

**Person Specification**

**Head of Fundraising and Communications**

SIFA Fireside is committed to inclusive employment practices and we are particularly interested in applications from individuals who have lived experience of the issues our clients face. We encourage applicants to think creatively about how they can meet the requirements of the person specification. We are looking for talented individuals who align with our values and support our vision and mission – there are no barriers to how you demonstrate this.

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| **Criteria** | **Assessment** |
| Application | Interview | Task |
| **KNOWLEDGE, SKILLS, EXPERIENCE** |  |  |  |
| 1. Proven track record of achieving income targets across multiple fundraising streams.
 | 🗸 | 🗸 |  |
| 1. Demonstrable experience of using and managing fundraising CRM systems and tools to drive donor engagement and retention.
 | 🗸 | 🗸 |  |
| 1. Thorough understanding of fundraising legislation, regulation, and best practice, including Gift Aid, GDPR and regulatory compliance frameworks.
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| 1. Experience of engaging with senior stakeholders such as with trustees, senior leadership teams, and major funders/donors.
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| 1. Experience of strategic planning with the ability to make informed decisions based on internal insights, external trends and long-term organisational objectives.
 | 🗸 | 🗸 | 🗸 |
| 1. Proven ability in building and maintaining partnerships across sectors including corporatate, statutory and voluntary partners.
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| 1. Experience working in the homelessness, housing, or wider social justice sector, with a strong understanding of the related challenges and opportunities.
 | 🗸 | 🗸 | 🗸 |
| 1. Evidence of strategic planning and leadership in a fundraising context, including budget management and income forecasting.
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| 1. Proven ability in building and maintaining partnerships across sectors including corporatate, statutory and voluntary partners.
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| 1. Experience in managing financial resources including budget setting, monitoring expenditure, and reporting on financial performance.
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| 1. Substantial experience of in line management including staff development, performance management and team leadership.
 | 🗸 | 🗸 |  |
| 1. Understanding of current adult safeguarding practice and its implementation in a complex setting
 | 🗸 | 🗸 |  |
| 1. Strong IT skills including use of Microsoft Office and CRM/database systems to manage and report on fundraising data.
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| 1. Excellent communication and presentation skills with the ability to engage, influence and inspire a range of audiences.
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| 1. An understanding of diverse messaging including digital communication
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| **BEHAVIOURS AND PERSONAL ATTRIBUTES** |  |  |  |
| 1. Committed to making a difference to the lives of people experiencing or at risk of homelessness as outlined in the strategic plan.
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| 1. Proven ability to manage challenging and competing demands, respond to change and act under pressure.
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| 1. Excellent inter-personal skills and the ability to inspire and empower staff to achieve challenging outcomes.
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| 1. Committed to being visible, accessible and accountable to clients, staff, volunteers, board and other SIFA Fireside stakeholders.
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| 1. Conflict resolution and de-escalation, dealing sensitively with challenging situations.
 | 🗸 | 🗸 | 🗸 |
| 1. Demonstrates resilience when dealing with the emotional challenges of working with an extremely vulnerable client group within a complex setting.
 | 🗸 | 🗸 |  |
| 1. Able to be resourceful and find creative solutions to problems.
 | 🗸 | 🗸 | 🗸 |
| 1. Autonomous and able to make decisions quickly and independently.
 | 🗸 | 🗸 |  |
| 1. Strong influencing skills with the ability to challenge the status quo across a range of audiences to achieve positive outcomes.
 | 🗸 | 🗸 | 🗸 |
| 1. Creativity and enthusiasm with a positive, solution-focused attitude.
 | 🗸 | 🗸 | 🗸 |
| 1. Commitment to equality, diversity and inclusion and ability to incorporate this into practice.
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| 1. Adherence to SIFA Fireside’s vision and values .
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| 1. Ability to work flexibly .
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| **QUALIFICATIONS (Desirable)** |  |  |  |
| 1. A degree or equivalent professional experience in a relevant field (e.g. fundraising, marketing, communications, business).
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| 1. Professional fundraising qualification and/or membership of a relevant professional body (e.g. Institute of Fundraising or equivalent).
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| **SPECIAL REQUIREMENTS** |  |  |  |
| Enhanced DBS | 🗸 | 🗸 |  |