. Communication skills
5.1 Ensures effective interpretation and communication cascade within the section or wider as required.

5.2 Regularly writes non-routine correspondence to address highly complex/strategic issues on Section matters and presenting high level strategic material relating to section or RNIB Group directors.
5.3 Has experience of building, developing and deploying effective new major partner relationships and negotiates associated large contracts and partnership agreements for RNIB Group.

5.4 Experience of representing the organisation and the Section at internal or external operational and strategic meetings.

5.5 Provides policy and strategic advice externally or internally up to organisation level.

5.6 Handles highly complex or sensitive requests, queries or escalated complaints, or matters related to the operation of Section policies/practices/processes or decisions.

5.7 Very strong stakeholder management. Experienced in building alliances and maintaining effective relationships. Able to influence, convince and negotiate with others in a way that results in acceptance and agreement.

6. Special conditions
6.1 Must be prepared to travel and attend meetings and training as required which will involve occasional overnight stays.
Behaviours

**Deliver results**
- Inspire and enable commitment to outstanding service.

**Engage Customers**
- Determine and drive customer outcomes and work across the organisation to deliver customer excellence.

**Engage others**
- Lead by example in promoting equality and inclusion for all.

**Set Direction**
- Develop strategies to achieve greater commercial and financial accountability and sustainability.
- Creates a culture of innovation, flexibility and responsiveness. Seeks and encourage ideas, improvements and measured risk taking to deliver better approaches and services.
- Is able to manage complexity, uncertainty and ambiguity of major change. Work with others internally and externally to embrace opportunities and find innovative ways to overcome challenges while maintaining the effectiveness of service delivery.

**Lead and inspire**
- Creates and leads a culture of high performance and accountability.
- Displays resilience and takes a rational approach.

**Personal impact**
- Adapts own influencing style according to the audience and context and expertly negotiates in complex situations to achieve successes.
How to apply

To apply for this rare opportunity please send your CV and cover letter telling us about your experience to date and how you meet the requirements in our person specification to applications@rnib.org.uk

The closing date for applications is 4 November 2015. First round interviews are planned for the week commencing 9 November 2015. Final round interviews will be scheduled for shortly afterwards.

For an informal conversation about the role, please contact Wanda Hamilton on 020 7391 2152.

Terms of appointment
The role will be based at RNIB’s office in Judd Street, London with some national travel.

The role attracts a salary of circa £70,000 (including London Weighting). We offer an attractive range of benefits including a generous contributory pension scheme, a leave allowance starting at 27 days and rising to 32 days after 5 years service and a variety of other tailored options.

RNIB is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.

We are committed to increasing employment opportunities for people with disabilities and will respond positively to meet individual needs throughout the recruitment process.

Once in post, we will ensure that any appropriate reasonable adjustments to our workplace are made, in order to support colleagues with any form of disability.

Thank you

“RNIB has been a tower of strength to me and so caring. Thank you for your wonderful advice and support.”
Jacqueline Goorwitch