



# HEAD OF FUNDRAISING

## Candidate Information Pack

Sept 2026



Compass Wellbeing CIC

## HIGHLIGHTS



|                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
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| <b>Job Title</b>         | Head of Fundraising                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Location</b>          | Based across Compass Wellbeing CIC and ELFT locations, with regular visibility across ELFT services and communities in East London, Bedfordshire and Luton. The role will work flexibly across office, service and community settings, with occasional travel elsewhere to support fundraising and partnership activity.                                                                                                                                                                                                                                                                                                           |
| <b>Reporting Line</b>    | <p>Head of Strategic Growth &amp; Impact at Compass Wellbeing CIC with a secondary reporting line within ELFT Charity</p> <p>The postholder will be employed and professionally supported by Compass Wellbeing CIC and will be accountable to ELFT Charity for delivery of the agreed Fundraising Strategy, Action Plan and performance measures.</p> <p>The role will report operationally to the Compass Wellbeing's Head of Strategic Growth &amp; Impact, with strategic direction and priority-setting provided through the designated ELFT Charity lead. Objectives and performance will be agreed and reviewed jointly.</p> |
| <b>Salary Range</b>      | £50,000–£55,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Benefits</b>          | <p>27 days holiday entitlement</p> <p>Company pension scheme offering employer pension contribution of 5% and employee pension contribution of 5%</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Employment Status</b> | Permanent                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Hours of work</b>     | Full- time (37.5 hours)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |

## ABOUT US – COMPASS WELLBEING



Compass Wellbeing is a Community Interest Company set up to improve lives, strengthen communities and reduce inequalities. We are a wholly owned subsidiary of East London NHS Foundation Trust (ELFT) – we operate independently as a social enterprise, but we share ELFT's commitment to improving lives, reducing inequalities and strengthening communities – and we benefit from that relationship.

We believe lasting change happens when communities, voluntary organisations, public services, business and other partners work together. Our role is often to act as the connector – bringing people together around shared challenges and turning ideas into practical action.

Everything we do is rooted in a commitment to social value and community benefit. As a CIC any surplus we generate goes back into our work and the communities we serve.

Over the years, we have built trusted relationships with communities, community organisations, NHS partners, local authorities, funders and businesses. Those relationships are one of our greatest strengths and enable us to bring together people and organisations who may not otherwise work together.

We want communities to have a stronger voice, better access to opportunities and support, and greater influence over the decisions that affect their lives. And we want organisations and systems to better understand and respond to the needs, strengths and aspirations of local communities. Compass Wellbeing's community relationships, partnership experience and social value focus provide an important platform from which the postholder can build awareness, participation and fundraising support for ELFT Charity.



## ABOUT US – ELFT CHARITY

ELFT Charity is the NHS charity of East London NHS Foundation Trust. It raises and manages charitable funds to support opportunities, ideas and improvements that go beyond what core NHS funding can provide, helping people and communities to thrive, recover and live well.

ELFT provides a wide range of mental health, community health, primary care, wellbeing and inpatient services to young people, working age adults and older adults across the City of London, Hackney, Newham, Tower Hamlets, Bedfordshire and Luton. The Charity works across ELFT's services and communities, supporting activity that improves people's experiences, creates new opportunities and strengthens community wellbeing.

The Charity's emerging priorities are creating opportunities, reducing inequalities and strengthening communities. Through its funding programmes including Moments of Joy, Thrive, Horizon and Catalyst it supports activity ranging from small local initiatives that make an immediate difference through to larger projects focused on innovation, improvement and community partnership.

The Charity is entering a new phase of development focused on increasing awareness, building stronger relationships with the people and communities ELFT serves and creating more opportunities for individuals, communities, funders and organisations to support its work. Compass Wellbeing supports ELFT Charity in developing and delivering its fundraising programme.



## JOB PURPOSE

The Head of Fundraising will lead the day-to-day delivery of ELFT Charity's fundraising strategy and development and implementation of the action plan. Employed by Compass Wellbeing and working as an integral part of ELFT Charity, the postholder will establish the relationships, propositions, systems and fundraising activity needed to build sustainable support for the Charity.

This is ELFT Charity's dedicated full-time fundraising post and reflects the Trust and Charity's commitment to a new phase of sustainable growth.

