



# **DIRECTOR OF FUNDRAISING**

**Candidate pack**



# OUR VALUES

At Beat, we share the vision of an end to the pain and suffering caused by eating disorders. We are inspired by the people we serve, by the difference we can make, and by our commitment to each other.

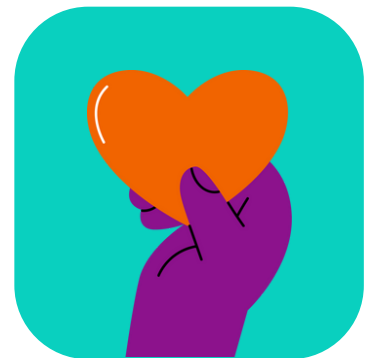
To make our vision a reality, we need to be bold. It takes a particular courage for our beneficiaries to ask us for help. And we need to be courageous in return – being proactive in seeking new opportunities, embracing new ways of working, and challenging things that are preventing our vision from becoming a reality.

Central to our success is our commitment to building and maintaining supportive and mutually empowering relationships with our colleagues, supporters and beneficiaries. In turn, these relationships provide us with unique experience and learning, which we use to speak with both compassion and authority about the realities of eating disorders.

We also believe that people performing at their best are happier in their work and that happy people perform at their best. So we create and protect a trusting and collaborative environment where people can experiment, learn and flourish.

We all have the responsibility of ensuring our behaviours and relationships reflect these values on a day-to-day basis and for holding ourselves and each other accountable when they do not.

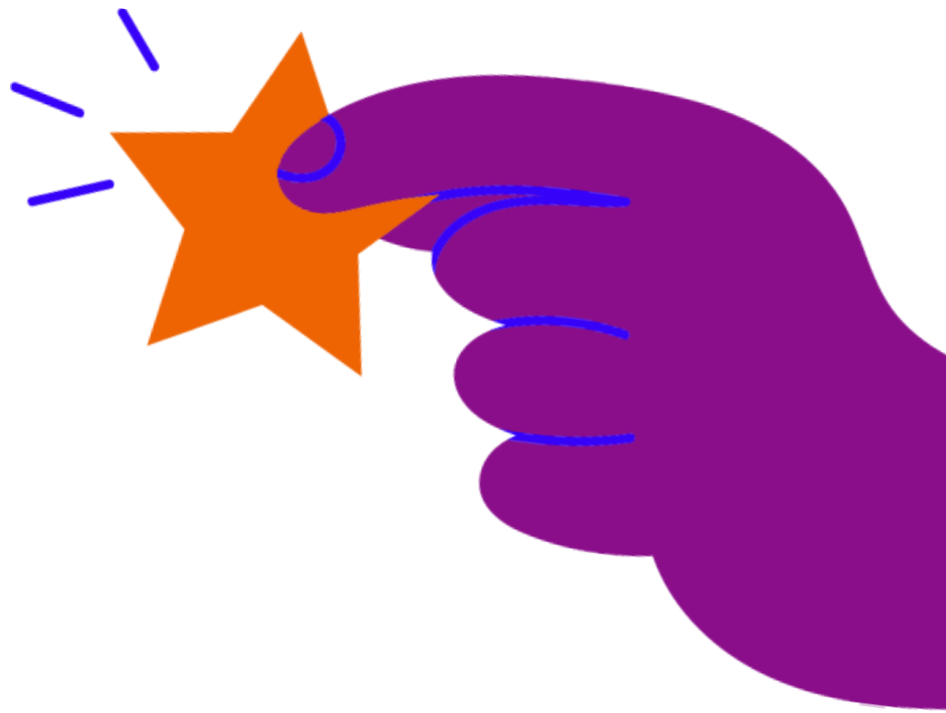
When we get this right, we will achieve brilliant results together, making Beat a truly inspiring and enjoyable place to work.



