



Candidate Brief
Fundraising Director
TaxAid and Tax Help for Older People

The Context and the Role

Tax Help for Older People (Tax Help) and TaxAid are two charities which offer tax advice, advocacy and training for those taxpayers with an income under £20,000. Tax Help for Older People help those over the age of 60 and TaxAid serves people of working age who may have difficulties because of complexities of being self-employed, or challenges because of mental health or debt problems. Together they have an income approaching £2m. The Senior Management Team have joint roles across both charities and individually are based either in Bridport, Dorset (Tax Help) or Kennington (TaxAid). Because of their similarities, the two charities have unified their fundraising and accounting and are working towards unifying other aspects of the organisation. The charities engage with c.21,000 clients annually and benefit from the engagement of c.500 volunteers. They benefit from the direct financial support of HM Revenue and Customs and a number of trusts, foundations and individuals.

Reporting to the Chief Executive, the Fundraising Director will be responsible for working with the board and senior management team to deliver the short term fundraising programme and targets and work with the Chief Executive to develop the longer term fundraising strategy for the charities. They will also provide leadership within the senior management team supporting the wider strategy of the charities.

Key responsibilities:

- Direct the fundraising programme, to ensure that objectives are met across all fundraising channels, ie fundraising campaigns, trusts & foundations, corporates and others.
- Work closely with the CEO, members of the senior management team, ambassadors and volunteers to deliver the fundraising programme.
- Articulate the strategic vision of TaxAid and Tax Help for Older People in a compelling manner
- Lead the development of the longer term fundraising strategy.
- Build effective relationships with key funders, supporters and volunteers.
- Work independently while confidently leading a small team, including two direct reports to deliver the fundraising programme, building excellent working relationships.
- Manage resources effectively to maximise value for money.

In summary the appointee will build on the charities' established track record and expand into new areas, notably through its current Bridge the Gap campaign, corporate support, potential major donors and events; both amongst the tax profession and corporate tax directors. Engaging with volunteers and committees will be important, as will the ability to identify opportunities to cultivate donors and to generate sponsorship ideas.

The Candidate

The ideal candidate will bring relevant experience and gravitas to the charity and role and demonstrate:

- Experience as an effective and enthusiastic fundraiser within a comparable setting, where a proactive and tenacious approach has been critical to success;
- Strong commercial acumen and a track record of securing major gifts and wider donor participation;
- Experience within a charity or foundation of a comparable size or of holding a role within

- a larger charity with a focus on one of the core areas of fundraising;
- The credibility and grasp of detail to brief and engage both trustees and potential donors in the work and support of the charity;
- Effective communication skills – both orally and in writing – ideally with marketing and communications responsibilities in their current or recent roles;
- An empathy for the clients the charity serves and the importance of its work.

Terms and Conditions

This is a permanent full time position mostly based in London with some travel between the London and Bridport office.

The salary is likely to be in the range £50-60k depending on experience (potential to be 4 days a week pro rata).

How to Apply

Wild Search has been retained to advise on this appointment. Anyone interested in applying should contact them to discuss the requirements further or apply online at www.wildsearch.org/opportunities including:

- A full curriculum vitae;
- A covering note of c.750 words, setting out relevant experience and interest;
- Names and contact details of two referees (included on either CV or covering note).

Referees will not be contacted without the express permission of candidates.

For further information, please email tax@wildsearch.org to arrange a conversation with Amy Wevill or Edward Wild at Wild Search.

Deadline for applications is **midday Monday 19th September** with interviews taking place during the **week beginning 23rd September** in London.

Shortlisted candidates will be invited to meet or have a phone conversation with Valerie Boggs, Chief Executive prior to the final interviews.

Please be aware that by contacting Wild Search about this role, or applying, your data will be held in accordance with our [Privacy Policy](#).