



Job Description

- Job title:** Head of Fundraising & Income Generation
- Location:** Office based located at MD Support Centre, Unit 10 Westwood House, Westwood Business Park, Westwood Way, Coventry CV4 8HS with hybrid working an option.
- Salary:** **£42-45,000 per annum (subject to skills and experience)**
- Status:** Permanent
- Hours:** **Full time 35 hours a week**
- Reporting to:** CEO
- Benefits:** Annual salary review and performance related discretionary uplift
- Employer contributed pension scheme (contribution 3% qualifying earnings)
- 22 days annual leave plus bank holidays (pro rata), with additional days leave able to be accrued with service
- Discretionary annual leave for Christmas shutdown
- Generous training and development budget to enable you to thrive and reach your full potential, both professionally and personally. As a small organisation, we can offer opportunities to quickly grow in your role, gain new experiences and develop new skills
- Employee Assistance Programme
- Free tea and coffee provided in the office

Context

Established in 2012, the Muscular Dystrophy Support Centre (MDSC) was set up and is led by people with muscular dystrophy and their families. Our aim is to transform access to specialist physical therapies for all in the Midlands who need it. From our Centre in Coventry, and with satellite clinics in Birmingham, Leicester and the Black Country, we support nearly 700 people primarily through specialist physical therapy on a long-term basis. We also deliver initiatives that connect the muscular dystrophy community enabling them to not be isolated and disadvantaged. We are the only organisation in the region to do so, and one of only two in the UK.

Purpose of the role

We are seeking an experienced Head of Fundraising & Income Generation to lead our fundraising strategy and secure funds for projects identified by our charity. This role is a new role within our team and was created to build our case for investment and harness the support of new audiences. At MDSC we have an established pipeline of grant-making foundations, previous national lottery funding, a small base of individual giving and community events. This role will build on these and scope to the next phase of major donors, corporates and legacies.

You'll shape fundraising priorities, identify and secure new opportunities, and cultivate lasting relationships with funders and partners. At the same time, you will take ownership of the details ensuring that targets and standards are met. Our model is unique, and we need someone who can translate it into a clear, powerful narrative that resonates with a diverse range of funders and partners.

You will bring a strong track record in leading funding strategy and securing charitable investment. You will have an eye for spotting opportunities, strategic ability to secure them and the enthusiasm to use your fundraising expertise to fund our charities ideas. You will have a breadth of experience in income streams and have a willingness to develop new ones.

You will be joining a dedicated organisation on a journey. With a new CEO and a new Strategy for the organisation being unveiled for 2027-2030 now is the time to join our progressive expanding team. Our CEO has already started corporate relationship conversations and we need you in the room to make them develop to the next phase. Our team of therapists, business support and communications are all full of ideas and options for how we can expand our delivery and help more people with MD. You will work within the leadership team alongside our communications lead, business support coordinator, Head of delivery and lead clinical staff to help steer the organisation onto its next venture.

Key Duties and Responsibilities

Strategy & Leadership

- Develop a 3-year income generation strategy with a focus on securing unrestricted and multiyear income. You will join the CEO in reporting to the Board of Trustees quarterly on progress, direction and barriers.
- Understand the needs of different audiences and tailor funding approaches accordingly
- Scope, research and cultivate prospective funders; staying up to date with fundraising sector developments and emerging opportunities
- Lead and manage the funding pipeline for both core and project income
- Lead relationships with NHS/ICBs and local authorities to enable MDSC to receive statutory services funding for core or one of pilot projects

Fundraising Delivery

- Develop new fundraisings models in line with the 3-year strategy e.g. corporate giving, major donors
- Collaborate with partners to secure funding for joint projects
- Complete trusts and foundations bids and applications
- Build connections with new funders and strengthen relationships with existing supports, identifying opportunities for strategic partnerships

Reporting and Supporter Care

- Lead on stewardship, nurturing strong relationships with funders and statutory stakeholders ensuring they are appropriately acknowledged and recognised and reported to as needed
- Manage all funding reporting, ensuring deadlines and requirements are consistently met
- Shape and oversee funder communications, deciding what information is shared, how it is presented and creating updates that demonstrate impact.
- You will make and grow relationships and key stakeholders to establish funding pathways and opportunities for innovations
- Oversee evaluation developments and ensure learning is embedded into the organisation

Finance and Budgets

- Work within our Leadership Team to ensure organisational and project budgets are deliverable, generating realistic fundraising forecasts and providing feedback on targets
- Keep the CEO and board of trustees updated on funder outcomes and requirements
- Prepare and present budgets for funding applications, working with the CEO who sets and manages organisational budgets

Organisational Working Practices

- Oversee and improve internal systems to support fundraising, ensuring staff can access relevant funding information
- Update and manage the CRM, tracking all team interactions and recording fundraising time and resources
- Ensure all data is managed in line with good practice including GDPR
- Comply with all MDSC policies and practices including equal opportunities and safeguarding
- Work effectively as part of a small team, supporting colleagues and fostering collaborative productive working environment

This is a role about growth. Initially you will have the responsibility of all the areas of Income generation working closely with the CEO. The role should be able to develop a structure and team approach which demonstrates the needs of the organisation and allows for the right person to develop a new team around them.

Person specification

Education

Educated to degree or equivalent level

- **Knowledge & Experience**

- Desirable experience of developing and leading funding strategy
- Proven track record of success in at least two types of income streams
- Proven track record (3+ years) of securing funding, from multiple areas
- Experience of building strong relationships with funders and supporters
- Willingness to learn of about rare diseases/life limiting/disability funding landscape
- Experience of reporting, evaluation and monitoring against funders requirements
- Managing databases and CRM systems
- Understanding of small charity operations and context

Skills & Abilities

- Excellent written and verbal communication skills, with the ability to present complex information clearly
- Strong organisational skills; able to coordinate competing priorities
- Strong analytical skills; able to collate, evaluate and present data effectively
- Proficient IT skills with an appreciation for paperless/cloud-based systems
- Strong interpersonal skills, able to build positive relationships with diverse stakeholders
- Numerate and financially literate, confident with spreadsheets and databases
- Ability to work autonomously, exercise initiative and maintain confidentiality
- Confidence in decision making and ability to work effectively under pressure
- Sound financial acumen and budget preparation and reporting
- Ability to bring people with them, engaging and storytelling approach is key

Behaviours

- Highly organised, with excellent attention to detail
- Relationship builder with key people skills to engage and persuade
- Flexible, solutions focused approach with a willingness to problem solve and adapt
- An enthusiastic, imaginative, energetic creative approach with a can-do attitude
- Collaborative, team-oriented, with the ability to support colleagues and share learning
- Reliable, empathetic, and motivated by making an impact in the lives of people with muscular dystrophy
- Resilient, positive and energetic with a tenacious approach