

**National  
Literacy  
Trust**

Change your story

# Director of Development



# Job description

Job title:	Director of Development
Salary:	£85,000 to £90,000 per year
Contract:	Permanent
Hours:	35 hours per week
Directorate:	Development
Reports to:	CEO
Direct/indirect reports:	6 direct / 14 indirect

## Our mission

**We empower children, young people and adults from disadvantaged communities with the literacy skills they need to succeed in life.**

We work directly with young people and their families, with the 5,000 schools in these communities, with nurseries, prisons, YOIs and through our teams leading community literacy programmes in 20 places in the UK facing the biggest literacy and poverty challenges. Our research makes us the leading authority on literacy and drives all our work. We are committed to becoming a more diverse and inclusive charity, better at listening to and working in partnership with the communities we exist to serve. Literacy is a vital element of action against poverty and our work changes people's life stories.

Find out more about our [bold ambitious strategy for 2024-27](#).

# Purpose of role

As Director of Development you will lead our fundraising and development strategy. The development directorate is the engine room of the charity, doubling our income in the past five years, generating income from a diverse range of funders and enabling us to increase our impact in the UK's most disadvantaged communities. We have exciting and award-winning partnerships with a wide range of corporates, including the Premier League, KPMG, McDonalds, WHSmith, Chase, Penguin Random House, Harper Collins and Hachette. We are supported by a wide range of trusts and foundations. We also have important strategic partnerships with Arts Council England and the Department for Education.

You will be responsible for continuing our growth trajectory and increasing our supporter base, especially through the development of a major donor strategy and individual giving. You will also continue to grow support from corporates and trusts and foundations – including leveraging support and acting as strategic lead for the National Council for Literacy and Business, which is chaired by Dame Julia Cleverdon.

## Key contacts

You will work closely with the CEO and be a member of the senior management team, attending and presenting at trustees' board meetings. Leading a dynamic and ambitious team of professional fundraisers, you will also work with programme leads who play a vital role in fundraising and managing relationships with funders. You will have regular contact with all our funders, frequently at senior leadership or board level.





# Outline of responsibilities

- Lead the National Literacy Trust's fundraising strategy, meeting income targets for the charity to ensure we fulfil our ambitions to transform literacy in disadvantaged communities
- Be responsible for annual income of around £12m
- Provide strategic oversight for our fundraising portfolio, growing a wide range of existing strategic funding partnerships to ensure sustainable growth
- Work closely with the CEO and senior management team to develop strong value propositions for funders and partners and maximise income from trusts, foundations, government and companies
- Ensure effective planning, management and pipeline development across income streams
- Develop successful income generating campaigns, working closely with the marketing and communications directorate
- Manage relationships with existing and new supporters, strengthening trust and collaboration
- Be an inspiring advocate for our mission and our work
- Be a collaborative and collegiate member of the senior management team
- Lead, motivate and manage the development directorate
- Live the values of the charity and build the organisational culture, demonstrating a commitment to equality and diversity

This outline is indicative and is not intended to provide a complete list of duties. The postholder will also be required to support activities that contribute to the growth and sustainability of the charity, and to the sharing and development of our organisational knowledge.



# Person specification

## Essential

Successful track record of leading the fundraising strategy of a charity and delivering sustained income growth – meeting and exceeding targets

Experience of leading major integrated and strategic corporate partnerships

Creating and executing successful income generating campaigns

Senior leadership experience and working with boards

Motivational leadership skills and experience

Excellent and compelling communication skills

Excellent understanding of financial planning and reporting

## Desirable

Experience fundraising for work to support children, families or disadvantaged communities

Using Salesforce to manage fundraising pipelines, planning and income





# Summary of terms

## Location

You will be able to work regularly from home around the requirements of your role for in person meetings or travel. However, you will be contracted to our office at 68 South Lambeth Road, London SW8 1RL, and responsible for your travel to London when necessary.

## Flexible working

We have a flexible working culture and encourage all staff to work in a way that enables them to be most effective in their role.

This role will involve occasional out of hours working and time off in lieu will be granted for any additional hours worked.

## Travel

This post will require regular national travel. Travel expenses will be paid when incurred in line with our expenses policy.

## Safeguarding

We are committed to safeguarding all those who come into contact with our work and all staff are required to follow our safeguarding policy for children, young people and vulnerable adults.