# PRINCIPLES FOR BEAT MANAGERS



Managers are collectively responsible for the success of Beat's strategy. They are expected to model and champion our values, building a trusting and empowering working environment where everyone's views are heard and valued and where people are working to their strengths.





# OUR COMMITMENT TO EQUALITY, DIVERSITY AND INCLUSION

We cannot succeed in our mission to end the pain and suffering of eating disorders unless we are able to help everyone affected by eating disorders and address inequalities in experience and outcomes.

We take equality, diversity and inclusion seriously at Beat and we are committed to ensuring EDI is embedded in our service provision and our individual behaviours.

We recognise that there are still significant barriers that deny equal access to the information, support and treatment that everyone affected by eating disorders deserves. As an organisation we will reduce barriers to those seeking our support and use our voice and influence to tackle inequalities and drive change.

We know that we need a diverse, passionate workforce to deliver our mission. We are committed to recruiting, retaining, and promoting a diverse mix of individuals who are representative of the communities we serve.

We believe that everyone should be able to be themselves, feel respected and be empowered to give their best and reach their full potential. We will create a safe and inclusive culture where everyone can progress and thrive, and has a sense of belonging. It is all of our responsibility to make Beat a fair and equal place to work, where we all promote equality, value diversity, and work inclusively.

We expect all of our third-party suppliers and partners and everyone involved in Beat's activities to act in line with our EDI policy. We do not tolerate disrespectful behaviour towards each other, supporters or members of the public. Any breaches of this policy are taken seriously by the organisation.

We know that eating disorders do not discriminate. They can affect anyone, of any age, background or circumstance. We also know that it is only by actively working to eliminate discrimination and create equality that we will be able to end the pain and suffering of eating disorders for good.

# JOB DESCRIPTION

<b>Job title</b>	Director of Fundraising
<b>Department</b>	Fundraising
<b>Hours per week</b>	34 (full time) normally worked over 4 days - see the information later in this pack for further important details on Beat's working hours.
<b>Salary</b>	£65,000 to £75,000 depending on experience
<b>Contract</b>	Permanent
<b>Location</b>	Norwich but with the option of significant home-working. Travel elsewhere in the UK, notably to London, is also required. See page 17 for more information on homeworking.

## PURPOSE OF THE POST

The Director of Fundraising ensures that Beat generates the income necessary to deliver our strategy and objectives as we expand to meet the needs of the growing numbers of people who rely on us. The role is responsible for leading our fundraising and is crucial to our strategic leadership, values-led management and continued success.

# ABOUT THE POST

Beat's income has more than doubled since 2020 and we have seen a commensurate growth in our impact, providing direct support to twice as many beneficiaries, informing and guiding many hundreds of thousands more people, and exerting greater influence over national policy and NHS practice.

Beat has a committed and loyal individual supporter network which gives and raises £2m per year. We have good relationships with several major Trusts and Foundations, many of which give multi-year grants, notably the National Lottery Community Fund. Similarly, we have received grants from the Scottish and Welsh Governments annually for the past few years. Together, this has seen our income grow to £5m per year, of which around £3.6m is raised by the fundraising directorate. Most of the remainder is from sale of our services which we deliver under commission to the NHS – this is outside the remit of the fundraising teams, but your Services colleagues will always welcome advice and support on their sales work.

During 2024-25 we will finalise our new 5 year strategy for 2025-30. You will have the opportunity to shape the final stages of the development of this strategy and we will be relying on your ability to inject new momentum and innovation to achieving the results we need, in a sustainable manner.

We are therefore looking for someone with the ambition, creativity and drive needed to build upon our recent success and help Beat reach a new level of influence and impact. You may already be working at Director level or perhaps looking to step up into the Director role from leading a successful team within a larger fundraising function.

You will lead a team of 16 dedicated fundraising professionals, with direct line management of the Heads of Public Fundraising and Partnerships. The team will expand as needed to meet our growing requirements, with posts added when a good case can be made that they will deliver or support rising income at a suitable return on investment.