The role will be responsible for developing a balanced fundraising pipeline, growing participation and income, and helping more people and organisations understand, support and engage with the Charity's work.

The postholder will bring broad fundraising experience, strong relationship-building and bid-writing skills, an innovative and entrepreneurial approach, and the ability to establish effective systems and ways of working. They will be collaborative, practical and comfortable operating with a high degree of autonomy, while recognising that successful fundraising depends on contributions from teams across ELFT, Compass and local communities.

Confident and diplomatic communication will be essential alongside sound judgement and the ability to work closely with service users, carers, staff, donors, businesses, community organisations and Charity Champions.

This is a varied and influential role significant scope to shape and grow the Charity's fundraising function. The postholder will work within the agreed strategy and governance arrangements, using evidence and learning to test and refine activity. They will need to prioritise carefully, balancing immediate opportunities with the longer-term work required to build awareness, relationships, systems and sustainable income. The post requires visible presence across the Trust and its sites, building strong relationships with a wide range of internal and external stakeholders to identify opportunities, encourage participation and support delivery of the Charity's fundraising ambitions.



# ROLE DESCRIPTION

## 1 Fundraising



- a. Lead the implementation of the agreed strategic fundraising strategy translating it into prioritised annual plans, campaigns pipelines and measurable objectives in line with the Trust's vision for greater growth and financial goals.
- b. Develop and deliver fundraising campaigns, appeals, events digital fundraising activity, from small-scale to major activities linked to the Charity's priorities and funding programmes, evaluating their income, reach, participation and wider value.
- c. Encourage and support staff, service users, families, communities and other supporters to participate in and lead fundraising activity, providing clear guidance and a positive supporter experience.
- d. Develop a balanced fundraising pipeline in line with the Charity's phased strategy. Initial priorities will include community fundraising, participation, grants, trusts and foundations, supporter development and fundraising infrastructure while progressively building readiness and relationships for major gifts, corporate partnerships, regular giving and legacies. Review and manage existing schemes and platforms, and identify proportionate and innovative opportunities to develop digital, regular and embedded giving.
- e. Research, assess and develop funding and corporate sponsorships and partnership opportunities that align with the Charity's priorities, values and ability to deliver, working with relevant colleagues on project design, costings, due diligence and approval.
- f. Coordinate the timely and accurate reporting to funders and partners of existing and new grants working with operational leads, Charity colleagues, Communications and Finance ensuring compliance with grant agreements and providing regular updates on the delivery, impact and expenditure.
- g. Support services to respond appropriately and sensitively when service users, patients, carers or families choose to donate or fundraise, ensuring that clear guidance, consent, stewardship and governance arrangements are followed.
- h. Lead the development and effective use of fundraising systems and platforms, including the CRM, supporter records, online giving tools, pipeline reporting and Gift Aid processes, working with colleagues to ensure appropriate data quality, controls and compliance.
- i. Knowledge and experience of gift aid and tax effective giving.

## ROLE DESCRIPTION

### 2 Supporter, Donor & Stakeholder Relations



- a. Build and maintain relationships with existing and prospective supporters including individuals, community and faith groups, schools, trusts and foundations, businesses and local partners. Work with ELFT leaders, clinicians, Charity Champions and Compass Wellbeing's networks to identify appropriate introductions, fundraising opportunities and ways to encourage wider participation.
- b. Lead the development of clear, compelling and appropriately costed fundraising propositions and cases for support aligned with the Charity's priorities and funding programmes. Work with Charity, clinical and operational colleagues to ensure proposals are evidence-based and deliverable and clearly demonstrate how charitable funding will add value beyond core NHS provision. Establish and maintain accurate donor, supporter records, prospect pipelines and stewardship plans leading the development and implementation of a proportionate CRM/database in line with data protection and information governance requirements.
- c. Develop consistent supporter journeys and stewardship arrangements, including timely thanks, updates on impact, appropriate recognition and opportunities for continued involvement.

