



JOB DESCRIPTION

Title:	Director of Development
Area of Responsibility:	Leadership of CAT's fundraising, marketing, communications, policy and partnerships
Responsible to:	Co-Chief Executive Officer (Co-CEO)
Responsible for:	Staff employed within the fundraising, marketing and comms, and Innovation Lab teams
Contract type:	Permanent
Responsibility Grade:	9 (£54,000 - £67,200)
Salary & employee benefits:	<p>£54,000 per annum</p> <p>CAT offers a generous annual leave allowance of 25 days p.a., plus bank holidays (usually 7-8 days), plus additional allowance at Christmas (usually 3 days), plus 1 extra day for every year worked (up to 5 days).</p> <p>CAT also offers an attractive package of employee benefits, including:</p> <ul style="list-style-type: none">• a free cooked lunch and free hot drinks from the café whenever working from the CAT eco centre• 40% discount on retail goods purchased from CAT• Opportunities for CPD training, qualifications & professional memberships to be funded by CAT• Opportunity to take 1 CAT short course per year free-of-charge• the opportunity to purchase additional holiday days• a 'Cycle to Work' scheme• 5% pension contribution• generous maternity and paternity entitlement and Death In Service benefit• 2 hours per month for general health & wellbeing & 2 hours per month for Welsh language tuition.
Location:	Flexible: home-working with regular visits to the CAT eco centre near Machynlleth
Hours:	Full-time: 37.5 hours per week.
Working Days:	Usually Monday to Friday. Occasional weekend and evening working.

ABOUT THE CENTRE FOR ALTERNATIVE TECHNOLOGY

The Centre for Alternative Technology (CAT) is an internationally renowned environmental charity, a world-leading eco centre, and one of the foremost providers of postgraduate environmental education in the UK, based near Machynlleth in Mid Wales.

CAT provides inspiration, education and training in solutions to the climate and biodiversity emergency.

Key activities include a visitor centre where groups can see solutions in action, residential short courses, vocational training and postgraduate degrees in a wide range of sustainability-related topics, with online courses and events offered alongside in-person learning.

CAT has ambitious and transformative plans to scale up what we do in response to the climate and biodiversity emergency. It is an exciting time to join the organisation in a senior leadership role. We have a £25 million redevelopment plan for our Llwyngwern Quarry home, known as Cynefin. We have secured £13.5 million from the UK and Welsh Government through the Mid Wales Growth Deal and private match funding for the first phase. The Director of Development will lead the capital fundraising campaign as well as playing a key role in the charity's Senior Management Team and leading and managing the fundraising, marketing and communications, and Innovation Lab teams.

The postholder will bring substantial senior fundraising experience and a strong track record in effective and collaborative leadership. In addition, experience of strategic leadership in policy and communications and marketing would be an advantage.

OVERVIEW OF ROLE

1. The Director of Development is responsible for developing and leading strategies to grow the organisations financial resources, supporter base and brand recognition. The Director of Development will lead and manage the fundraising team and have overall responsibility for ensuring the effective leadership and management of the Marketing and Comms and Innovation Lab teams in conjunction with the Co-Heads of Marketing and Comms and Innovation Lab Manager.
2. The Director of Development is responsible for developing and implementing a fundraising strategy, tactics and plans, to deliver the multi-million pound revenue funding needed for CAT to meet its strategic ambitions as well as to build up its reserves.
3. The Director of Development is responsible for developing and delivering the capital fundraising campaign to secure the Mid Wales Growth Deal funding and raise the private match to enable us to deliver on Cynefin.
4. The role involves developing and delivering strategies for increasing core and project-focused income from individual donors, charitable trusts, statutory sources and companies.
5. The post involves development of fundraising bids and pitches in support of the above.
6. The Director of Development will build and maintain strong and trusted senior level relationships with key stakeholders in government, funders, high net worth individuals, corporates and partner organisations

7. The post holder will lead on enhancing CAT's approach to measurement of impact and ensuring effective systems are in place for monitoring and evaluation.
8. The post will be responsible for oversight of marketing and communications, including ensuring effective marketing and communications strategies are developed, implemented, monitored and evaluated
9. As a key member of CAT's Senior Management Team, you will play a significant role in the overall leadership and management of the organisation and in particular you will make a significant contribution to the refinement and delivery of our vision, mission and values
10. The postholder will be responsible for setting and managing the budget.

MAIN RESPONSIBILITIES

FUNDRAISING AND INCOME GENERATION

- Develop and clearly articulate the case for support for CAT that positions it for fundraising success. Determine the most effective way of positioning its case as compelling and unique.
- Develop, implement and evaluate a comprehensive fundraising programme that meets the needs of the organisation. This includes setting the overall goals and objectives for fundraising, alongside the Co-CEOs and leading the delivery of strategies to achieve these goals.
- Identify, prioritise, cultivate, solicit and steward a major gifts portfolio that includes individuals and organisations, with a particular emphasis on trusts and foundations.
- Working closely with the Co-CEO, refine and lead the organisation's strategy for securing increased support from statutory sources, including Welsh and UK Government.
- The post will be responsible for oversight of fundraising, including ensuring effective fundraising strategies are developed and implemented for increasing giving, recruitment and retention of members and supporters including legacies, as well as for trusts and corporates.
- Work closely with the Co-CEO, Head of Eco Centre and Project Director to update on progress with funding and funders requirements.
- Lead the development of funding bids and tenders, working with the Co-CEO, Head of Eco Centre, Head of School, fundraising team, trustees and other staff across the organisation.
- Build the realisation of core funds and overhead costs into all bids and tenders.
- Work with the Co-CEO and Management Accountant to ensure strong systems are in place for the financial management of projects and the realisation of projected core and overhead contributions.
- Work collaboratively with colleagues to create robust systems for prospect research, stewardship and contact management.
- Provide regular reports on progress and results with prospects in portfolio.