Most importantly, you will join an Executive team which collectively shares responsibility for the operations and success of all of Beat. You will contribute to decisions which affect the other directorates and Beat's wider strategy and direction. You will also embrace the support of and contributions from your fellow directors to the work of the fundraising directorate.

Most members of the Fundraising directorate are based in the Norwich office with a small number home-based in locations around the UK, including two colleagues in London. The Director of Fundraising will be expected to work at least one day per week on average in the Norwich office. The Director of Finance and Resources is also Norwich-based with the other Directors currently working from home in London although with a regular presence in Norwich. The Executive meets twice-monthly in Norwich plus daily online catch-ups and additional meetings online or in Norwich or London as needed. Board meetings are held quarterly in central London.



# MAIN RELATIONSHIPS



The post holder reports to the Chief Executive and is a member of the Executive team along with the Directors of Services, External Affairs and Finance & Resources. They attend the open meetings of the Board of Trustees.

They lead a directorate of 16 fundraising staff with direct line management responsibility for the two department heads (Public Fundraising and Partnerships).

They build and hold close and productive relationships with those trustees and selected other high value supporters who are able to give or raise funds through their own networks.





# KEY RESPONSIBILITIES

- 1)** Be collectively accountable as part of the Executive team for leading and managing Beat, ensuring high performance and maximum cross-organisational collaboration and synergy, deputising for the Chief Executive and representing other Directors when necessary.
- 2)** Bring the perspective of fundraising expertise to the development and implementation of Beat's strategies, services and campaigns, ensuring that we identify and explore all suitable opportunities to generate support.
- 3)** Develop, lead, manage and motivate the Fundraising directorate, championing our values and management principles while ensuring delivery of our objectives and being accountable for the budget and optimum utilisation of resources.
- 4)** Develop and lead the implementation of fundraising strategies and plans, delivering income at an appropriate return on investment while aligning to our services, events and campaigns.
- 5)** Set and monitor KPIs against annual plan and medium-term strategy objectives, analyse progress and present findings regularly in informative, accessible and accurate reports to Executive and Board meetings.  
Keep abreast of developments in fundraising across the sector and ensure the consistent application of best practice and timely innovation of new approaches.
- 6)** Ensure colleagues across Beat understand their collective role and impact in supporting fundraising by contributing stories, data, connections, etc, in recognition of the importance of income generation to the organisation and the achievement of our vision.
- 7)** Take a hands-on approach to income generation where appropriate, notably (but not uniquely) by engaging directly with high value corporate partners, major donors and/or grant givers to ensure their continued commitment and maximum support.

- 8)** Empower and support team managers to ensure effective scoping of opportunities and impactful applications to maximise income for our strategic aims from charitable trusts, corporates, statutory sources, individual supporters and other potential donors.
- 9)** Ensure high quality stewardship of donors and supporters in keeping with our values, leading to repeated and sustainable giving.
- 10)** Ensure own behaviour is fully supportive of an inclusive culture in relation to all colleagues and other stakeholders.
- 11)** Identify own personal learning and development needs and seek opportunities to address them.
- 12)** Take responsibility for other duties relevant to the purpose of the role as requested by the line manager

These responsibilities are subject to review and may be varied in emphasis depending on operational requirements.



# PERSON SPECIFICATION

**Candidates should take each of the points in the three sections of the person specification and, using each as a sub-heading in the application form, demonstrate how they meet the requirements of the role.**

## Relevant experience

- Significant experience at a senior level in a fundraising function with good understanding of all aspects of charity fundraising and a proven track record of raising significant sums and managing relationships in at least one key area.
- Experience in developing and monitoring the implementation of strategies, budgets and operational plans.

