

THE CARES FAMILY

DIRECTOR OF DEVELOPMENT (MATERNITY COVER)

FIXED TERM CONTRACT UNTIL EARLY MARCH 2021

FULL TIME POST (40 HOURS PER WEEK)

LOCATION: LONDON, MANCHESTER OR LIVERPOOL

SALARY: £37,000-£40,000 (DEPENDING ON EXPERIENCE)

To apply, please send a CV and covering letter telling us why you're right for this role to Emily Quilter at emily.quilter@thecaresfamily.org.uk

Applications should be received no later than **9am on Monday 21st October**

First round interviews will take place w/c Monday 28th October

Second round interviews will take place w/c Monday 4th November

Starting date as soon as possible thereafter

Please read the full job description below for further information.





THE CHARITY

The Cares Family is a group of **community networks of young professionals and older neighbours hanging out and helping one another in our rapidly changing cities**. We do this because while our big cities are amazing – full of cultural and economic opportunities and hotbeds of innovation – they can also be anonymous, isolating and lonely. In fact, the UK is considered to be the “loneliness capital of Europe” – with our biggest cities the most isolating.

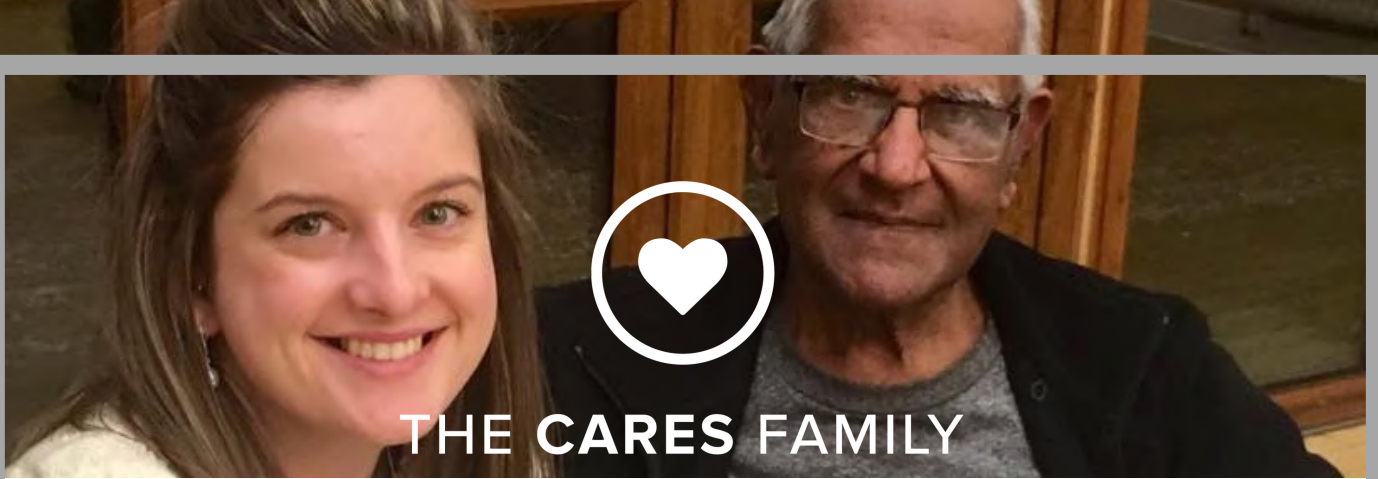
This is especially the case for **older people** whose social networks may have frayed over time and whose communities are transforming faster than ever before due to **globalisation, gentrification, digitisation, transience and housing bubbles**. Meanwhile, young people in their 20s and 30s are facing work and social media pressures, and living far from friends and family. The result is that our generations are experiencing a dual ‘**loneliness epidemic**’, with severe implications for individuals, communities and society at large.

The Cares Family has grown from a small grassroots project into a **national leader** helping to reduce loneliness at both the community and systemic levels. All told, North London Cares (opened 2011), South London Cares (2014), Manchester Cares (2017), Liverpool Cares (2018) and East London Cares (2019) have now brought **16,500 older and younger people** together to share over **400,000 interactions, 3,600 social clubs** and **18,000 one-to-one hours**, and to feel closer to their communities even at a time of division.

