



Director of Development
Application Pack

Accountable to:	CEO
Salary Scale:	£45-50k (pro-rata)
Hours:	28 hours per week (4 days per week)
Contract:	Permanent
Location:	Hackney, East London

About us

[Headway East London](http://www.headwayeastlondon.org) (www.headwayeastlondon.org) is a charity supporting people affected by brain injury. Working across 13 London boroughs we offer specialist support and services for survivors and their family. We offer therapies, advocacy, family support and community support work alongside our day service: a community venue where people can make the most of their abilities and interests. We also promote awareness and understanding of brain injury by providing information to the public, and offering training to university students, professionals and businesses.

Our vision is to build a community where people with brain injury are valued, respected and able to fulfil their potential.

About the role

This is an exciting opportunity to play a key part in the development and sustainability of Headway East London. Leading our creative projects - Submit to Love Studio and Kitchen Project as well as our Communications and Fundraising teams, and helping us to develop new opportunities in line with our new strategy, you will help us to think big about what we can achieve with and for our members developing new partnerships and generating new income opportunities. As part of our Senior Management Team you will help to lead and embed a culture of opportunity and growth based on our strong values. Submit to Love art studio is a vibrant and therapeutic space where our members are supported to develop new skills and find new ways to express themselves after a brain injury. Most of our members have never considered themselves as artists previously. Our work includes ceramics, tapestry, painting, drawing and print work, and we've held exhibitions in galleries including White Chapel and Barbican. Our fully equipped commercial standard kitchen supports members to be involved in preparing delicious fresh lunches every day of the week supported by our staff and volunteers. The kitchen project has also delivered supper nights and Christmas specials to generate income.



A short description of what you will do...

- Provide strategic leadership to our communications, fundraising and creative projects (Art studio and Kitchen project).
- Develop and implement a marketing strategy and to increase and diversify our income generation and the whole team's commercial awareness.
- Develop new opportunities for people affected by brain injury in line with our strategy.
- Be an ambassador for the organisation, generating leads and sales with senior stakeholders.
- Take a key role in the leadership of the organisation as part of the senior management team.

The post holder will line manage a growing team including:

- Public Engagement & Comms Manager
- Fundraising and Business Development Manager
- Art Studio Manager
- Kitchen Project Lead

The postholder will be responsible for delivering on income growth targets including earned and unrestricted funding as well as restricted grant funding, negotiated with the chief executive. You will provide support across the wider organisation as necessary. The postholder will attend, participate and contribute in board meetings.

Main duties and responsibilities

Provide strategic leadership to our communications team

- Support the Communications and Development Manager to develop and deliver a communications strategy
- Support the communications team to work effectively with the other teams in the organisations, meeting ambitious targets for audience reach and impact across the full range of new and traditional media and communications channels.
- Explore and develop existing and new opportunities for public engagement work with partners, developing relationships with partners and providing senior leadership support to the manager for operational work.
- Support the manager to explore income generation targets and to support the organisation's marketing and profile-raising goals.
- Support the manager to set ambitious but achievable targets and to report back to SMT and the board.

Provide strategic leadership to our fundraising and business development team

- Support the Fundraising and Business Development Manager to develop and deliver a fundraising strategy.
- Develop relationships with existing and new potential funders including grant funders, corporate partners and legacies.
- Support the team to explore new opportunities to develop our business to generate income.
- Support the team to regularly report against targets to SMT and the board.

Provide strategic leadership to our Submit to Love art studio & kitchen project

- Work with the Art Studio Manager and others to build on and grow new opportunities for our artists to produce, display and sell art work.
- Develop existing and build new relationships with arts organisations in our area to explore new opportunities.
- Explore and develop other business development opportunities to use our art studio space, and the skills and talents of our artists to both raise awareness of Headway and brain injury and generate income.
- Support the Art Studio Manager to develop a plan for the studio in line with the organisational strategy.
- Support the kitchen lead to develop a robust plan to develop kitchen activity into an income generating enterprise.

