

## Head of Public Fundraising and Operations Job Description

**Reporting to:** Jim Murray, Co-Founder and Trustee

**Direct reports:** Managing a team of part-time freelancers supporting marketing, fundraising and volunteers.

**Location:** Home based in the South of England. Occasional travel, including a meeting in Hampshire once a month.

**Hours:** 37.5 hours per week. Open to part-time of 30 hours per week. Flexible working. Out of office hours work required on occasions.

**Contract:** Permanent. Probationary period 6 months, two months notice period.

**Annual leave and benefits:** 28 days per annum, including bank holidays. Pension.

**Salary:** £35,000 - £45,000 per annum, depending on experience (pro rata for part time).

**How to apply:** We are accepting applications on a rolling basis, with interviews held when candidates are shortlisted. To arrange an informal conversation about the role, please contact Karen Edgington, Head of Philanthropy and Projects, by email [karen@themurrayparishtrust.com](mailto:karen@themurrayparishtrust.com). To apply, please email your CV and a covering letter to [jim@themurrayparishtrust.com](mailto:jim@themurrayparishtrust.com). Your letter should detail how you meet the job description and person specification, with evidence/examples where possible.

### ABOUT THE CHARITY

Children with a serious illness are three times more likely to struggle with their mental health. Their childhoods are overshadowed by coming to terms with diagnosis, hospital stays, treatment, feeling different from friends or managing how their illness affects daily life. Many of them struggle with severe anxiety and depression, experiencing isolation and trauma during their journey. These children are at much higher risk of long-term mental health difficulties that are more complex and difficult to treat, on top of living with often complex medical needs.

When their first daughter Ella-Jayne was in intensive care, our founders, Jim Murray and Sarah Parish, saw firsthand the lack for emotional and psychological support for seriously ill children and their loved ones. Ten years after our charity was founded, we refreshed our mission in 2024. Our focus is now on projects which support the mental health of seriously ill children and their families across the whole of the UK. We aim to improving access to specialist, imaginative and empowering support in children's hospitals and hospitals, and other community settings through a diverse range of different projects.

### ROLE SUMMARY

This is an exciting new chapter for The Murray Parish Trust. Our new Head of Public Fundraising and Operations will work closely with the Board of Trustees and our Head of Philanthropy and Projects to scale our impact and expand reach nationwide. They will play a pivotal role in leading operations and shaping the charity's future, as well as leading on growing income from community, corporate, individual fundraising, which have been identified as strategic fundraising priorities.

We anticipate time will be split roughly equally between leading public fundraising and operational management. There is some freelance support with marketing, corporate and community fundraising, and volunteer coordination, plus trustee support with events; there is scope to expand the team as income grows. This role will support their work as well as personally deliver public fundraising activity, taking sole responsibility for individual giving and legacies.

This is a job of variety, innovation and opportunity. We are looking for an experienced fundraiser, perhaps an aspiring charity CEO, who is looking to develop skills and knowledge in charity management and strategy. This is a job for someone who is ambitious, collaborative, proactive and who has a genuine passion for championing the mental health of seriously ill children and their families

## KEY RESPONSIBILITIES

### Fundraising

Work closely with the Head of Philanthropy and Projects to implement the fundraising strategy, including:

- Delivery of the specific fundraising activity delegated to this role to grow income year on year (individuals, community, corporate, legacies, events), supported by the work of freelancers.
- Strategic oversight of all public fundraising including monitoring, evaluating and reporting to the Board.
- Ensure excellence in donor stewardship that helps retain, grow and diversify support from existing donors.
- Maintain a proactive focus on donor acquisition, across the UK, prioritising areas where we have projects.
- Effectively utilise the CRM to proactively and accurately capture donor information and consents.
- Strong focus on return on investment to ensure efficiency in working nationwide, carefully prioritising activity.

### Charity management and operations

- Help to shape organisational strategy, using data insight to drive decision making.
- Data management lead; incl. CRM management, data protection, embedding a culture of data collection.
- Lead on setting and managing annual income and expenditure budgets.
- Ensure compliance with the latest regulatory requirements and sector best practice.
- Coordinate and manage policy, procedure, risk management and wider charity administration.
- Provide support for financial management; incl. outsourced book keeping/monthly management accounts; working with accountants to ensure timely production of the Annual Report and Financial Statements
- Work closely with Board members with specific lead responsibility, incl. with the Treasurer in the production of cashflow and other financial reports.
- Supported by the volunteer coordinator (freelance), manage and develop a network of volunteers and ambassadors (e.g. talks, photocells, events, collection tins, admin, research).
- Act as Secretary to the Board; including statutory filing, coordinating quarterly meetings and taking minutes, compiling/circulating Board papers, diarising other meetings and communication as needed.
- Represent the charity externally with diverse stakeholders.
- Responsible for the effective management and leadership of the public fundraising and operations team.

### Additional responsibilities:

- Undertake additional duties commensurate with the post as may reasonably be requested.

## PERSON SPECIFICATION

Education	Essential: Desirable:	<ul style="list-style-type: none"> <li>• Continual professional development in fundraising</li> <li>• Continual professional development in leadership, marketing, charity management</li> <li>• Chartered Institute of Fundraising: Diploma or Advanced Diploma in Fundraising</li> </ul>
Experience and knowledge	Essential:  Desirable:	<ul style="list-style-type: none"> <li>• Demonstrable success in community, corporate and/or individual giving fundraising</li> <li>• Legislation and best practice in the charity sector</li> <li>• Highly familiar with CRMs, preferably Salesforce</li> <li>• Worked effectively with diverse groups of volunteers and stakeholders</li> <li>• Effective management and development of a team</li> <li>• Monitoring/evaluation, using insight to shape decisions/improve performance</li> <li>• Charity operations management incl. finance, policy, governance, data</li> <li>• Marketing and communications strategy and practice</li> </ul>
Skills	Essential:  Desirable:	<ul style="list-style-type: none"> <li>• Autonomous, with excellent organisation skills within a high/diverse workload</li> <li>• Ability to build long-term, mutually beneficial relationships</li> <li>• Excellent presentation and written communication skills (including radio/TV interviews, pitches, talks, proposals etc) which inspires support</li> <li>• Inclusive and collaborative leadership style to manage a remote team</li> <li>• High level of IT and financial literacy</li> <li>• Ability to think and plan strategically with an excellent attention to detail</li> <li>• Highly analytical with the ability to analyse/interpret data to guide strategic plan</li> </ul>
Personal attributes	Essential:	<ul style="list-style-type: none"> <li>• An ambition to scale and strategically develop the charity</li> <li>• A passion for the charity's mission</li> <li>• Good judgement in making sound and timely decisions</li> <li>• Creativity, innovation, and will challenge current practice when needed</li> <li>• Credibility, securing the confidence of others as an ambassador for the charity</li> </ul>
Other	Essential:	<ul style="list-style-type: none"> <li>• Able to work outside of normal office hours work for which time of in lieu is given</li> <li>• Current driving licence and access to a car with business insurance</li> </ul>