### 3 Performance & Reporting



- a. Establish and maintain a clear fundraising pipeline and prioritisation process, distinguishing between prospects, active opportunities, submitted applications, confirmed income and longer-term relationship development.
- b. Monitor fundraising performance against agreed income, activity and engagement measures including ROI pipeline development, participation, supporter growth and retention. Use evidence and learning to adjust activity and maintain focus on the strongest opportunities. Work with Finance to monitor income and expenditure, commitments and forecast performance against the agreed fundraising against budget ensuring that figures are accurate and risks or variances are identified early.
- c. Prepare clear, proportionate reports on delivery of the Fundraising Strategy, Action Plan, pipeline and KPIs, and present these at relevant Charity governance and contract performance meetings as required.
- d. Contribute fundraising, supporter and partnership information to the Charity's annual reporting and Compass Wellbeing's impact report/year in review working with colleagues to demonstrate how income and engagement translate into community benefit.
- e. Ensure fundraising activity complies with applicable law, regulation, the Fundraising Regulator's standards, data protection requirements and organisational policies. Apply appropriate ethical screening, due diligence, consent, safeguarding and donation acceptance arrangements, escalating concerns where required.

## ROLE DESCRIPTION

### 4 Communications & Profile-Raising



- a. Represent the Charity externally and, where agreed and appropriately briefed, support media activity in coordination with ELFT and Compass communications colleagues.
- b. Work with ELFT Communications and Compass Wellbeing colleagues to develop and deliver coordinated communications and engagement activity that raises awareness, supports campaigns and strengthens supporter relationships.
- c. Work with the Trust's communications lead to promote campaigns via social media, newsletters and other channels. Provide fundraising priorities, audience insight and content requirements to communications colleagues, and contribute to the development of campaign materials, supporter communications and digital content.
- d. Represent the Charity professionally and consistently, using agreed messages and escalating reputational, ethical or partnership concerns through the appropriate route.
- e. Provide timely advice and support in response to fundraising enquiries (including shared inboxes) ensuring that wider operational, grants or governance matters are directed to the appropriate Charity colleague.

### 5 Fundraising Development and Partnerships



- a. Represent ELFT Charity at relevant internal and external networks, using these opportunities to build awareness, strengthen relationships and identify appropriate fundraising and partnership opportunities.
- b. Stay up to date with fundraising practice, supporter expectations, sector trends and digital innovation. Use this learning to identify new opportunities, test new approaches and improve existing processes recommending where the Charity should focus its effort.
- c. Support the Charity's relationship with NHS Charities Together and relevant networks, in line with agreed ownership and responsibilities, to identify learning, development and funding opportunities.
- d. Build strong working relationships across ELFT's services, directorates and staff networks to understand priorities, identify fundable opportunities, develop impact evidence and encourage participation in the Charity's work.

### 6 Partnership Working



- a. Develop consistent supporter journeys and stewardship arrangements, including timely thanks, updates on impact, appropriate recognition and opportunities for continued involvement.

Undertake other duties consistent with the purpose and seniority of the role, as reasonably required.

# PERSON SPECIFICATION



## Qualifications

Tested: Application

### ESSENTIAL

- Educated to degree level or equivalent relevant experience

### DESIRABLE

- Relevant professional qualification or training in fundraising, marketing or charity management
- Membership of an appropriate professional body

## Knowledge & Experience

Tested: Application, Interview

### ESSENTIAL

- A proven track record of fundraising, achieving or exceeding income and activity targets from both community and corporate streams using a variety of fundraising methods
- Experience of successfully planning, prioritising and delivering projects, events or campaigns within agreed budgets and timescales
- Experience of working to agreed income, activity and engagement objectives using performance information to improve delivery
- Experience of developing, securing and stewarding relationships with funders, donors or partners including managing expectations and demonstrating impact
- Experience of fundraising within an NHS charity, health, mental health, public service or community setting
- Practical knowledge of fundraising and charity regulation, data protection, ethical fundraising and the legal and governance requirements relevant to charitable fundraising
- Use of Microsoft 365 and experience of using CRM, supporter or pipeline management systems

### DESIRABLE

- Line management experience
- Experience of successful fundraising in health (NHS) and/or mental health related charity sector
- Ability to develop compelling fundraising content and briefs working with Communications and/or design colleagues to produce appropriate materials
- Experience of implementing or developing a fundraising CRM
- Experience of recruiting, engaging and supporting champions, ambassadors, volunteers and community fundraising groups

