



# CANDIDATE PACK FOR DIRECTOR OF DEVELOPMENT



# WELCOME

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Thank you for your interest in the role of Director of Development at The Royal United Services Institute (RUSI). As an independent institution, RUSI's mission is to inform, influence, and enhance public debate on a safer and more stable world. We produce independent, practical, and innovative evidence-based research and events on defence, security, and international affairs.

We have been at the heart of defence and security thinking since 1831, and during our history, some of the world's most influential figures have spoken at our headquarters in Whitehall, London, including many UK prime ministers, a US president, numerous foreign leaders, members of the Royal Family, and representatives from across the political spectrum. Our expertise and research consider the tough security, defence, and economic security questions that confront the world today, including military doctrine and transformation, defence industry development, cyber security, financial crime, climate/energy security, emerging technologies and innovation, and resilience.

We are now seeking a Director of Development to develop, lead and implement a strategy to grow our fundraising efforts and maximise voluntary, unrestricted income to complement our existing revenue streams. This will enable us to be proactive in our research, explore crosscutting topics, and provide RUSI a more sustainable financial basis for the future. The new Director will build on the success of the previous Director of Development who not only successfully raised £13.5 million for the redevelopment of our headquarters at 61 Whitehall but also established a strong pipeline of current and potential donors.

This is a significant opportunity for an established fundraiser leader to lead and manage all major fundraising activity and deliver against an agreed income target. As part of our Senior Management Team, you will work closely and collaboratively with colleagues across the organisation, including the Membership team, Business Development team, and Programmatic Partnership leads to help set the strategic direction of RUSI as well our future financial sustainability.

Candidates will be senior development professionals, with a strong track record in delivering growth in fundraised income from different income streams and a range of donors and will bring an established network of high-net-worth individuals who they can engage with RUSI.

They will possess clear commercial and strategic acumen, and a flexible and entrepreneurial approach, excelling at identifying new opportunities. You will be a self-starter with the ability to embrace autonomy, and importantly, you will have a passion for our mission and understand the complexity of our work and be able to represent the institute at the highest levels, articulating our vision and purpose in a powerful and compelling way.

Given the diverse and sometimes discreet character of our donors and stakeholders, the successful candidate will exhibit a high level of emotional intelligence, tact, and maturity of judgement. Finally, you will bring excellent leadership skills and be able to work cooperatively with highly talented professionals.

If you have the skills and qualities we are seeking, we would be interested in hearing from you.



**Rachel Ellehuus**  
**Director General**

# ABOUT US

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The Royal United Services Institute (RUSI) is the world's oldest and the UK's leading defence and security think tank. Its mission is to inform, influence and enhance public debate on a safer and more stable world. RUSI is a research-led institute, producing independent, practical, and innovative analysis to address today's complex challenges.

## OUR PURPOSE

We undertake research, encourage debate, and provide options on critical issues in national and international defence and security.

## OUR POSITION

We are proud of our history, traditions and Royal patronage. At the same time, we remain current and resolutely independent, offering robust scrutiny of policy from governments and other institutions.

## OUR PERSPECTIVE

Our primary focus is on UK defence and security; international affairs; and how to improve the safety of the UK and that of our allies and partners in NATO and the European Union. We also highlight the importance of building global security and stability to include economic security and resilience.

## OUR ACTIVITIES

Our main activities are research, publications, and events. We use these to develop and disseminate practical policy solutions to thorny challenges.

## OUR VISION

We aim to be a world-leading independent forum for informing and improving policy and public debate on defence, security, and international affairs.

## OUR VALUES

### **Continuity - Fulfilling our Charter and Mission**

- We abide by our charitable status and provide a public benefit.
- We are respectful of our historical legacy while also looking to the future.

### **Thought Leadership and Independence - Staying ahead of change**

- We conduct original, evidence-based research on critical national and international defence and security issues.
- We disseminate the results of our research to enhance the public debate and promote constructive policy options.
- We are innovative, entrepreneurial, and agile in response to a fluid and evolving security environment.
- We ensure financial and intellectual independence, as well as accountability and transparency of funding and activities.

### **Trust and Collaboration - Promoting an inclusive, trusted community**

- We maintain a reputation as an honest broker and trusted partner and engage a diverse network of people and ideas.
- We honour our founding as a members' institute, while also convening a wider network to encourage fresh thinking and inter-disciplinary approaches.
- We develop young talent in the full range of our activities to ensure continuity of purpose.
- We ensure a culture of respect, collaboration, professionalism, and compassion, inside and outside the Institute.
- We demonstrate self-discipline in adherence to these values, while maintaining a sense of humility and humour.

For more information about RUSI and our impact, please visit [www.RUSI.org](http://www.RUSI.org)



# JOB DESCRIPTION

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**Job title:** Director of Development

**Reports to:** Director General

## ROLE PURPOSE

The Director of Development will develop, lead, and implement a strategy of diverse and risk-assessed fundraising activity for RUSI that maximizes sustainable net voluntary income to complement and supplement other revenue streams. The selectee will build on the successful tenure of RUSI's previous Director of Development who raised an accumulative total of £13.5 million for the renovation of RUSI's headquarters at 61 Whitehall.