Over the past four years in particular we have undergone accelerated growth, supported by a number of national partners including Nesta, The National Lottery Community Fund, Esmée Fairbairn Foundation and The Tudor Trust. In 2018, the former **Prime Minister** launched the government’s first ever loneliness strategy, which we helped shape, at a Cares Family event, and our Founder/CEO was named one of the first 20 **Obama Foundation** Fellows, bringing new attention to our issues and our model. Our work has featured in The Economist, The Guardian, The Telegraph and on BBC1’s News at Ten, and been supported by Stewart Lee, Florence and the Machine and Russell Howard.

With our increased profile and proven model, The Cares Family is now launching new programmes to drive wider systems and culture change. Through this work we plan to unleash the power of strong relationships and better connected communities to **transform the ways in which connection and community are viewed both by power and people across the country**.

To achieve that ambitious vision, we need to continue to grow and strengthen our fundraising. That’s why we’re looking for an experienced, driven and focused **Director of Development (Maternity Cover)** to lead The Cares Family’s fundraising strategy; to **steward our existing major donors, identify new supporters**, and to **create new opportunities to generate income** – as well as to work with the senior leadership team to drive the delivery of charity’s priorities.



THE CARES FAMILY

OUR PROGRAMMES

The Cares Family's **Social Clubs** are group activities bringing older and younger neighbours together to share new experiences and friendship through dance parties, film and 'Desert Island Discs' nights, 'back to work' business visits, yoga and photography clubs, quizzes, choirs and more. Sessions in local businesses, pubs, parks and community centres take place between three and six times a week in each of our locations – including during evenings and weekends when older people report feeling most lonely, when young people have time to contribute to their communities, and when traditional community spaces can be shut – offering an anchor of activity to look forward to.

Meanwhile, our **Love Your Neighbour** one-to-one friendship programme helps bring a little of the outside world in for people who may struggle to get out. Younger people visit their older neighbours once or twice a week to share stories and cups of tea, to watch a film or play board games together, or to get to a local café or event to celebrate a special occasion where possible. Each match is given an annual budget to help friends share experiences with meaning and that build memories, and friendships are supported and wider challenges navigated in collaboration with our staff teams.

Third, our unique proactive **Outreach** identifies people most at risk of loneliness in our communities and invites and inspires them to get involved. Younger people are recruited through social, digital and employment networks and by the power of sharing positive stories of connection online, while older people are mobilised through active door-knocking, and through informal face-to-face interactions in familiar locations like supermarkets, GP surgeries, chemists and at bus stops. Our Winter Wellbeing projects, for example, reach out to around 2,500 older people annually, helping neighbours to stay active and connected during the most isolating time of year.

Finally, our **Community Fundraising** offers a fourth way for younger and older neighbours to share experiences and build relationships close to where they are. Events, challenges, corporate partnerships and online campaigns all offer the chance for neighbours to share fresh camaraderie as well as to raise money to support the networks they love and to keep all our activities free. In our last financial year, over 40% of our overall income was raised this way.

Through each of these integrated programmes – inspired and led by neighbours – the relationships created are two-way: older people benefit from a regular, familiar place to go and the company of young people showing an interest and a stake in their lives; while younger people receive the calm, advice, humour and stories of older neighbours and enjoy the opportunity to take time out from their working weeks.

Over the coming months and years we are also planning to build new projects which bring different groups together, to unleash a movement that helps people all over the UK to tackle disconnection in their own communities in their own ways.



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THE ROLE

The Cares Family is at a **key moment of potential**. Since 2012 we have increased in size from two members of staff in one location with a budget of around £50,000 to a national organisation with 35 staff operating in five locations and a **budget of £1.9m**. To underpin that growth, we have implemented a new CRM system (Salesforce), improved our financial management, codified our policies and processes, and deepened progression opportunities for our much loved teams.

In your role as Director of Development (Maternity Cover), you will be responsible for driving and adapting the fundraising strategy at The Cares Family and generating at least £300,000 of new income. You will line manage our national Head of Development (who also leads on grant writing) as well as two of our Development Coordinators. You will also be part of our small national leadership team, working with our Founder/CEO, Managing Director and Director of Programmes to set and drive The Cares Family's strategic priorities.

As Director of Development, you will also inspire our Development team of seven to drive community fundraising at a local level. **So we're looking for a real leader** – someone who can lead by example, inspire confidence, deliver strategy, and identify and mitigate risk. That requires **communication, personal warmth, determination, planning, listening skills** and a **keen eye for detail**.