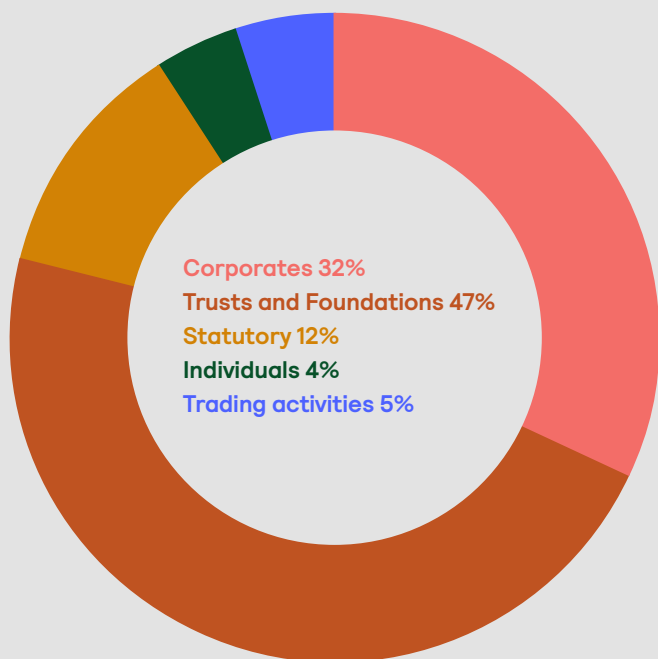


# Income summary and growth

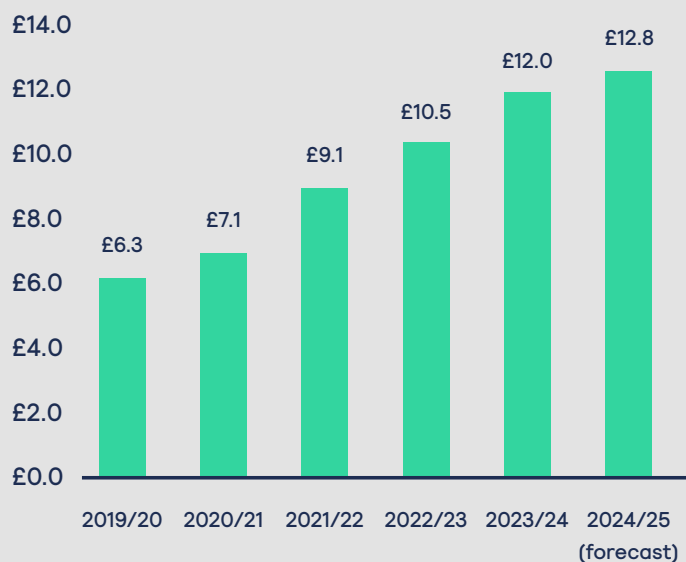
Our total income for 2023/24 was £12m, up from £10.5m in 2022/23 – year-on-year growth of 12.5%. This continues the recent pattern of growth which has seen our income double since the Coronavirus pandemic and its impact on the most vulnerable communities. The cost-of-living crisis and increase in child poverty mean our work has never been more vital. This has helped us to both increase support through our existing partnerships and secure some major new ones to grow our reach and impact. We expect to maintain our income at this level, or see further moderate growth to around £12.8m in 2024/25.



