



**Head of Development**

**Information for applicants**

## Job Description

<b>JOB TITLE</b>	Head of Development
<b>JOB PROFILE</b>	To develop, lead and implement the charity's income generation strategy
<b>LOCATION</b>	Wakefield, West Yorkshire with hybrid working available.
<b>CONTRACT</b>	Permanent, 30-37 hours. Compressed, condensed or school hours will be considered. Please detail any flexible working requests in your application.
<b>SALARY</b>	£50,000 to £55,000 (Full Time Equivalent), depending on experience
<b>RESPONSIBLE TO</b>	Chief Executive Officer (CEO)
<b>DIRECT REPORTS</b>	Fundraising Manager

## Who we are

The Miscarriage Association is a national charity dedicated to providing support and information to anyone affected by the loss of a baby in pregnancy. We also raise awareness of the impact of loss, advocate for those affected and challenge the taboos that can make miscarriage a lonely as well as distressing experience.

We do this by offering staffed support services (telephone helpline, live chat, email and DM), a network of peer support groups, a comprehensive website and a range of highly regarded patient leaflets. We also provide training and resources for health professionals and employers, contribute to research and ensure the patient voice is heard by policy and decision-makers.

As part of our newly launched strategy (2025-28), we have ambitious plans to ensure that our trusted services and support reach even more people affected by this often-heartbreaking experience.

We've already taken steps towards this through bringing two new senior roles onboard in 2024 to lead on work including a planned brand refresh, a major public affairs campaign, and extending our helpline availability and support for health professionals. Now we are seeking an outstanding and strategic leader to take on a pivotal new role as Head of Development.

## About this role

You will bring a strong track record of growing and diversifying income, underpinned by commercial insight and data-informed decision-making. This role will lead the development and delivery of a sustainable income strategy across multiple streams, including corporate partnerships, trusts and foundations, events, individual giving, community fundraising and legacies.

As a senior leader, you'll inspire and guide a small fundraising team (with the potential for growth, pending successful income generation), build meaningful donor relationships, and secure transformational partnerships. With a values-led and ambitious mindset, you'll thrive in a fast-paced, emotionally sensitive environment.

Collaboration will be at the heart of your approach, working closely with the CEO and Senior Leadership Team colleagues to shape and deliver the charity's long-term vision. You'll act as a

key ambassador, cultivating relationships with a broad range of stakeholders, and helping to ensure the organisation is financially resilient and positioned for growth. You'll also be as comfortable rolling up your sleeves as you are setting strategic direction. With a small team and big ambition, we need someone who can think long-term while getting stuck into the day-to-day when needed.

This is a rare opportunity to make a lasting impact for people affected by pregnancy loss.

## **Duties and Responsibilities**

### **Strategic leadership and impact**

- As part of the Senior Leadership Team, work closely with the CEO, Head of Operations and Service Delivery, and Head of Communications and Campaigns to inform and influence our ambitious 2025-2028 strategy and operational plans, taking an active part in the management and direction of the charity.

### **Income Generation**

- In collaboration with the CEO and other Heads of department, identifying and working to agreed targets.
- Develop and implement a comprehensive income generation strategy delivering significant and sustainable growth to enable the Miscarriage Association to extend its reach, influence and impact.
- Be responsible for diversifying and growing our income, ensuring a rich and varied pipeline across all channels, including corporate partnerships, philanthropy, trusts and foundations, events, individual giving, community fundraising and legacies.
- Develop compelling fundraising proposals, working collaboratively with colleagues across the charity to identify, test, and deliver new business development opportunities.
- Develop and deliver a new corporate partnerships strategy, cultivating and stewarding relationships and collaborations (including maximising our strong pipeline of corporate prospects via the Pregnancy Loss Pledge).
- Identify, research and pursue new opportunities to increase revenue generation from our workplace training and consultancy.
- Analyse market trends and donor behaviours to inform strategic decisions.

### **Stakeholder engagement and partnerships**

- Working with the CEO and Head of Communications and Campaigns, ensure that we continue to strengthen relationships with key stakeholders and decision makers and build new partnerships that help to increase our presence and influence, leading to new income opportunities.
- Working with the Head of Communications and Campaigns and the Fundraising Manager, be responsible for all internal and external communications relating to income, ensuring that they are on message and building our brand, supporters and awareness of our work.
- Represent the charity at events and in groups, coalitions and collaborations, where appropriate.
- Be an occasional media spokesperson for the charity, where appropriate.