The Director of Development will lead and manage all major fundraising and be responsible for the achievement of agreed fundraising targets. They will coordinate and collaborate with other colleagues across RUSI who are also responsible for income generation, including the Membership Department, Director for Research Business Development, and Programmatic Partnership leads.

As part of the Senior Management Team, they will play an important role in setting the strategic direction for and guiding the development of RUSI

## MAIN RESPONSIBILITIES

### Fundraising

- Convert outstanding pledges from the now complete 61 Whitehall Capital Appeal that enabled the redevelopment of RUSI headquarters at 61 Whitehall.
- To raise sufficient unrestricted income to help ensure RUSI can pay off its loan for the freehold of 61 Whitehall.
- To lead and implement all revenue fundraising, build unrestricted reserves and support funding for RUSI's research and related projects and programmes.
- Lead and implement a 2031 200th anniversary appeal to grow RUSI's unrestricted reserves and provide core funding to support RUSI-wide research and related programmes with a view to ensuring the long-term sustainability and financial security of the Institute.
- To cultivate and steward relations with existing donors and to develop a bespoke, ongoing fundraising relationship with them.
- To recruit, initiate and develop a fundraising relationship with potential donors, particularly those capable of making high level gifts.
- To establish and nurture strong working relationships with the Director General; RUSI Chair and Vice Chair; Trustees; Advisory Board; Directors; Associates and other supporters.
- Explore opportunities to raise high level funds in the United States and Canada, ensuring that gifts are donated in a tax-efficient way and according to both US and UK legislation.
- Review all forms of fundraising including major gifts, corporate, statutory, European and international sources, trusts and foundations, and mass-marketing with a view to recommending, and then implementing, an appropriate diversified approach to lucrative sources of funding.
- To develop a legacy fundraising programme.
- To work closely with colleagues in maximising the fundraising and related opportunities at RUSI events.
- In partnership with senior colleagues, ensure RUSI adheres to all legal and financial legislation regarding all forms of fundraising and communication with members. Ensure the name, reputation, and integrity of RUSI is protected and sufficient steps are taken in terms of due diligence to minimise damage to the name of RUSI.
- To establish a fundraising infrastructure that is sustainable and robust.
- To ensure the fundraising operation is cost-efficient and keeps administrative costs to a minimum.

## Senior Management

- To fulfil all leadership and appropriate duties as a Director of RUSI and play an active role in the strategic development of RUSI as part of the Senior Management Team.
- To represent RUSI as and when appropriate and to reflect RUSI's ethos, values and style of approach.

The above list of duties is not exhaustive. The post holder will be required to undertake such duties that may reasonably be expected within the scope and grade of the role.





# PERSON SPECIFICATION

## KNOWLEDGE AND EXPERIENCE

- Proven fundraising experience and the ability to deliver against a specific financial target.
- A successful track record of securing high levels of unrestricted funding.
- An established network of high-net-worth individuals to draw upon and engage with RUSI's mission.
- Excellent communication, literacy, and interpersonal skills including the ability to communicate effectively with a wide range of stakeholders.
- Strong relationship-building and stakeholder management skills directed at developing and nurturing relationships with individual and institutional donors. Perceptive and able to discern the needs, motivations, and concerns of donors and tailor appeals accordingly.
- Ability to work collaboratively across the organisation to motivate and inspire others to support the organisations mission and contribute to its success.
- Experience of working in the not-for-profit sector organisation (Desirable)

## SKILLS AND ABILITIES

- An adaptable, resilient demeanour with demonstrated ability to bounce back from setbacks.
- Ability to work with autonomy and be comfortable with ambiguity
- Ability to prioritise tasks and deliver to tight deadlines while demonstrating excellent decision-making and judgement.

## STYLES AND BEHAVIOURS

- Integrity and ethical behaviour to maintain trust and credibility with donors.
- Conscientious and organised; pays close attention to detail.
- Understanding of and genuine appreciation for RUSI's mission and values to effectively convey our story and impact of donations.





# TERMS OF APPOINTMENT

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## SALARY

The salary for this role is c£125,000 per annum on a full-time permanent basis.

## LOCATION

61 Whitehall, London. The current expectation is 2-3 days a week in the office

## PENSION

6% and salary sacrifice

## ANNUAL LEAVE

25 days annual leave (plus extra dates over Christmas) increasing with service

## ADDITIONAL BENEFITS

Life assurance.





## 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 [Hannah.Chapman@starfishsearch.com](mailto:Hannah.Chapman@starfishsearch.com) and we will be happy to arrange a call. To make an application, please go to <https://starfishsearch.com/jobs/rusi-dir-dev/> and click on the apply now button, with the following prepared:

- Your CV (no more than three sides).
- A supporting statement (no more than two sides) that sets out why you think this role is the right move for you and how you meet the knowledge and experience criteria.

We would also be grateful if you would complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

At RUSI you will be appreciated and valued. Our stakeholders, transactions, and projects are international and diverse, so we work hard to create inclusive teams that support our efforts and each other. We are committed in promoting equality and diversity in our workforce and make it as diverse as the communities we serve. Our recruitment data helps us monitor the effectiveness of our recruitment practices in order that we can continue to improve on creating a more diverse workforce.

**Closing date:**

Friday 1st August 2025

**Preliminary interviews:**

Between 11th August and 5th September 2025

**Final Panel interviews:**

w/c 15th September 2025

