

*Cripplegate Foundation Helping since 1500*



**Director of Development and Communications  
Islington Giving and Cripplegate Foundation**

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To discuss this role further please contact  
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[recruitment@cripplegate.org.uk](mailto:recruitment@cripplegate.org.uk)

For background information on Cripplegate Foundation and Islington Giving  
[www.cripplegate.org](http://www.cripplegate.org)  
[www.islingtongiving.org](http://www.islingtongiving.org)

**Cripplegate Foundation is committed to best practice in  
Equality, Diversity, and Inclusion**

Cripplegate Foundation is registered charity number 207499, with its registered address at  
13 Elliott's Place, N1 8HX

**Director of Development and Communications  
Islington Giving and Cripplegate Foundation**

**Background Briefing**

**Are you our next Director of Development and Communications?**

- Do you have a proven track record in fundraising, development, and communications, and would you like to join an innovative, place-based partnership?
- Do you thrive on rolling your sleeves up and personally getting stuck in, as well as working collaboratively with partners, teams, and boards?
- Are you passionate, as we are, about addressing issues around poverty and inequality?
- If so, then you might be just the person we are looking for to lead our ambitious development and communications strategies for Islington Giving and Cripplegate Foundation.

**About Islington Giving and Cripplegate Foundation**

*Islington Giving* was launched in September 2010, pioneering new ways of giving in Islington. It was founded by a coalition of funders and is administered by Cripplegate Foundation, a highly successful, independent London grant giving charity.

Islington Giving operates as a restricted fund of Cripplegate Foundation and brings together a coalition of local, regional, and national funders, residents, businesses, and voluntary organisations to tackle stubborn issues of poverty and inequality. Islington Giving works *with*, not *for*, residents and together we invest in young people, support families, and reach isolated people.

Islington Giving's growing fundraising programme involves local businesses and residents. We have raised over £7m since 2010 and launched a grants programme to 'unlock Islington' which has provided funding for key local voluntary organisations, recruited over 5,000 volunteers, and worked with over 20,000 residents. Our funding has been raised through a combination of support from trusts and foundations and fundraising from individuals and local businesses which has grown significantly. We raised and distributed over £1.1m in 2020 alone, including through our Islington Giving Crisis Fund focused on support throughout the COVID-19 pandemic.

Islington Giving is an ambitious initiative which has attracted widespread local and national interest. London's Giving, inspired by Islington Giving, was launched in October 2014 and there are now 20 similar Giving schemes across London. Partnerships are at the centre of everything we do, and we are working with Islington Council on an innovative ten-year partnership - Islington Together - which has at its heart, an ambitious new fundraising campaign reaching out to all Islington residents.

**Cripplegate Foundation** (one of the founding partners and administrator of Islington Giving) has grown our role from a local grant-making trust established more than 500 years ago and now has an endowment of some £40 million. We make grants of £1.7m a year from the income from our endowment and on behalf of others. Cripplegate Foundation operates in the London Borough of Islington and a small part of the City of London. It is a pioneer of a new place-based giving movement, building on a decade of innovative partnerships and grant programmes.

Our vision is of a society where everyone has the opportunity to live a rewarding and fulfilled life, free from poverty and inequality. We aim to bring about change to improve the lives of Islington's most disadvantaged residents. We take an evidence-based, innovative, and proactive approach and work in partnership with others to improve local support and resources, funding voluntary organisations and advocating positive change in policy and practice. Over the years we have achieved a successful record of spotting and seizing opportunities for new avenues of work, new resources and partnerships. We have become a major influencer in the grant giving sector on a London-wide and national level and have achieved significant innovations.

Cripplegate Foundation and Islington Giving have a small passionate and talented staff team. Cripplegate Foundation is overseen by 17 Governors (trustee equivalent) who make a huge contribution to our success, and Islington Giving has its own board which includes representatives from leading coalition partners. Cripplegate Foundation provides operational support to Islington Giving and manages its resources and programmes, including fundraising.

### **Why Islington?**

Islington faces real and harsh challenges. It is home to great wealth and has many cultural and commercial success stories. However:

- Islington ranks fourth nationally on income deprivation indicators for older people.
- 38% of children in Islington live in poverty. This is the third highest in London.
- 53% (7,500) of primary school age children, and 70% (5,300) of secondary school age children, are eligible for deprivation Pupil Premium.
- Levels of depression and serious mental ill-health are the highest in London.
- Incidence of domestic violence is rising, and disproportionately affects women aged 18–44, as well as BAME women.

