



Director of  
Philanthropy



# Welcome

I am delighted that you are considering the exciting role of Director of Philanthropy at the British Red Cross.

We're looking for an outstanding and visionary candidate who will build on our success to date, by introducing a culture of philanthropy at every level across the organisation.

The British Red Cross (BRC) is a genuinely inspiring place to work. Our committed and skilled volunteers and dedicated staff help millions of people in the UK and around the world to prepare for, respond to and recover from emergencies, disasters and conflicts. We deliver vital services in the UK; and through the global Red Cross and Red Crescent network, we are uniquely positioned to provide immediate support in over 190 countries when crises strike.

2020 marks the 150th Anniversary of the BRC and is a year of transformation as we launch our new 10-year corporate strategy. The new strategy sets an ambitious vision which naturally leads to ambitious targets for fundraising, but it also presents the opportunity to develop a new and compelling case for support. This will enable us to reach out to the philanthropic funders who will be vital to our success.

We have begun to develop a new Philanthropy function that brings together our skilled major donor and trust fundraisers with prospect researchers, and we're investing in further talent, systems and resources to support its work. We now need an exceptional leader to take this team forward and engage our senior leaders and stakeholders to enable its success.

If you relish a challenge, and are excited by this opportunity, I hope you will apply to work alongside me, helping to make a transformational difference to the lives of millions of people in crisis.

Paul Amadi, Chief Supporter Officer



# About The British Red Cross

The British Red Cross helps millions of people in the UK and around the world to prepare for, respond to and recover from emergencies, disasters and conflicts. Our volunteers and staff help people in crisis to live independently by providing support at home, mobility aids and transport. We also teach first aid skills. We are part of the global Red Cross and Red Crescent humanitarian network.

## The beginning of the Red Cross Movement

The International Red Cross and Red Crescent Movement started in 1863 and was inspired by a Swiss businessman, Henry Dunant. He had been appalled at the suffering of thousands of men, on both sides, who were left to die due to lack of care after the Battle of Solferino in 1859.

He proposed the creation of national relief societies, made up of volunteers, trained in peacetime to provide neutral and impartial help to relieve suffering in times of war.

In response to these ideas a committee, which later became the International Committee of the Red Cross, was established in Geneva. The founding charter of the Red Cross was drawn up in 1863.

Henry Dunant also proposed that countries should adopt an international agreement, which would recognise the status of medical services and of the wounded on the battlefield. This agreement - the original Geneva Convention - was adopted in 1864.

## The formation of the British Red Cross

In July 1870, following the outbreak of war between France and Prussia, Colonel Loyd-Lindsay (later Lord Wantage of Lockinge) wrote a letter to The Times calling for a National Society to be formed in Britain following the example of other European nations. On 4 August 1870 a public meeting was held in London and a resolution passed that "a National Society be formed in this country for aiding sick and wounded soldiers in time of war and that the said Society be formed upon the Rules laid down by the Geneva Convention of 1864".

The British National Society for Aid to the Sick and Wounded in War was formed, giving aid and relief to both warring armies during the Franco-Prussian War and in subsequent wars and campaigns during the 19th century under the protection of the red cross emblem.

In 1905 the British National Society for Aid to the Sick and Wounded in War was reconstituted as British Red Cross and granted its first Royal Charter in 1908 by HM King Edward VII and Queen Alexandra, who became its president.

The Red Cross required a huge number of skilled volunteers if it was to be prepared for its wartime role. In 1907 a permanent structure of local Branches was adopted and extended the presence of the British Red Cross to communities around the country.

The Voluntary Aid Scheme was introduced in 1909 and ensured that Voluntary Aid Detachments (VADs) were formed in every county in England whose members would provide aid to the territorial medical forces in times of war.

## Diversity & Inclusion

At the British Red Cross, we are looking for the best people to help us provide support to millions of people affected by crisis in the UK. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone, regardless of race, colour, religion, sex, sexual orientation, gender identity, age, or disability.

Diversity is something we celebrate and we want you to be able to be yourself at work, and feel you're in a great position to help us spread the power of kindness.

