

## Head of Development, UK



Starting Salary of £58,711 or £64,583 for Inner London Weighting

Remote, UK based (with ability to travel to events as required)

### **Who we are:**

The Humane League UK is a charity ending the abuse of animals raised for food by influencing the policies of the world's biggest companies,

demanding legislation, and empowering others to take action. We're a mission-driven, energetic team focused on problem-solving and effective teamwork, and have grown significantly over the last few years. Thanks to our targeted approach, our effectiveness in reducing animal suffering and our efficient use of donations, The Humane League has been named Top Charity by the independent evaluator Animal Charity Evaluators for every rating period since 2012.

THL UK is an equal opportunity employer. We are committed to furthering equity and inclusion, and we value diversity. We seek people from a wide range of backgrounds who will bring a fresh perspective to the team, not just because it is the right thing to do, but because it makes us stronger. We make employment decisions by matching our organisational needs with the skills and experience of candidates, irrespective of race, colour, religion, gender, gender identity or expression, sexual orientation, national origin, disability, neurodiversity, age or veteran status.

We are proud to be a Disability Confident Committed Employer, demonstrating our commitment to recruiting, retaining, and supporting disabled people and people with health conditions, based on their skills and talent.

You can read more about how The Humane League UK is working on Diversity, Equity and Inclusion [here](#).

If you have any questions or concerns regarding accessibility, please contact us via [hire@thehumaneleague.org.uk](mailto:hire@thehumaneleague.org.uk) and we will be happy to discuss, via email or telephone, reasonable adjustments that you may require throughout the process.

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**The position:**

We are seeking a senior professional who excels in fundraising and marketing with the drive to create progressive change for millions of farmed animals.

This is an ideal position for an experienced individual to build our development work in the UK with an annual turnover of approximately £1.8 million in 2022/2023.

This is a permanent, full-time position (37.5 hours per week).

**We will be holding a webinar on Thursday 8th December at 7.30pm GMT for you to find out more about the role and ask any questions you may have. The webinar will be hosted by Sean Gifford, Managing Director and Hannah Yates, Head of Communications. If you are interested, please [register here](#). As it is a webinar you will only be able to see the presenter and not others watching. The webinar will be recorded and available here with captions within 48 hours following the event.**

## **Who you are:**

You will have at least 5 years experience managing a team and working with large donors, with a detailed understanding of how to manage grants from start to finish. A credible influencer and communicator, you have an inclusive, consultative and adaptive approach to decision-making.

This position reports to the Managing Director and coordinates closely with the US Development and UK Communications, Programs and Operations Departments. The role requires exceptional interpersonal skills: tactful, diplomatic and confident in managing and developing relationships with a diverse range of donors and funders while managing a growing team of fundraisers. The successful candidate will be passionate about The Humane League's mission of ending the abuse of animals raised for food.

## **The key focus of the role will be:**

1. Developing a 3-year strategy to secure funding and grow our supporter base, with a focus on financial independence and sustainability.
2. Ensuring a focus on new opportunities, organising the necessary research to identify potential funders.
3. Continuing to build and engage our donor base to expand our monthly income from regular digital fundraising appeals.
4. Seeking, managing, and maximising key major donors and grant-making entities while looking for ways to diversify our development portfolio. Developing a range

of engaging proposals around key aspects of The Humane League UK's work.

5. Establishing and managing the Development team as THL UK expands and ensuring delivery of team members' objectives.

### **Primary Duties include:**

#### **Staff Management (15%)**

- Manages Donor and Stewardship Coordinators/Specialists.
- Ensures staff receive the training, resources and support to do their jobs effectively.
- Manages and leads the Development Department to achieve agreed objectives

and encourages the professional development of individual team members.

- Delegates responsibilities to the team members to facilitate all programs.
- Sets/clarifies job expectations and provides regular feedback & guidance.
- Empowers staff in the development of their strategies and techniques.
- Manages time off requests and approval of expenses for the Development Department members.
- Leads hiring/promoting/performance managing of staff in the Development Department.

## **Strategy development and delivery (50%)**

- Leads, manages, and develops all strategy for fundraising activity within the UK.
- Working together with the leadership team in the UK, develops and guides the work of THL UK. Identifies key priorities and strategies to further the organisation.
- Researches and keeps up to date on developments in fundraising and donor stewardship strategy.
- Develops, in collaboration with the team, Development Department goals and is responsible for timely reporting.