## Personal competencies

- Ability to build, lead and participate effectively in highly cohesive and high performing teams based on the principles of trust, mutual respect and empowerment.
- Excellent relationship skills and proven ability to engage persuasively with and raise significant gifts from influential supporters.
- Excellent communication skills with the ability to craft and deliver compelling messages and to produce concise and persuasive written information.
- High self-motivation and ability to manage and prioritise a significant workload, delivering quality outputs to agreed deadlines.

## Specific knowledge

- Understanding of the principles of collective accountability and the ability to apply that to shared organisation-level decision making.
- Knowledge of the wider charity fundraising environment and the various strategies available to deliver cost-effective income generation, with the ability to identify developments elsewhere and adapt them to help diversify or build new income streams while reflecting our values and the particular experiences and needs of our supporter group.
- Knowledge, or demonstrable ability to gain understanding, of mental health issues and eating disorders.



# WHO WE ARE

**Beat is the UK's eating disorder charity. We exist to end the pain and suffering and loss of life among people affected by eating disorders:**

- We help them to understand their illness, support them to get treatment and help them towards recovery.
- We help families and carers know how best to support a loved one into, through and out of treatment.
- And we train teachers, health professionals and other key individuals to spot when someone is showing the early signs of an eating disorder, how to talk to them and how to encourage them to seek and get treatment as quickly as possible.

We use our experience to campaign for better government policy and health service practice that addresses the challenges faced by people with eating disorders, always guided by the experience of our beneficiaries and the expertise of clinicians. We work both nationally and locally, focussing on three priority areas: early intervention, family empowerment and prevention & cure.



## WE HAVE A STRATEGY FOR 2019-25 WITH THE GOALS OF:

- Reducing the delay between someone falling ill and starting treatment from over 3 years at present to less than 12 months, and shortening current waiting times from months to days;
- Ensuring that all family members and carers are fully informed about their loved one's illness and empowered to support their recovery;
- Achieving an increase in the funding and priority given to eating disorders research so that there is a chance of effective cures and prevention strategies being discovered.

We are now developing a new five-year strategy which will take us to 2030. This retains our current goals but with an additional focus on ensuring equity of access to treatment for anyone affected by an eating disorder, and achieving better outcomes for people with longer term illness.

Beat has been working for people with eating disorders for almost 50 years. Anorexic Aid was formed in Manchester in 1974 while Anorexic Family Aid was created in Norwich in 1976. The two organisations merged in 1989 to become the Eating Disorders Association. We have been known as Beat since 2007. Our registered name changed to Beat (formerly Eating Disorders Association) in October 2018.





# ABOUT EATING DISORDERS

Eating disorders destroy lives. They steal childhoods, devastate relationships and pull families apart. And they can be fatal. They are serious mental illnesses and include anorexia nervosa, bulimia nervosa and binge eating disorder. There are **1.25 million people in the UK** with an eating disorder at any one time, with around **130,000 falling ill each year**. While more women are affected than men, and eating disorders commonly emerge during adolescence, they affect people of all ages and genders.

On average, it takes someone over 3 years from falling ill before they seek treatment, followed by more than 6 years of waiting, therapy, semi-recovery and relapse before they get better. PwC estimates that this costs the NHS £4 billion per year. However, it doesn't have to be this way: if someone starts treatment early, they have a good chance of making a rapid and sustained recovery.

Parents, siblings and other family members are also seriously affected. They should be enabled to help their loved one into a quick and sustained recovery but they can only play their role if they have full understanding, are fully supported and engaged by the health services, and if their own wellbeing is protected. However, they commonly report not being given useful information when a loved one is diagnosed, so they can't stop things getting worse while waiting for treatment to start and they don't know how to support their treatment regime. Families and carers also find that supporting the sufferer has a negative impact on their own physical and mental health.



# WORKING TOGETHER

Our statement of values (see earlier section) is a description of how we work at Beat when we are working together at our best. As the statement concludes, when we get this right we will achieve brilliant results, making Beat a truly inspiring and enjoyable place to work.