# Our Trustees

The board can comprise up to seven elected members (chosen from our active volunteer base) and up to six co-opted members appointed by the board (which include the roles of chair and treasurer). Trustees can serve up to two terms of four years each.

The board is committed to ensuring that our governance arrangements are effective and relevant, as well as ensuring that the board members reflect the communities in which we operate. As part of both that commitment and our desire for continuous improvement, the board will work to the Charity Governance Code as appropriate.

Selected for their expertise, the trustees all give their time and energy for free to lead the British Red Cross. Further information on our board of trustees can be found by visiting:  
<https://www.redcross.org.uk/about-us/how-we-are-run/our-team/our-trustees>

## **David Bernstein (Chair)**

David joined the organisation as chair of the board in January 2014.

His previous work within the charity sector includes president at Level Playing Field and chair of its European counterpart, Centre for Access to Football in Europe. These charities aim to improve facilities and create a more accessible and inclusive match-day experience for disabled supporters throughout the UK and Europe.

## **John Dauth AO LVO (vice chair)**

John joined the board in January 2014. Prior to his appointment, he served in the Australian diplomatic service for 44 years, including most recently before retiring as Australian high commissioner to the United Kingdom.

## **Hilary Douglas CB (vice-chair)**

Hilary joined the board in January 2013. She is an executive coach and works with Praesta Partners, supporting senior leaders and their teams to succeed across a variety of sectors.

## **Liz Hazell (treasurer)**

Liz was appointed as a trustee in the role of treasurer and as chair of the finance and audit committee by the board in December 2016. Prior to this, she was a member of our finance and audit committee for more than five years.

## **Yaseer Ahmed**

Yaseer joined the board in January 2019 after volunteering at the British Red Cross for eight years.

## **Robert Dewar CMG**

Bob joined the board in March 2013. As a career diplomat he worked in several countries where the International Committee of the Red Cross has been present.

## **Dennis Dunn MBE JP DL**

Dennis Dunn, formerly Cheshire president of the British Red Cross, is a specialist in business information systems, advising universities around the world.

## **Deborah El-Sayed**

Deborah was appointed to the board in December 2016. With over 25 years of health care experience, she has a particular interest in exploring opportunities for using technology to improve social care and support the health and wellbeing of people.

## **Lewis Iwu**

Lewis joined the board in January 2018. He is a director at Finsbury, a strategic communications firm. His area of expertise relates to campaigns, coalition building, public policy and the role of business in society.

## **Gill Moffat**

Gill joined the board in January 2013, and has been an active member of the British Red Cross since her school days.

## **Geeta Nargund**

Geeta became a trustee in January 2018. A doctor by training, Geeta is also the founder and medical director of Create Fertility; a senior consultant gynaecologist and lead consultant for reproductive medicine at St George's Hospital, London.

## **Daniel Sedgewick**

Daniel joined the board in January 2013. Working as an emergency department doctor in south west London but was previously involved with the BRC Ambulance Support team.



# Role Profile

The Director of Philanthropy will work closely with the Chief Supporter Officer, Chief Executive, Board of Trustees and other senior stakeholders to identify and access new and existing networks of wealth, opportunity and influence - to grow the portfolio of the organisation's most significant supporters. The post holder will be a highly skilled and experienced relationship manager, who will manage a limited portfolio of their own donors and prospects at the highest level and support the team in maximising the potential of theirs. They will also establish and manage a Development Board of senior volunteers, committed to peer-to-peer fundraising.

Together with their team they will develop the philanthropy strategy and play a leading role in advocating and promoting the philanthropy agenda both internally and externally to maximise all opportunities and grow income.

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|--|---|
| <b>Role title</b>                                | Director of Philanthropy  |
| <b>Reports to</b>                                | Chief Supporter Officer   |
| <b>Directorate</b>                               | Fundraising and Supporter Engagement  |
| <b>Reach and impact</b>                          | The purpose of the role is to develop and lead BRC's philanthropy strategy, to grow income from charitable trusts and foundations and high-net-worth individuals. |
| <b>Direct reports</b>                            | 4   |
| <b>Indirect reports</b>                          | 20+   |
| <b>Budgetary responsibility / accountability</b> | £10m+ (income)  |



# Person Specification

## Knowledge

- A thorough understanding of the UK philanthropy market.
- Knowledge of the changes in charity legislation, (including GDPR requirements) and how it impacts on philanthropy fundraising.