## Skills, abilities and attributes

Tested: Application, Interview

### ESSENTIAL

- Strong relationship-building, networking and influencing skills with the ability to establish credibility with communities, colleagues, donors, funders and partners at all levels
- Ability to remain organised, accurate and responsive while managing competing priorities and deadlines
- Excellent written and verbal communication skills including the ability to turn service ideas and community needs into clear and compelling cases for support, funding proposals, reports and presentations for different audiences
- High level of accuracy and attention to detail when preparing budgets, proposals, reports, supporter communications and plans
- Practical, creative and innovative thinker with the judgement to test new ideas, learn from evidence and focus resources where they can make the greatest difference
- Ability to prioritise varied workload effectively to meet deadlines
- Ability to manage a number of projects simultaneously
- Strong relationship building, networking, influencing and negotiation skills with sound judgement and the ability to develop and sustain positive relationships with supporters, communities, donors, funders and partners
- Ability to work independently as well as part of a team with a proactive and positive attitude
- Able to work autonomously while building collaborative relationships across organisations and recognising when decisions, risks or opportunities require escalation
- Able to maintain accurate supporter, prospect and pipeline information and use data to inform planning, stewardship and performance reporting

## Other

### ESSENTIAL

- Ability to work and travel across sites including East London, Luton & Bedfordshire
- Willingness to work occasional evenings/weekends to support events (especially for supporting fundraising events in person)
- Commitment to inclusive, ethical and relationship-led fundraising, with the judgement to identify and appropriately escalate reputational, ethical or donor-related concerns
- Ability to work sensitively and respectfully with service users, carers, families and communities, including where lived experience is used to support fundraising and storytelling

### DESIRABLE

- Experience of developing a fundraising function or introducing new fundraising systems, processes or ways of working
- Experience of working in partnership with people with lived experience or using co-production approaches
- Knowledge or experience of health inequalities, mental health, community development or place-based working

## BENEFITS



- 27 days annual leave (rising to 29 days after 5 years, and 33 days after 10 years), excluding Bank Holidays
- 5% employer pension contribution scheme
- 2 days paid volunteering leave per year
- Travel season ticket loan
- NHS discounts (Health Service Discounts, Blue Light Card)
- Gym and fitness discounts (through Health Service Discounts and Blue Light Card)
- Occupational health, and mental health and wellbeing support, through Medigold
- Financial contribution towards eye tests
- Regular team social events throughout the year



## RECRUITMENT TIMETABLE



**Closing date for applications**

**5 October 2026 10:00**

**Shortlisting**

**6 October 2026**

**Final interview (in person at Compass Wellbeing's offices)**

**Mid-October 2026 – dates confirmed with shortlisted candidates**

We will make reasonable adjustments for applicants with disabilities or long-term health conditions – just let us know what would help at any stage of the process.

We are unlikely to be able to accommodate individual requests for different dates.

## HOW TO APPLY



**The closing date for applications is 5 October 2026.**

Please send the following to [hr@compasswellbeing.co.uk](mailto:hr@compasswellbeing.co.uk):

- A supporting statement (maximum 2 pages or 1000 words) telling us:
  - What you would bring to this role
  - How this opportunity aligns to your experience
  - Your motivations to join us as Head of Fundraising
- An up-to-date CV (maximum 2 pages)
- Contact details for two referees (only contacted with your permission and only after the selection of preferred candidate)
- Completed equality monitoring form (optional)

Candidates selected for interview will be asked to complete a DBS check and undergo appropriate pre-employment checks.

### ACCESSIBLE APPLICATIONS

We want this opportunity to be as accessible as possible and we know people communicate their experience and motivation in different ways. You are welcome to apply using either:

- A written supporting statement
- A video application (maximum 5 minutes) covering the same points.

Both formats will be given equal consideration by the selection panel.

If you would like this pack in an alternative format or need any adjustments to support your application or participation in the process, please contact us at [hr@compasswellbeing.co.uk](mailto:hr@compasswellbeing.co.uk) and we will be happy to discuss what would help.

# The Power of Small

## A Small Charities Week Gathering

Bringing together small charities VCFSE organisations  
Partners across London to connect, share and build  
meaningful partnerships

Collaborate, create, think, breathe and be HONEST