Islington Giving and Cripplegate Foundation aim to help address these issues. We now need the right Director Development and Communications to support us to take the organisation forward and do ever more creative and pioneering work.

### **It is an exciting time to join us!**

The next few years promise to be pivotal in taking Islington Giving and the place-based giving movement even further. The current post holder has made a significant contribution to the development and leadership of fundraising for Islington Giving, including over the challenging pandemic period, and the new post holder will inherit a strong development and communications baseline.

Following the Covid-19 crisis, and an emerging partnership with our local council, Islington Giving's income from individuals and businesses has doubled. The successful candidate will take this growth to the next level -- maximising the opportunities for supporter stewardship, developing supporter journeys, and identifying high net worth individuals. There will be many exciting challenges and ambitions to expand and increase Islington Giving fundraising, and to help to lead the organisation as part of the Senior Management Team (SMT).

The opportunities to make a real contribution are manifold, including:

- Driving forward ambitious plans for significantly increasing fundraising and communications for Islington Giving and Cripplegate Foundation.
- Working creatively and innovatively with the SMT, the Board of Islington Giving and Governors of Cripplegate Foundation, and to develop new visions and programmes for the future.
- Helping to build an organisation where equality, diversity and inclusivity are embraced and where the board, staff and programmes evolve to reflect the diversity of our area.
- Leading a passionate and committed small team to ensure that they can contribute fully and reach their potential.

### **About you**

The new Director of Development and Communications, in addition to having a strong track record in fundraising from a range of donors and sources, will need to be consultative, with strong listening skills and respect for the opinions of others. They will need the confidence and expertise to advise and guide their small team, board, and governors. They will need to be able to relate to the big picture and vision, whilst also being able to consider the detail.

We would be delighted to hear from you, especially if you:

- Have a strong track record in fundraising and development.
- Enjoy rolling your sleeves up and leading and implementing fundraising and development plans yourself, as well as guiding others.
- Are flexible, collaborative, and work very well as part of a committed team within a small organisation.
- Have experience of leading and managing.
- Are a strong communicator and relationship builder.
- Have a commitment to ensuring that Islington Giving and Cripplegate Foundation continue to flourish.

**We value diversity, equality, and inclusivity. Applications are especially welcomed from underrepresented backgrounds, including but not limited to gender, race, age, sexual orientation, disability, and religion. Please let us know if you would like any additional support with this application, or the role.**

## Job Description

- Title:** Director of Development and Communications
- Reports to:** The Director
- Salary:** £53,743 - £61,060 pro rata. We usually appoint towards the lower end of the range.
- Holiday:** 25 working days a year plus bank holidays, pro rata, plus 3 mandatory office closure days.
- Pension:** Group Stakeholder Pension Scheme (following successful completion of probation period) – the Foundation will contribute 10% of your salary to the scheme providing you contribute at least a minimum contribution level (currently 5%) set by the Pension Regulator.
- Hours:** **4 days per week (28 hours/0.8 FTE). Applications from Full-Time (35 hours per week) applicants may be also considered – Please indicate your preferred hours on your application form.** Flexible working will be considered for the right candidate.
- Location:** 13 Elliott's Place N1 8HX. Modern offices close to the Angel, Islington. Plus, remote working as necessary, and in accordance with local and national COVID-19 restrictions.
- Team:** The postholder will line manage both the Digital Communications Manager and the Development and Communications Manager.

### Purpose of the role

The Director of Development and Communications has a crucial role in Islington Giving and Cripplegate Foundation. You will work closely with the Director to develop the focus of our fundraising and our targets for Islington Giving. You will take the lead in developing our strategy and delivering fundraising targets from individuals and local businesses, as well as assisting, when possible, on fundraising from trusts and foundations. You will be responsible for developing the growth strategy for our new key ten-year partnership with Islington Council: Islington Together.

You will have the opportunity to contribute to a culture of philanthropy, build a diverse network of financial supporters, friends, and ambassadors in Islington and to continue to build a model which has been replicated elsewhere. This role would suit an individual who can energetically promote and market the Islington Giving brand. No two days will be the same.

The post-holder will manage and have responsibility for delivering Islington Giving's ambitious fundraising plans and targets, as well as managing the Development and Communications

functions and small team. The post-holder will represent the Foundation externally and develop and maintain relationships with key donors and partners, and as a part of the senior management team, will have influence across the board and at team level.