With your team working hard to drive local income, you will be responsible for generating income for The Cares Family at a national level. That's why we need someone with a **track record in securing gifts from major donors**; someone who has the desire to get out of the office to build external relationships; who knows the importance of **stewardship**, and has secured **six figure gifts** as a result. You will also work closely with our growing Development Board to establish new networks and gifts for The Cares Family. And you will **drive our corporate relationships** and accounts.

With so much of this role depending on relationships, we need a real **people-person**. You will have excellent cultivation and negotiation skills, but also the tenacity and hunger to create new opportunities. We need someone who is dynamic, passionate about people and who can clearly promote our vision for building friendships across deepening divides. To do that, you will work predominantly from one of our five offices in London, Manchester or Liverpool, and will be required to travel between them on up to 30 working days of the year.

In return, you'll be trusted to work independently across these exciting charities, with a growing profile and backing from major local and national supporters. You will also be provided with all the professional support, accelerated personal and professional development opportunities and networks to play a lasting, transformative role in the development of the "Cares" vision and family.



KEY RESPONSIBILITIES

We are looking for someone with a **proven track record and measurable achievement managing and driving fundraising at a national charity**. You will need to inspire a Development team dispersed across the country, oversee our Head of Development's work in grant fundraising, and secure income from major donors and businesses. Specific responsibilities include:

Strategy

- Leading and driving the fundraising strategy at The Cares Family;
- Working closely with the Founder/CEO, Managing Director and Director of Programmes to inform the overall strategic direction of The Cares Family;
- Working with our Finance Manager to monitor budgets;
- Leading, galvanising and working closely with the Development Board to identify and grow new funds and networks for The Cares Family.

Major donors

- Maintaining relationships with existing major donors across The Cares Family by attending donor meetings and providing timely, effective and compelling communications;
- Identifying new donors and working with the CEO to cultivate their support;
- Organising new fundraising events – such as small dinners and discussion breakfasts – to steward and attract new major donors;
- Arranging a fundraising gala for The Cares Family in early spring 2021;
- Regularly updating our major donor pipeline on Salesforce, ensuring all donations are recorded and donors are appropriately thanked.

Corporate partnerships

- Maintaining relationships with existing corporate supporters of The Cares Family; being the account manager for our nationwide supporters and ensuring partnership agreements are met;
- Identifying potential corporate partners for The Cares Family and leading proposals for support;
- Working closely with the Development Coordinators to drive corporate partnerships at a local level;
- Regularly updating our website, social media and print work to acknowledge corporate partnerships.

Leadership

- Managing our Head of Development and two of our Development Coordinators;
- Leading the development team through your example, energy, ambition and resilience;
- Organising development team meetings to check in with priorities and motivate the team;
- Working with the CEO, Managing Director and Director of Programmes to embed culture, lead strategic decision making across The Cares Family and decide the priorities of the organisation.



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REQUIRED

- You have demonstrable experience in the fundraising sector;
- You have experience driving fundraising strategy at a national charity;
- You have experience in working with high-level donors and donations;
- You have experience of identifying, cultivating, securing and stewarding major donors;
- You have excellent fundraising event management experience;
- You can demonstrate strong leadership, and have experience of managing fundraising teams;
- You are a self-starter and goal driven, happy to initiate donor visits, meetings or calls;
- You are organised, driven and can demonstrate the ability to "follow through" on tasks and goals;
- You are ambitious, hard-working, fun, charismatic, approachable, and a good listener;
- You are agile and able to adapt to the rapidly changing needs of a growing organisation;
- You have the flexibility to work evenings and weekends in order to meet specific targets (with time off in lieu);
- You are able to obtain a clear CRB/DBS certification (provided).

DESIRABLE

- You have experience working with Development Boards;
- You have experience working with corporate partners and securing donations from businesses;
- You are well connected in the charity and business sectors;
- You have an understanding of community fundraising income streams;
- You have experience working with teams who are based in different locations;
- You have experience working with Salesforce;
- You're an authentic, high-quality communicator and storyteller – with the ability to build relationships with diverse range of donors and stakeholders;
- You have high standards and aspirations for your life and career, and want to make a lasting contribution to a rapidly growing organisation working on one of the defining issues of our time.

ROLE FEATURES

- 26 days' annual leave plus bank holidays
- Staff counselling service
- Travel card provided

We seek to live our values in everything we do. We are actively seeking candidates from diverse backgrounds who represent the communities we work in.