- Holds responsibility for the budget(s) for the Development Department.
- Coordinates monitoring and evaluation of ongoing fundraising campaigns and all income related to fundraising sources.
- Ensures that the Development team has appropriate systems and technical support to deliver, process and track fundraising - largely from individuals. This includes working with the Digital Products Team and subject-matter experts to maintain functioning tools such as CRMs and THL UK web page and donation pages.
- Oversee and support the steady growth of our individual giving program by ensuring

effective regular digital and non-digital appeals and improvements to donor stewardship.

- Works with Programs, Communications and Operations departments to ensure effective strategic alignment. Works cohesively with team members to coordinate on campaign targets and actions.
- Collaborates with other THL organisations closely to keep abreast of the movement and to work effectively together as required.
- Leads on fundraising compliance and best practice by working with the Operations Department to ensure adherence to relevant legal and financial frameworks and to

improve back of house systems to track and monitor major gifts.

- Presents to the board of trustees, as required, on key fundraising updates.
- Is a great spokesperson for the organisation.

### **Major gifts and grants program (35%)**

- Creates proposals & reports for grantmakers and major donors, with an emphasis on those in the Effective Altruism community.
- Collaborates with colleagues to identify and budget THL UK activities in need of funding in order to define funding proposals; managing application and reporting cycles and liaising with relevant project leads.

- Analyses prospects and leads on cultivation and solicitation of major donors and grant-making organisations.
- Stays abreast of funding grant opportunities and researches & assesses prospective funders to build pipeline.
- Prepares regular updates and facilitate frequent communication with major donors and grantmakers.
- Attends meetings to develop contacts and maintain relationships with major donors.
- Attends Effective Altruism events, liaises with the community and manages funding opportunities & reports.

- Works with the Operations Department to ensure correct coding of grant income, meet any restrictions, and to ensure grants are disbursed as agreed with the funder.
- Relationship management and stewardship of funders.

## **In Addition**

- Travelling domestically and internationally to meet with donors and for team workshops.
- Attends conferences, events and protests as required.
- Helps us make THL UK an inclusive workplace where employees and supporters are proud to be members of the movement.

- Demonstrates commitment to creating a stronger and more effective animal protection movement through inclusion and belonging, recognising the need for all of us to do better for social justice on a personal and organisational level.
- Performs any other duties assigned by the Managing Director.

## **Key competencies**

**Thought leadership** - An informed opinion leader on fundraising and the go-to person for the organisation. A breadth of knowledge to provide guidance on implementing development throughout the organisation.

**Strategic thinking** - As the department grows and as we build support for the team you will have the

foresight and experience to deliver a strategy to secure the funding we need year on year.

**Management** - Builds a team of high-performing staff members, appropriately structures jobs so that staff members can succeed, develops and motivates staff members, and acts from the perspective of an organisational leader who empowers their team.

**Leadership** - Leads with integrity and mutual respect and inspires trust and confidence with a wide range of people representing various backgrounds and levels of experience.

**Communication** - An exceptional communicator that can adapt to different tones and styles. An excellent storyteller who know's how to engage and bring people into the organisation.

**Decision-making** - Able to decide a course of action by gathering information, assessing alternative resolutions and making a decision.

**Problem solver** - Identifies issues, effectively structures problems, analyses information to produce insights and generates wise, actionable recommendations. A forward-looking thinker who anticipates needs.

### **Good to know**

Our employees all work remotely but still enjoy a supportive, collaborative environment. You will have access to a workplace pension, 25 days leave plus Public Holidays, flexible working hours, internet reimbursement, access to our Mental Health Assistance package, and family-friendly policies. Professional learning and development is actively encouraged.

At The Humane League UK, animal welfare is at the forefront of our everyday work and as such, many of our employees are vegan by personal choice. All of our events and workshops offer only plant-based

meals. We welcome all mission-aligned candidates to apply, no matter where you are in your journey to end the abuse of animals raised for food.

We are looking to speak to a wide range of candidates with diverse backgrounds -

#NonGraduatesWelcome

For our salaries to be fair, transparent and equitable we want to provide a system that delivers a competitive salary in the market and could eliminate potential biases in compensation (such as the gender pay gap). For more information about the Head of Development salary please [click here](#).

**All applicants need to be:**

1. Fluent in written and spoken English.
2. Live and have the right to work in the UK  
(we are unable to consider applications from those without the right to work in the UK).

3. Committed to our mission to end the abuse of animals raised for food.

**Closing date: Sunday 18th December 2022**

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All applicants will be contacted within one week of the closing date to let you know if you have been successful in reaching the next stage.

Our full interview process comprises of the following stages:

- Skills Test (completed remotely)
- Screening Interview (via video call)
- Final Interview (via video call)

For full details of our recruitment process please read [this document](#).