

YMCA CHELTENHAM - JOB DESCRIPTION

POSITION TITLE:	Head of Development & Engagement
LOCATION:	Based at Head Office, Cheltenham but working across all YMCA Cheltenham sites
RESPONSIBLE TO:	Chief Executive
Hybrid Working Eligible:	Yes
SALARY:	YMCA Cheltenham BAND G
HOURS OF WORK:	37.5 hours per week.

JOB PURPOSE

The Head of Development & Engagement is a senior leadership role responsible for driving the organisation's growth and sustainability through strategic income generation and brand development.

This position will lead on all aspects of fundraising, business development, and marketing to ensure the organisation can deliver its mission effectively.

This role is critical to ensuring the organisation remains financially sustainable, competitive in securing contracts, and visible as a trusted provider of housing and support services.

The Head of Development & Engagement will:

- Shape and deliver a long-term Development Strategy that diversifies income streams and strengthens financial resilience.
- Lead the acquisition of new contracts and commissioned services, ensuring alignment with organisational objectives and community needs.
- Develop and maintain high-value partnerships with funders, commissioners, corporate partners, and other stakeholders to maximise opportunities for collaboration and impact.
- Grow and nurture a loyal donor base, implementing innovative approaches to donor engagement and retention.
- Oversee all public relations and marketing activities, ensuring the organisation's profile is raised locally and regionally, and its reputation is protected and enhanced.
- Act as a key ambassador for the organisation, representing its Values and Purpose in external forums and influencing decision-makers.
- Provide strategic and operational leadership to the Development & Engagement Team, fostering a culture of excellence, accountability, and innovation.

DUTIES & KEY RESPONSIBILITIES

1. Develop and implement a multi-year Development Strategy aligned with organisational goals.
2. Identify emerging opportunities for growth in fundraising, commissioned services, and partnerships.

3. Advise the CEO, SLT and Board on market trends, competitor analysis, and strategic positioning.
4. Support the SLT in delivering strategic objectives for the organisation.
5. Design and deliver a comprehensive fundraising programme, including individual giving, corporate partnerships, trusts and foundations, and legacy giving.
6. Lead major donor cultivation and stewardship plans.
7. Develop innovative fundraising campaigns and events to engage supporters.
8. Ensure compliance with Fundraising Regulator guidelines and GDPR.
9. Research and identify tender opportunities for housing and support services.
10. Lead bid-writing and proposal development for contracts and grants.
11. Build relationships with commissioners, local authorities, and funding bodies.
12. Monitor contract performance and ensure delivery meets agreed KPIs.
13. Establish strategic alliances with housing providers, charities, and corporate partners.
14. Represent the organisation at sector events, networking forums, and partnership meetings.
15. Negotiate partnership agreements and ensure mutual benefit.
16. Represent the Charity in external meetings, relevant networks, at YMCA Cheltenham promotional events and with other partners as required.
17. Develop and implement a PR and marketing strategy to raise organisational profile.
18. To ensure the production of marketing and promotional materials, including audio and video assets and other assets as may be required to meet organisational strategic objectives.
19. Oversee content creation for press releases, newsletters, social media, and website.
20. Manage crisis communications and reputation risk.
21. Ensure brand consistency of the organisation and wider YMCA Federation across all platforms and campaigns.
22. Ensure the establishment and accuracy of CRM systems, and the full utilisation of this for the delivery of departmental and organisational objectives.
23. Be responsible for the production and accuracy of Social Value data across all areas of the organisation, and within the requirements of The Public Services (Social Value) Act 2013 .
24. Produce impact reports and case studies to demonstrate outcomes to funders and partners.
25. Use data analytics to inform fundraising and marketing strategies.
26. Recruit, train, and manage the Development & Engagement team.
27. Set clear objectives and performance indicators for team members.
28. Foster a culture of collaboration, innovation, and accountability.
29. Prepare annual budgets for fundraising and marketing activities.

30. Monitor income and expenditure, providing accurate forecasts and reports.
31. Ensure cost-effective use of resources and ROI analysis for campaigns.
32. To ensure own professional development is appropriate to the role, and that any and all required training is taken and maintained as up to date as possible.
33. To provide accurate, timely and relevant advice to the Chief Executive and other SLT members as appropriate on those aspects for which the post holder has lead responsibility, including legislative changes and best practice/innovative approaches to support or improve service delivery.
34. To help lead the organisation in pursuing an agenda of continuous improvement and achieving Best Practice in all aspects of service delivery and organisational function.
35. To support the Chief Executive in ensuring the organisation is served by the most appropriate and highly skilled external professional advisors, consultants and other representatives.
36. To help lead the establishment of organisational strategy, business planning and budgeting as part of the SLT.
37. To carry out additional responsibilities and projects as may be required and assigned by the Chief Executive.
38. Support other colleagues and actively contribute to the work of the YMCA Cheltenham SLT in relation to the strategic objectives of the Charity.
39. Promote the Christian ethos of the Association in all aspects of the work.

PERSON SPECIFICATION

Qualifications

- Degree-level education or equivalent experience in fundraising, marketing, business development, or a related field.
- Member of a professional body / association related to fundraising, marketing, or PR (desirable).
- Evidence of continuous professional development.

Experience

- Proven track record of delivering significant income growth through diverse fundraising streams (individual giving, corporate partnerships, trusts, and foundations).
- Experience in developing and implementing successful fundraising strategies.
- Demonstrable success in securing contracts and commissioned services within the charity or housing sector.
- Experience in bid writing and tender processes.
- Building and maintaining strategic partnerships with funders, commissioners, and corporate partners.
- Managing brand development, media relations, and marketing campaigns.
- Experience in digital marketing and social media engagement.
- Managing and motivating teams to achieve targets.

- Budget management and financial forecasting.

Knowledge

- Understanding of the UK charity and housing sector, including funding landscapes.
- Knowledge of fundraising regulations, GDPR, and ethical standards.
- Familiarity with CRM systems and donor management tools.
- Awareness of social housing policy and commissioning frameworks (desirable).

Skills

- Strategic thinking and ability to translate vision into actionable plans.
- Excellent communication and interpersonal skills for engaging stakeholders.
- Strong negotiation and influencing skills.
- Analytical skills for interpreting data and measuring impact.
- High level of organisational and project management ability.

Personal Attributes

- Results-driven and proactive.
- Creative and innovative approach to problem-solving.
- Resilient and adaptable in a changing environment.
- Collaborative and team oriented.
- Strategic thinker with a results-driven approach.
- Highly organised and able to manage multiple priorities.
- Aligned with the Values & Purpose of the organisation.

General

This job description provides an indication of the roles and responsibilities for the post of Head of Development & Engagement but should not be construed as an exhaustive list of the duties that the post holder may be asked to undertake.

The post holder will be expected to carry out any other duties which may be reasonably requested by the Chief Executive.

YMCA Cheltenham is wholly committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. We expect all our staff and volunteers to share this commitment.