- In collaboration with the Co-CEO and other senior managers, establish and maintain links with the government, business and voluntary sectors with a view to attracting financial support.
- In collaboration with the Co-CEO oversee CAT's external networking and advocacy, in collaboration with staff across the organisation.
- Lead on embedding the measurement of impact of the charity's activities across the organisation.

COMMUNICATIONS

- Working with the CoCEO and Co-Heads of Marketing and Comms, provide leadership to the organisation's communications and marketing work.
- Working with the Marketing and Comms team, create and oversee the delivery of a marketing and communications strategy that will enhance and build upon CAT's excellent reputation and enable the effective marketing of CAT's services and communication of key messages.
- Advise and support the Marketing and Comms team in relation to brand-building, campaigns, supporter mobilisation, media relations and defensive PR.

Working with the Co-Heads of Marketing and Comms and team, develop and update a record of key information and clear and consistent messages about CAT's work, goals and achievements. Oversee the implementation of key messages in CAT's communications.

STRATEGIC AND MOTIVATIONAL LEADERSHIP

- Provide inspirational, collaborative and effective leadership over the range of CAT's fundraising and development activities, harnessing the commitment and knowledge of the staff.

OTHER

- To undertake such other duties and responsibilities as required by the Co-CEO.

THE PERSON:

Candidates for the role must bring substantial experience and broad expertise and contacts in fundraising, including managing and supporting a fundraising team.

You will have a proven track record of generating significant funds through trust, statutory and corporate sources and from individual giving, preferably including prior success in leading a multi-million capital campaign as well as driving increased core income.

You will need strong experience and skills in networking and developing relationships with individuals and organisations. Experience of leading marketing and communications work would be an advantage.

Candidates should also have a wide range of business development and communications skills including entrepreneurial flair, excellent communication and inter-personal skills and strong organisational abilities.

Empathy and enthusiasm for the purpose, values and challenges of CAT are essential, together with a collaborative and determined leadership style and the gravitas and presence to inspire confidence at a variety of levels.

PERSON SPECIFICATION			
Description	Essential	Desirable	How evaluated
<i>Education and qualifications</i>			
a Good general level of education	*		Application form and evidence of qualification
b Educated to degree level		*	
c Relevant professional qualifications and training		*	
<i>Knowledge and experience</i>			
d Proven experience in developing and delivering fundraising strategies for major capital campaigns and driving core income	*		Application form, interview and references
e Experience of managing diverse fundraising and income streams	*		
f Experience of developing and implementing individual giving strategies	*		
g Track record of significant fundraising from trust, statutory and corporate sources	*		
h Awareness of opportunities and challenges of statutory funding	*		
i Demonstrable experience of building strong relationships with major donors	*		
j Experience in legacy fundraising		*	
k Experience of developing networks and partnerships to support fundraising goals	*		
l Proven experience of providing effective strategic and energetic leadership	*		
m Experience of a senior management role within the fundraising sector, including line-management of individuals and staff teams	*		
n Track record of setting and delivering performance targets	*		
o Experience of effective resource management and planning, including budget management	*		
p Experience of developing and managing projects, including externally funded projects	*		
q Experience of change management and risk analysis at a senior level	*		
r Experience of embedding the measurement of impact into an organisation's activities	*		
s Experience of leading marketing and communications teams	*		
<i>Aptitude and skills</i>			
t A long-term strategic thinker with strong operational capability in leading and managing teams to deliver key goals	*		Application form and interview
u An inspiring leader with a collaborative style who can motivate staff to perform to the best of their ability in pursuit of the organisation's vision, aims and objectives	*		
v Possess the drive and ambition to succeed against challenging targets	*		
w Well-developed interpersonal and communication skills	*		
x Excellent written and verbal skills, including ability to write clear and concise reports, compile and analyse data, chair meetings, and give presentations to groups	*		

<i>Aptitude and skills continued</i>				
y	Strong commercial and financial management skills	*		
z	A good networker with an ability to form strong partnerships and to reach out across a complex group of stakeholders	*		
aa	Able to manage and prioritise multiple work areas	*		
bb	Ability to use the Welsh language		*	
<i>Personal attributes</i>				
cc	A proven enthusiasm for and interest in the fields of environment and sustainability	*		Application form and interview
dd	Ability to work effectively as an individual, as part of a team and in partnership with others	*		
ee	Approachable, open, objective, honest and sensitive to the needs of others	*		
ff	Passion for and commitment to the ethos and core values of CAT	*		
<i>Circumstances</i>				
gg	Willingness to work flexibly as required	*		At interview
hh	Prepared to travel to meet post related demands	*		

It is in your own interest that you are explicit in your application about how you meet the stated criteria and responsibilities of the job. You are encouraged to provide relevant and explicit examples.