

Job Title:	Head of Fundraising and Philanthropy
Reports to:	CEO
Responsible for:	Senior Fundraising Manager
Location:	London (EC1V 0JR)/ Remote
Hours:	Full time (35 hours)
Salary:	£58 - 60k (including London weighting)
Annual leave:	25 days (rising to 30 days after 5 years) + 2 additional days + office closure between Christmas and New Year, in addition to public bank holidays.
Other benefits:	7% employer pension contribution, cycle to work scheme and employee assistance programme.

Introduction

The Prison Reform Trust (PRT) was founded in 1981 to inform public debate and improve prison conditions and the treatment of prisoners, amidst concerns about a projected prison population of 48,000 by 1984. Fast forward to today, the prison population in England and Wales is almost 87,000 and is projected to rise to 106,300 by March 2027. We overuse prison for non-violent and persistent crime, and we choose to send people to prison for a long time, and it continues to grow.

Our mission is clear. We are working to create a just, humane and effective prison system by influencing decision-makers opinion formers and the public to 1) reduce the use of prison; 2) Improve conditions for prisoners and, 3) promote equality and human rights in the criminal justice system.

Income in 2023 was £2.06 million, with most of our income portfolio reliant on trusts and foundations. We have just been through a strategic development period and as a part of that we have uncovered significant untapped potential for philanthropic and relational based income growth. We are now seeking a newly designed, 'Head of Fundraising and Philanthropy' to lead the whole fundraising programme, but with a specific focus on developing the philanthropy and corporate programme to take Prison Reform Trust to the next level.

You will be a seasoned relational fundraiser, have entrepreneurial flair, be creative and have the ability to influence at the highest of levels. If this sounds like you, you will be joining a reputable organisation with exceptional leadership, extensive networks and you will have the opportunity to grow and lead a small team as well as being a part of senior management.

Overall aim

- To maximise and grow Prison Reform Trust's income by leading and implementing the fundraising strategy, ensuring targets are met and exceeded and in line with evolving needs, with a particular focus on unrestricted and core income growth

- To lead on identifying, researching, proposal writing and engaging donors in a relational manner including, philanthropists, family foundations, trusts, corporates, low level individuals and senior volunteers.
- To lead and focus on building relationships with existing, lapsed and new donors to maximise long term income for PRT
- Effective management of fundraising campaigns and donor touchpoints, providing excellence in stewardship and excelling in cultivation tactics to move donors along the journey

Key responsibilities

Leadership, strategy, planning and reporting

- Developing, implementing and performance managing the fundraising strategy in line with PRT's organisational strategy to ensure income growth and diversification across all income streams
- Develop, manage and monitor the fundraising budget and financial targets with a particular focus on maintaining a healthy unrestricted to restricted income profile to ensure future investment into the fundraising programme
- As a member of the Senior Management Team, regular reporting to Senior Leadership Team and Board

Fundraising and Philanthropy

- Build deep and rich relationships with donors and funders, ensuring that stewardship is best-in-class to maximise each partnership to its full potential
- To utilise PRT's network to build and grow a new philanthropy and partnerships programme at PRT
- Aligned with PRT's strategic funding priorities and core work, develop proposals and bids for large scale, multi-year funding opportunities
- To lead on new business opportunities for fundraising at PRT. This includes identifying and qualifying prospects and partners, network mapping and cultivating them to their first gift with support from the development manager to take the relationships forward
- Oversee the management of grant funded projects to ensure that they are being delivered to the highest quality standard to meet donor requirements and reporting to be submitted on time
- Lead and oversee the development and delivery of fundraising products and activating activity

General

- Maintain excellent working relationships with other teams within the organisation especially service delivery, campaigns and finance
- Assist in developing and maintaining an effective website so donors have a seamless user experience
- Positively contribute to the effective running of the organisation including taking an active role in the management team
- Undertake any other relevant duties or responsibilities delegated by the CEO or Deputy Director
- Ability to work outside normal office hours/flexibility for events and networking opportunities
- Responsible for maintaining key fundraising memberships and ownership of fundraising policies and procedures

Key result areas

- Focus on building a new philanthropy and partnerships programme to diversify the existing fundraising programme (Trusts & Foundations and individual giving) to drive unrestricted growth and the financial strength of PRT
- Strategic prioritisation of staff time that will yield greatest results and maximise ROI for the long term
- Securing gifts and donations, and working with senior volunteers to support the ‘ask’
- Exceptional leadership, creating a robust programme that is rigorously measured to continuously improve the fundraising programme
- Leading and managing an experienced Senior Fundraising Manager, and supporting their growth

	Essential	Desirable
Experience and qualifications	<ul style="list-style-type: none"> • Extensive experience in a senior fundraising role, with a focus on unrestricted giving • Extensive experience and a proven track record of delivering and growing income from philanthropists (5 and 6 figure gifts) • Experience of raising money from companies (5 and 6 figure gifts) • Evidenced experience in cultivating and building relationships with donors / supporters and stewarding key funders • Experience of overseeing a trusts and foundations programme 	<ul style="list-style-type: none"> • Experience of working with Trusts and Foundations and large scale charitable trusts • Experience of building joint bids in consortiums • Fundraising qualification
Knowledge	<ul style="list-style-type: none"> • Knowledge of the voluntary sector, including market and donor trends • Knowledge of family foundations, ESG/CSR and grant giving bodies 	<ul style="list-style-type: none"> • Understanding of criminal justice sector
Skills	<ul style="list-style-type: none"> • Excellent communication skills, both verbal and written, with the presence and authority required to speak at senior levels. • Ability to work as a part of a team and on own initiative • Strong planning and ability to deliver to deadlines • Ability to prioritise and to say no when opportunities and requests do not maximise the value of your time • Experience of using Microsoft 365 	<ul style="list-style-type: none"> • Experience of delivering fundraising events • Experience of working with corporate donors to maximise pro-bono opportunities

	<ul style="list-style-type: none"> • Strong people skills for building relationships and networking with external stakeholder, team members and key contacts • Strategic thinker with the ability to multitask • Experience of staff management • Experience of using fundraising databases for financial and relationship management 	
Personality style and behaviour	<ul style="list-style-type: none"> • A genuine and enthusiastic commitment to the Values, Vision and Goals of the Prison Reform Trust • Confidence in external facing activity for example and being an active spokesperson for PRT for fundraising activity and general media for PRT 	

Equality and diversity

PRT is an equal opportunities employer. We also have a fair and inclusive culture and seek to reflect the diversity in prisons and the people we represent. If you meet the person specification, we encourage you to apply, and particularly welcome applications from those with Black, Asian, and Ethnic Minority backgrounds, (BAME) as we believe these groups may be underrepresented in prison reform work.

We welcome applications from anyone who may have direct experience of prison.

How to apply

If you would like an informal chat about the role please contact our CEO, Pia Sinha:

pia.sinha@prisonreformtrust.org.uk

To apply please send your CV and covering letter addressing how you meet the above criteria to pia.sinha@prisonreformtrust.org.uk **by Tuesday 7th May 2024.**

Interviews will be held at our offices at 15 Northburgh Street, London EC1V 0JR on;

Stage 1: Thursday 23rd and Friday 24th May

Stage 2: Friday 7th June.

Thank you for your interest in working for the Prison Reform Trust.