### **Key Areas of Responsibility**

1. Working with the Director, the Senior Management Team, the small Communications and Development team and members of the Islington Giving Board to shape, develop and implement a rolling Annual Giving Strategy which will meet Islington Giving's objective of raising funds to address Islington Giving's priorities. Your focus will be principally on achieving the required revenue from individuals and local businesses, as well as a growth strategy for our ten-year partnership with Islington Council.
2. Identifying prospective supporters, groups and networks of individuals and make approaches to these, independently and /or via engagement with the Director and/ or Governors and Board members.
3. Identifying and establishing other individual giving opportunities appropriate to the vision and values of Islington Giving (e.g. Giving ambassadors, committed giving, legacy/ planned giving, gifts of assets, online giving).
4. Maximising revenues and opportunities from local businesses through identifying and approaching prospective business supporters.
5. Developing and implementing effective stewardship plans for all donors/ supporters ensuring that they are engaged with the work of Islington Giving.
6. Further developing and leading an effective digital communications strategy for Islington Giving to ensure that fundraising messages are strongly linked to the Islington Giving programme. This will include working with the small Development and Communications team on our website, newsletters, social media strategy and other channels.
7. Managing the Digital Communications Manager and Development and Communications Manager, maximising the team's strengths ensuring that the team can effectively contribute to Islington Giving and the Foundation's priorities.
8. Formulating, planning, and managing the delivery of appropriate opportunities and events for existing and prospective supporters in order to raise the profile of Islington Giving and to raise funds.
9. Acting as an inspiring and visionary ambassador for giving locally.
10. Contributing to the administration of Islington Giving e.g. ensuring the accuracy and timely entry of data on E-Tapestry, the fundraising database.

11. Working with the Finance and Resources team to link annual Fundraising budgets and targets with the Foundation's short, medium, and long-term financial planning and reporting.
12. Preparing reports and attending meetings of Islington Giving and Cripplegate Foundation Boards and Committees as required.
13. Monitoring and evaluating the effectiveness of the Strategy and reporting to the Director and members of the Board.
14. Supporting the overall leadership of Islington Giving and the Foundation as a member of the Senior Management Team, deputising for the director when required.
15. Ensuring that the principles of equality and valuing diversity underpin the execution of the responsibilities and tasks described above, and ensuring we are always operating within the Fundraising Code of Practice.
16. Carrying out such other duties as may be reasonably required.

### **Targets & Funder Diversity**

Islington Giving is an inclusive fundraising initiative which is seeking to encourage philanthropy from a wide range of supporters from all walks of life located in and interested in supporting Islington. Our range of funders and supporters reflects this ethos. While achieving funding targets is critical, it is important to ensure sustainability. Islington Giving currently has support from:

- Low and mid-range individual givers
- High Net Worth Individuals
- Local businesses
- Fundraising events
- Trusts and Foundations

You will assess the potential from our current areas of support, identify priorities and appropriate fundraising targets.

## Person Specification

### Experience and Abilities

#### Essential

- Demonstrable experience of fundraising from individuals, major donors and/or businesses/corporations.
- Demonstrable experience of delivering against financial targets.
- Track record of developing and maintaining networks of supporters to secure funds and/or long-term support for an organisation.
- Excellent inter-personal skills and a proven ability to manage relationships with supporters from all walks of life.
- Leadership and management skills with experience of leading and developing a team and/or someone who is ready to take the next step into leadership.
- Experience of strategic planning and delivery.
- Experience of working with trustees, or similar governance body.
- Ability to plan and lead the management of events.
- Ability to manage a varied workload and work to competing deadlines.
- Ability to communicate clearly and effectively, with a range of different audiences, including absolutely excellent written skills.
- Ability to think clearly and strategically with strong analytical skills, and to synthesise new information quickly and accurately.

#### Desirable

- Knowledge of inner-city issues.
- Knowledge of Trust and Foundation fundraising.
- Knowledge of voluntary sector organisations.
- Experience of working in an organisation as a sole fundraiser responsible for shaping and implementing fundraising strategies.
- Local knowledge of Islington would be an advantage.
- Experience of budget planning and monitoring.

#### Personal qualities and approach

- Entrepreneurial: someone who loves a challenge and thrives on taking forward new and untested initiatives.
- Flexibility: an ability and a readiness to adapt to changes to the Islington Giving programme and priorities.
- Collaborative: an effective team player who is great at working with others and being hands-on as part of a small team.
- Initiative: an ability and willingness to work on your own initiative to lead the design, development, and management of our fundraising programme.
- Tenacity: with a determination and ability to follow tasks through from start to completion.
- Strong relationship building skills with a high level of emotional intelligence and an inclusive and consultative style.
- Commitment to equality and diversity, and to our values, aims and ethos.
- Flexible, diplomatic, and approachable.