## Experience

- Extensive experience of philanthropy fundraising, with a demonstrable track record of raising six and seven figure donations.
- Extensive experience of working with senior volunteer fundraisers, stakeholders and trustees to solicit donations.
- Experience as a member of a senior leadership team with strong experience of leading, managing, motivating and developing high performing teams.
- Demonstrable experience of developing team/department strategies and managing significant budgets and operating plans, setting and achieving fundraising targets for a team.
- Experience of developing effective relationships across an organisation to achieve mutual objectives and of working across functions, to maximise income generation opportunities.

## Desirable

- Experience of working in a global organisation.
- Experience of working in a large organisation (income c. £100m+).
- Experience of working in a multi- cause organisation.

## Skills

- Excellent communication skills including presentation, negotiation and influencing skills with ability to build relationships across a diverse range of internal and external stakeholders.
- Effective team leadership and line management skills to inspire motivate and develop a high performing fundraising team.
- Strong change management skills with ability to maintain team support and engagement whilst implementing new initiatives, products, processes and procedures.
- Strong strategic development, planning and budgeting skills to drive continued growth and ensure targets are met.
- Ability to plan and manage complex projects and relationships working collaboratively across a variety of internal and external stakeholders.
- Able to take a structured and solution focused approach to decision making.



# Person Specification

## Behaviours

### Leading and engaging

- Leads by example by holding themselves and others to account for ensuring the British Red Cross delivers results by providing inspiration, energy and encouragement and by living the British Red Cross values and fundamental principles.

### Embracing and leading change

- Evaluates the impact of organisation-wide change and uses the results when developing future change strategies.

### Developing yourself and others

- Leads by example by actively promoting and supporting the continuous development of our people.

### Solution focussed

- Takes a varied solution-focussed approach to solving problems and expands good practice around using appreciative inquiry to understand others' perspectives and involve them in problem solving.

### Working collaboratively

- Builds wide-reaching, diverse connections with a shared understanding of needs and goals.

## Additional requirements

- Ensures inclusive practice and promotes diversity.

**In order to be shortlisted for interview, you must meet the essential criteria as outlined above. N.B. All disabled candidates who meet the essential criteria will be short-listed for interview in line with our commitment to the Disability Confident Scheme.**





# Terms of Appointment

|                     |   |
|---------------------|---|
| <b>Salary</b>       | Up to £95,000 per annum DOE.  |
| <b>Location</b>     | 44 Moorfields, London, EC2Y 9AL.  |
| <b>Pension</b>      | Contributory pension scheme (employer contribution up to 6%).   |
| <b>Annual leave</b> | 28 days annual leave plus bank holidays with the option to buy up to 5 days additional annual leave days additional annual leave. |

**The British Red Cross also offers a wide range of additional benefits including:**

- Flexible working arrangements.
- Family friendly policies including enhanced maternity/adoption and shared parental leave and enhanced sickness absence benefits.
- On-line discount platform.

All applicants must have a right to work in the UK.





# How to Apply

We hope you will consider making an application. If you have questions about the appointment and would find it helpful to have an informal conversation, please contact [katy.giddens@starfishsearch.com](mailto:katy.giddens@starfishsearch.com) and we will be happy to arrange a call.

To make an application, please go to <https://starfishsearch.com/jobs/british-red-cross-director-of-philanthropy/> and click on the apply now button, with the following prepared:

- your CV (no more than three sides)
- a supporting statement that sets out why you think this role is the right move for you and how you meet the Experience and Knowledge criteria
- we would be grateful if you would also tell us your current salary details and any dates when you are not available to attend interview

Closing date

Tuesday 9th June (midday)

First stage interviews

w/c 15th and early w/c 22nd June 2020

Interviews with the British Red Cross

w/c 6th and/or w/c 13th July 2020