Provide strategic leadership across the organisation for major development projects, maintaining positive relationships with the funders and external stakeholders and our own board on progress.

- Support the wider organisation to explore opportunities for development to both raise awareness, provide new opportunities for people affected by brain injury, and generate new income to secure the sustainability of the charity.
- Work with our members across the organisation to explore new ideas and opportunities ensuring coproduction is at the heart of our development work.
- Develop new projects and opportunities as part of the development team.
- Develop a coproduction policy and strategy and be the senior lead person responsible for coproduction at Headway East London.

Contribute to the effective leadership and administration of Headway East London

- Work as part of the Senior Management Team and support the board in setting the organisation's strategic direction.
- Embed a positive culture across the organisation of generating income and being more commercially aware while staying true to our values.
- Provide leadership and support across the wider organisation as necessary and appropriate.
- Monitor and report on the outcomes of the team's work on a regular basis.
- Contribute to budgeting and financial planning, managing and monitoring identified budgets, working with the Finance Director, Director of Operations and other members of relevant teams.

How you will work

- In a way which promotes diversity, equality of opportunity and anti-discriminatory practice in line with Headway's Equal Opportunities Policy.
- Operate at all times in a way that is consistent with Headway East London's legal responsibilities including, data protection, health and safety legislation and guidance, seeking specialist guidance where appropriate
- Work in accordance with Headway East London's aims and objectives and policies and procedures and to promote a positive image of the organisation and its members.
- Undertake such other duties as may reasonably be required, commensurate with the level of the post. As Headway East London is a small organisation, senior staff carry out 'hands on' work at all levels where required to meet the needs of the organisation.

To apply

Please submit your CV along with a supporting statement (no more than three sides of A4) considering (based on all the details in the job description and person specification) why you feel you're the person for us. Closing date for applications is 9am 11th July, with interviews taking place 18th July. Please send your CV and supporting statement to recruitment@headwayeastlondon.org. Please contact Chief Executive Anna McEwen with any questions related to the role on anna.mcewen@headwayeastlondon.org or call 020 7749 7790.

Headway East London is an Equal Opportunities Employer and we are committed to ensuring that all staff are motivated, skilled and rewarded by their work. We welcome applicants regardless of race, religion or belief, colour, national origin, sex, sexual orientation, disability, age and other protected status as required by law. We promote and protect human rights; they are the foundation of what we do.

We want to be an inclusive place where a diverse mix of talented people want to come and contribute their unique strengths and perspectives. We are focused on equality and believe that all the fascinating characteristics that make us different, make us more able to deliver our life-changing work with passion and creativity. No agencies please.

Person Specification

Criteria		How identified
Qualification	<ul style="list-style-type: none"> Educated to degree level or can evidence relevant experience, ideally with a relevant qualification (e.g. fundraising; management). 	CV
Experience and skills	<ul style="list-style-type: none"> Line management and strategic leadership. Creative and blue sky thinker. Successful project development and management within a relevant sector. Charity sector knowledge at a senior level. Developing commercially successful offers and taking them to market. Marketing and sales skills, with a track record of generating and diversifying income. Success in tender/Grant winning. Building relationships with funders, corporates, and other potential income providers. Managing and/ or commissioning relevant services in the public or voluntary sector. Making presentations to a variety of audiences including professionals. Budget planning and management. 	CV, I, R CV, I, R, CV, SS, I, R CV, I CV, R CV, I CV, SS, I CV, SS, I SS, I CV, I CV, I, SS
Attitudes	<ul style="list-style-type: none"> Commitment to empowering people who use services and their families, promoting their rights and services which are user-led, personalised and self-directed. Demonstrable commitment to working in ways which promote equality and inclusion. Leading by example. Commitment to continuous professional development. 	CV, I, R, CV, I CV, R I I
Commitment	<ul style="list-style-type: none"> Ability to work the hours dictated by the needs and demands of the job (including occasional evenings and weekends). 	I

Key: CV: Curriculum Vitae I: Interview R: References SS: Supporting statement