## The Recruitment Process

### Timetable – all via Zoom

<b>Deadline for applications</b>	<b>10am on 10<sup>th</sup> February 2021</b>
Screening interviews (for longlisted candidates)	16 <sup>th</sup> -19 <sup>th</sup> February
Zoom Open Afternoon (for shortlisted applicants)	25 <sup>th</sup> February
Final Panel Interviews	3 <sup>rd</sup> of March
Decision made & successful candidate notified	5 <sup>th</sup> of March

### How to apply

If you would like to apply for this role, please complete the Equal Opportunities Monitoring Form and send with your CV outlining your career to date, with any academic and professional qualifications. Please also attach a statement, **on no more than two pages** covering why you would like to be the new Director of Development and Communications at Islington Giving and Cripplegate Foundation, and the experience and skills you can bring to this role in relation to the person specification.

Please email the three documents (CV, Equal Opportunities Monitoring Form, maximum two-page statement) **by 10am, on the 10<sup>th</sup> of February 2021** to: [recruitment@cripplegate.org.uk](mailto:recruitment@cripplegate.org.uk).

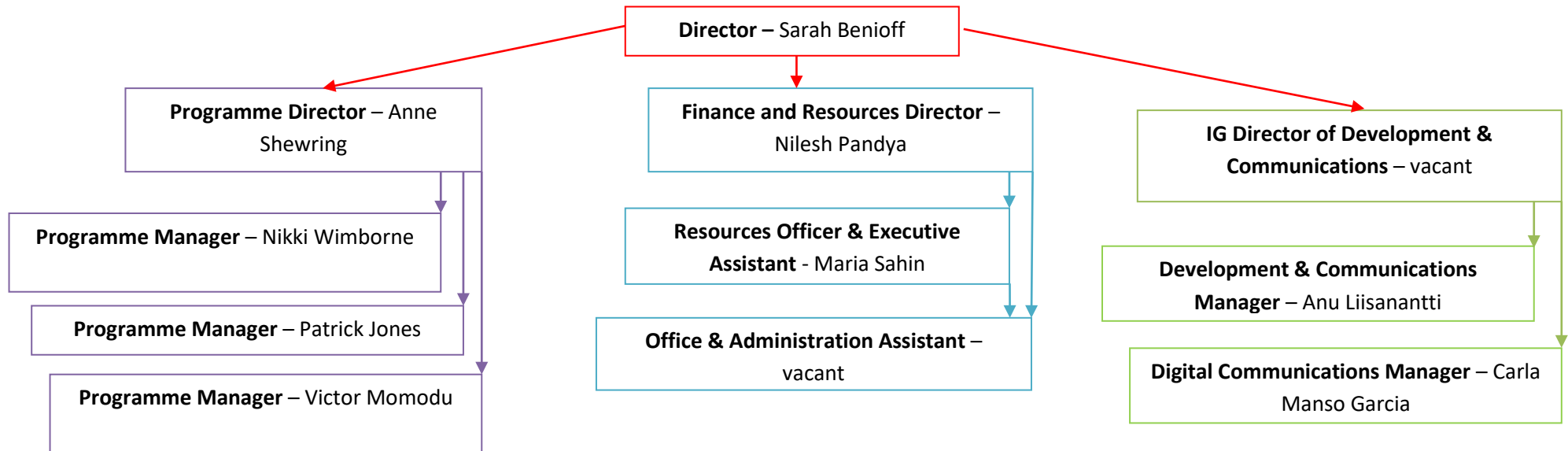
### Data Protection

The personal information that you provide will be used to process your application for employment with the Cripplegate Foundation/Islington Giving. Personal information about unsuccessful candidates will be held securely for six months after the recruitment exercise has been completed, it will then be destroyed or deleted. If your application is successful and you take up employment, the information will be used in the administration of your employment with us. It will be kept secure and will only be used for purposes directly relevant to your employment.

### Further Information

If you require any further information or you would like to discuss anything in more detail, please contact the Director, Sarah Benioff at: [recruitment@cripplegate.org.uk](mailto:recruitment@cripplegate.org.uk).

## CRIPPLEGATE FOUNDATION ORGANOGRAM



### Senior Management Team

Sarah Benioff, Anne Shewring, Nilesh Pandya, IG Director of Development and Communications

### Programme Team

Anne Shewring, Nikki Wimborne, Patrick Jones, Victor Momodu

### Resources Team

Nilesh Pandya, Maria Sahin, Office & Admin Assistant

### Development & Communications Team

IG Director of Development and Communications, Carla Manso, Anu Liisanantti