

Job Description

Job Title:	Specialist Fundraising Trustee	Grade:	Trustee
Department:	Trustee	DBS Required:	Standard
Reports To:	Board	Location:	
Contract Type:	Permanent	Hours Per Week:	

This job description is non-contractual and does not form part of your contract of employment. It is not intended to be exhaustive and is provided for guidance only. Due to changing nature and priorities you will, from time to time, be required to undertake other responsibilities of a similar nature that fall within your capabilities. Focus retains the right to change the job description or job title at any time.

Management Responsibility (delete if not applicable)

Indirect Reports:	Volunteer
Budget Responsibility	No

Purpose of Role

Our Trustees play a vital role in guiding the charity's long-term strategy, sustainability, and impact. As we look to the future, we are seeking to grow and diversify our voluntary income, with a particular focus on developing new and underrepresented income streams.

As a Specialist Fundraising Trustee, you will bring strategic expertise in growth areas such as corporate partnerships, individual giving, and legacy fundraising. You will act as a critical friend to the Executive Team, helping to shape and accelerate these priority areas, strengthen sustainability, and unlock new networks and opportunities.

Our Trustees are required to attend four Board meetings per year , participate in relevant sub-committees (e.g. Fundraising / Business Development) . We are also looking for this Trustee to provide occasional strategic input and support introductions as appropriate.

Key Outcomes of the Role

1. Play a key role in shaping new income streams that strengthen long-term sustainability.
2. Help Focus Birmingham build meaningful corporate and supporter relationships.
3. Support the organisation to move from traditional fundraising to a more balanced, growth-oriented model.
4. Contribute to a mission-driven organisation making a tangible difference to people with care and support needs.

Key Responsibilities

Strategic Growth & Income Diversification

1. Provide strategic guidance on developing and scaling new income streams, particularly:
2. Corporate partnerships and sponsorship
3. Individual giving (including regular giving and mid-value donors)
4. Legacy and in-memory giving
5. Support the evolution of a diversified, resilient fundraising model aligned to Focus Birmingham's long-term ambitions.

Corporate Partnerships & Business Engagement

1. Advise on building and structuring meaningful, long-term corporate partnerships beyond one-off donations.
2. Support the development of compelling propositions, sponsorship packages, and employee engagement opportunities.
3. Where appropriate, leverage networks to open doors to corporate prospects and strategic introductions.

Individual Giving & Supporter Development

1. Provide insight into growing sustainable individual giving programmes, including:
2. Regular giving acquisition and retention
3. Donor journeys and stewardship
4. Campaign-led giving (e.g. digital appeals, matched funding campaigns)
5. Support the Executive Team to strengthen supporter engagement and lifetime value.

Legacy & In-Memory Giving (Developing Area)

1. Advise on establishing or growing a legacy giving programme, including:
2. Messaging and positioning
3. Supporter journeys and stewardship
4. Practical steps to build a pipeline over time
5. Provide insight into best practice for sensitive, values-led legacy promotion.

Major Gifts & Philanthropy

1. Provide strategic input into approaches for mid- and high-value donors, ensuring alignment with organisational priorities.

2. Support relationship-building strategies and, where appropriate, help facilitate introductions.

Digital & Campaign Fundraising

1. Offer strategic oversight of digital fundraising and campaign activity, particularly where it supports individual giving growth (e.g. Big Give or appeals).
2. Support the team to interpret performance and refine approaches.

Governance, Oversight & Support

1. Ensure fundraising activity aligns with best practice, compliance, and ethical standards.
2. Contribute to discussions on investment vs. return, ensuring resources are used strategically to enable growth.
3. Act as a constructive challenger and advisor to the Executive Team.

Ambassador & Influence

1. Act as an ambassador for Focus Birmingham, promoting our work and impact.
2. Use your networks to support introductions, partnerships, and visibility, particularly in corporate and philanthropic spaces.
3. Champion innovative, forward-thinking approaches to fundraising within the organisation.

Person Specification

We are particularly interested in individuals with experience in one or more of the following areas:

- Experience building strategic partnerships, sponsorships, or CSR programmes
- Expertise in regular giving, donor journeys, or mass fundraising
- Experience developing or advising on legacy or in-memory giving programmes
- Experience shaping or scaling fundraising functions, particularly in growth or transformation contexts

In addition:

- Strong networks (ideally in the West Midlands or nationally)
- Ability to think strategically rather than operationally
- Confidence to both support and constructively challenge
- Commitment to the mission and values of Focus Birmingham

Standard Requirements of all positions

All employees are expected to:

1. Be flexible in their duties and responsibilities and may be asked to perform other duties which reasonably correspond to the general character of their job and level of responsibility.
2. Promote and safeguard the welfare of adults and children at risk
3. Maintain confidentiality of data and information that is sensitive to the Organisation, in line with policy and GDPR
4. Maintain personal and professional development activities to meet the changing demands of their role
5. Ahere to all Focus policies
6. Take a proactive approach to managing their own and others Health and Safety in line with requirements and Focus procedures.

Equality, Diversity and Inclusion

At Focus Birmingham, we are committed to equality, diversity and inclusion. We value the unique experiences, perspectives and strengths that people bring and believe this makes our organisation stronger. We welcome applications from people of all backgrounds and are committed to creating a workplace where everyone feels respected, included and able to thrive.