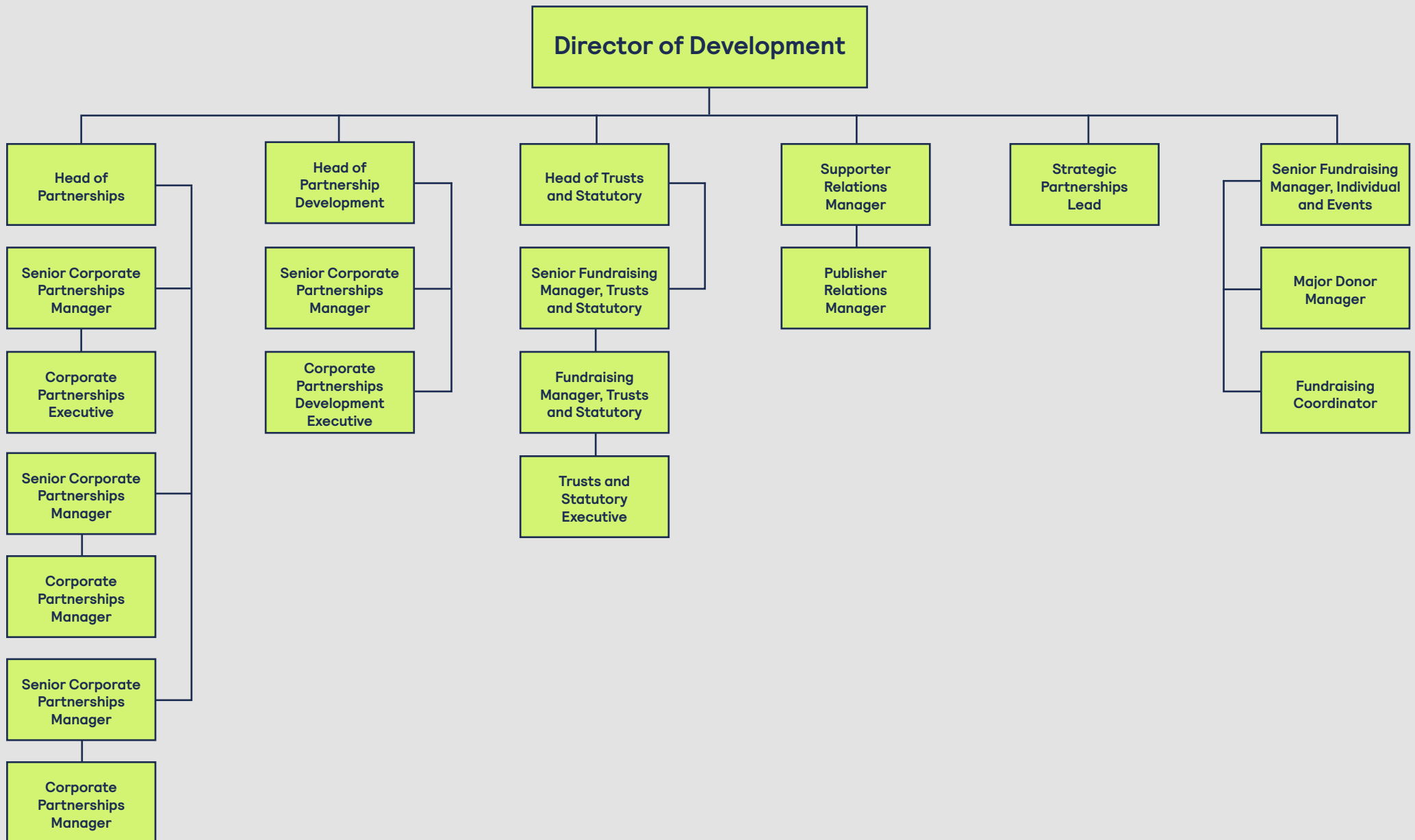
## Sources of income



## Total charity income and growth (£m)



# Team structure





# Current partners

We believe that the business community has a key role to play in raising literacy levels. We currently work with an exciting portfolio of almost 100 partners, including brands and businesses that connect strongly with the communities we work with, like McDonalds, the Premier League, Provident and Morrisons. We have strong partnerships with businesses like Chase, Slaughter and May, PwC, KPMG and Experian who see literacy and social mobility as key to their future. We are also supported by over 30 publishers, including Penguin Random House, Pan Macmillan, Hachette and Harper Collins.

Working with leaders from the business community, we want to continue to grow new partnerships and mobilise the business sector in new ways to address literacy. Our Council for Literacy and Business, chaired by Dame Julia Cleverdon, is a movement of businesses committed to literacy. Our Vision for Literacy Business Pledge, and new Literacy and Business Awards, also provide recognition for their leadership and action, and open up new opportunities to build our range of partners.

# Our Patron, ambassadors and champions

Our Patron is The Queen, who takes a deep interest in our work and regularly visits our community programmes. Recently this has included visiting schools to open new libraries funded by our programmes and hosting a reception at Clarence House for our grassroots Literacy Champion volunteers and supporters to mark the charity's 30th anniversary.

We are also fortunate to have a strong collection of ambassadors and champions. These include authors committed to our cause such as Cressida Cowell, Victoria Hislop, Malorie Blackman and Anthony Horowitz as well as advocates such as Marcus Rashford, whose Bookclub we are taking to thousands of young people.