Central to those values is the conviction that happy people are more likely to perform at their best, and that people performing at their best are more likely to be happy in their work.

Everyone at Beat therefore has a responsibility for modelling our values and doing whatever is needed to make sure we are working together at our best for as much of the time as possible.

Managers in particular are expected to create an environment of cohesive and focussed teamwork built on trust, understanding and a shared determination to achieve great results. They put their people first and give them the support and freedom they need to innovate and succeed. The definition of a good manager at Beat is someone who is leading a happy and high performing team.

So if you are successful in your application, you can expect regular meetings with your line manager to share ideas, ensure wellbeing, support and review your progress. They will encourage your learning and development, enabling you to spend on average at least 10% of your time on L&D using a wide range of options. And they will ensure you have all the information and connections you need to do your job to the best of your abilities.



# BEAT'S SHORTER WORKING WEEK

Beat has permanently adopted two significant changes to our working practices:

- 1) Reducing the full-time working week to 34 hours over 4 consecutive days without reducing pay.
- 2) Allowing significantly greater flexibility to work from home

These changes were introduced to help protect staff wellbeing during the Covid pandemic, but were so valued by our colleagues – and resulted in higher productivity despite the reduced hours – that we have made them permanent.

Therefore most full-time staff at Beat work 8.5 hours per day Monday-Thursday, with considerable flexibility available providing that necessary diary commitments can be met. Part-time working patterns are agreed on an individual basis but with the 4 day week as a starting point.

No internal meetings are arranged on Fridays and the office is closed (although still available for use as needed and in the case of personal preference). Full time staff are nevertheless required to be available to work on Fridays when required for meetings unavoidably organised by other organisations, with time to be taken off in lieu.

A slightly different version applies for the Helpline but the principle remains that full-time means working for 34 hours across 4 consecutive days.

Staff who are unable to work 8.5 hours in a day (e.g. because of caring responsibilities) can work some of their hours on Friday and requests for this working pattern would only be refused for very specific business needs or wellbeing requirements. Any full time staff choosing this option would nevertheless need to be available for engagements considered as 'business need' on Monday to Thursday, with notice given and TOIL to be taken as necessary.





# BEAT'S OFFICES AND HOME WORKING

Beat's head office is in Norwich. Staff who are based in the office must be present there when a business need arises and can choose to work there whenever they like. Except for roles which can only be fulfilled in the physical office, staff also have a high degree of flexibility to work from home.

People who are recruited to be fully or partly home-based will be provided with a laptop and relevant other necessary equipment. All home-working postholders must ensure an internet connection of sufficient speed to attend meetings by video conferencing without disruption.

Staff are required to attend meetings in the Beat office (or elsewhere) when there is a business need. They are also expected to travel to meet business needs, which vary depending on the role. Expenses will be paid for any required travel to locations other than the postholder's normal place(s) of work.



# RESILIENCE AND WELLBEING INTERVIEW

Our work at Beat involves supporting vulnerable people who may be in distress, and all staff are likely to come across potentially upsetting content. This can be difficult for staff at times and for some it can have a negative impact on their health and wellbeing.

In order to best protect our team, and ensure all staff are able to thrive at Beat, we conduct a resilience and wellbeing interview as part of the recruitment process. This will help to ensure that applicants understand the pressures of the role and are able to meet them, and that we are aware of the support they may need from Beat to do so.

## HOW TO APPLY

Full information about this role including application forms are at [www.beateatingdisorders.org.uk/vacancies](https://www.beateatingdisorders.org.uk/vacancies)

Completed application forms should be returned via the website page above by 9am on **19 June 2024**. All applications must be on the Beat application form. CVs will not be considered unless by prior agreement.

Shortlisted candidates will be informed by close of business on **20 June 2024**. If you have not heard from us by **21 June 2024**, please assume that your application has not been successful.

First interviews will take place on **26 June 2024** in **London**, second interviews will be held on **10 July 2024** in **Norwich**.

