

# JOIN OUR TEAM

## FUNDRAISING DIRECTOR

**First Days Children's Charity is seeking a determined and innovative Director of Fundraising to lead our fundraising efforts and secure the vital income needed to support our ambitious growth plans.**

**Full Time - £55k per annum  
Based in our HQ in Wokingham  
Follow the link for more information**

SEND YOUR CV AND COVER LETTER TO :  
**[jobs@firstdays.net](mailto:jobs@firstdays.net)**

**Do you thrive in a dynamic environment, love learning new things, and have a passion for making a real difference?**

**First Days Children's Charity is seeking a determined and innovative Director of Fundraising to lead our fundraising efforts and secure the vital income needed to support our ambitious growth plans.**

**You are the person we are looking for if you:**

- See yourself as a fundraising heavyweight with a proven track record of exceeding ambitious targets, particularly in securing large grants, major donors and corporate partnerships.
- Thrive on smashing targets and delivering unexpected and exciting results.
- Are a natural leader who thrives in a fast-paced environment, enjoys continuous learning, and embraces a culture of trusted and honest feedback.
- Are an influencer with exceptional communication and relationship-building skills, comfortable engaging with high-net-worth individuals and corporate leaders.
- Are a strategic thinker with a can-do attitude, not afraid to ask questions and explore innovative approaches to fundraising.

**You are:**

- Assertive, self-reliant and confident, with a drive to succeed and a love for learning.
- Energetic, enthusiastic, and a fast-paced individual who thrives in a dynamic environment.
- Open to feedback, willing to ask questions, and continuously seek new knowledge and approaches.
- A passionate advocate for change, with a desire to shape the future of fundraising for the organisation.

# About Us

First Days was started in 2013 in response to needs in the local community in Berkshire. Quite simply: there were people with stuff they didn't need and people who desperately needed it. The charity grew very quickly and now, over 11 years later, we have a small staff team and an army of volunteers. We support around 4,000 children and their parents, every year. Alongside the distribution of essential items to families, we provide emotional and peer support to parents, as well as specialist coaching. We centre our work around restoring choice, dignity and power to people who have had these human rights taken from them.

**Our aim for the charity is very clear: we want to close our doors because no one needs our service anymore. At the moment, that feels like a long way off. This is where you come in ...**

Dear Future Fundraising Director,

My name is Emma Cantrell and I cannot wait to meet you. I'll be honest with you, we've been good at fundraising over the years, but now we need to make the next step to be absolutely excellent.

As a charity we have tripled our turnover in the last four years and have seen a huge increase in demand, as well as a huge increase in support, recognition and responsibility. However, we are still mostly relying on one off grants to fund most of our work. We have good support in the community and from local businesses but we need this to be optimised, as well as a fostering real focus on grant and contract funding that is meaningful and long term.

This is where you come in. There is so much opportunity for you to take hold off and run with at First Days, and I know that if you are the right person for this role you will hit the ground running and absolutely transform our funding picture in the days, weeks, months and years to come.

I am looking for someone who understands what we are doing, and why, and can get on board with our vision for the future by playing a key role in delivering our exciting plans.

I look forward to meeting you.

Emma Cantrell

# About the job

## Main Responsibilities:

- **Develop a comprehensive fundraising strategy aligned with our growth targets, ensuring diversification of income streams.**
- **Build and deliver a robust fundraising pipeline, encompassing major donors, corporate partnerships, grant applications and other income streams.**
- **Lead, motivate and inspire a high-performing fundraising team, fostering a collaborative and results-oriented environment.**
- **Oversee our marketing and communications across the organisation.**
- **Deputise for the CEO in their absence, providing strategic and operational support.**
- **Represent the Charity at all levels, building strong relationships with key stakeholders.**
- **Contribute strategically to the Charity's overall success, providing insights and recommendations to support the mission.**

## We Offer:

- A competitive salary of £55,000 per annum.
- A full-time role, based in our Wokingham office.
- Generous annual leave entitlement.
- A company pension scheme.
- An electric car scheme.
- Flexible working from the start, for all employees
- The opportunity to make a significant impact on the lives of disadvantaged children.

## To Apply:

If you are a fundraising leader with the vision, drive and expertise to take First Days Children's Charity to the next level, we want to hear from you.

Please send your CV and a covering letter outlining your suitability for the role to [jobs@firstdays.net](mailto:jobs@firstdays.net)

Closing Date: 21st April 2024

Shortlisting will take place on 22nd April 2024

First interviews (telephone) will take place on Tuesday 23/ Wednesday 24th April

Second Interviews will take place on Thursday 3rd May 2024

Final interview with our trustees and opportunity to meet the team will take place w/c 13th May 2024, if successful an appointment will be made that week.

First Days Children's Charity is an equal opportunities employer.