## Team development and management

- Continue to strengthen the fundraising culture across the charity, providing inspiration, support and guidance, embedding warm leads and supporter journey awareness into all areas of the organisation.
- Lead the existing fundraising team [one 0.8FTE Fundraising Manager and one 0.6FTE Fundraising Administrator], ensuring the delivery of agreed targets and outcomes, through continuous evaluation and effective line management support.
- Manage the team's budget and resources, ensuring they are deployed efficiently and effectively.

## Other

- Deputise for the CEO, where necessary.
- Provide reports for, and contribute to, Board of Trustee meetings, where appropriate.
- Ensure continuous development of skills and knowledge required for the post, undergoing training and performance review as required.
- Undertake any other reasonable tasks as commensurate with the role.

## Person specification

Experience	Essential	Desirable
Experience in a senior development role in an organisation with a wide range of audiences and stakeholders.	x	
Experience of leadership in a charity, third or public sector organisation.	x	
Evidence of implementation and development of income generation strategies/plans, setting objectives and monitoring delivery.	x	
Demonstrable success of cultivating and managing significant income from corporate partnerships and business development.	x	
Experience of managing ongoing relationships with, and retention of, key partners and major donors/funders.	x	
Knowledge/Skills	Essential	Desirable
Excellent interpersonal skills: a confident networker/ public speaker with inspiring, engaging communication skills and the ability to communicate to stakeholders and donors at all levels (both orally and in writing).	x	
Knowledge of requirements for success across corporate partnerships, major donors, grants, individual giving, and legacies.	x	
Exceptional people management skills, with the ability to influence at all levels, building strong relationships within the team and across the charity.	x	

Excellent IT and CRM database skills i.e. Microsoft Office and fundraising databases (i.e. Beacon).	x	
Ability to provide vision and strategic direction to the fundraising team, analysing complex situations and making appropriate decisions.	x	
Knowledge of data protection (especially in relation to supporter info handling), fundraising ethics and codes of practice and Fundraising Regulator requirements.	x	
Ability to collaborate and work in partnership with organisations within and outside the pregnancy and baby loss sector.	x	
Knowledge of the pregnancy loss policy landscape.		x
<b>Qualities</b>	<b>Essential</b>	<b>Desirable</b>
Willingness to operate both strategically and hands on as part of a small team.	x	
Ability to work in a collaborative way to set goals and make decisions that enhance organisational effectiveness.	x	
Able to multi-task and quickly respond to opportunities or changing priorities.	x	
Ability to take responsibility to remove barriers and obstacles that cause frustration or hinder success.	x	
Ability to work independently, set priorities, develop a work schedule and monitor progress towards goals.	x	
Ability to maintain confidential information and communicate sensitively with and about vulnerable beneficiaries.	x	
<b>Other</b>	<b>Essential</b>	<b>Desirable</b>
Willingness to undertake regular travel across the UK to meet with potential partners, donors and for meetings and events.	x	
Ability to work occasional evenings and weekends.	x	
Chartered Institute of Fundraising qualification or equivalent.		x
Willingness to undertake own administration.	x	
The legal right to work in the UK.	x	
Willingness to undergo a basic DBS check*	x	

\*As part of our recruitment and selection process and commitment to safeguarding, we will carry out a basic Disclosure and Barring Service (DBS) check of all individuals in this role. Any offer of employment may depend on an assessment of any criminal record disclosed.

## How to apply

Please submit your CV, together with a supporting statement that demonstrates how you meet the criteria in the person specification to Vicki Robinson, CEO at [vicki@miscarriageassociation.org.uk](mailto:vicki@miscarriageassociation.org.uk) no later than 9am on Monday 30<sup>th</sup> June 2025. Please mark your email 'Head of Development application'.

If you would like an informal conversation about the role before applying, you can also get in touch with Vicki at the above email address. Equally, if you need this information in another format or have any other accessibility requirements, please let us know.

Interviews will take place on Monday 14<sup>th</sup> July 2025. If you wish to be considered for this role but are unable to make this interview date, please get in touch and we will try to make alternative arrangements.

We regret that due to limited staff resources we are unable to provide unsuccessful candidates with feedback about their applications.

*We will not be accepting applications via recruitment agencies for this role.*