

## Director of Income Generation

### JOB DESCRIPTION

<b>Job Title</b>	<b>Director of Income Generation</b>
<b>Reporting to</b>	<b>CEO</b>
<b>Location</b>	<b>Hybrid (Dudley) 3 days in the office with travel to sites</b>
<b>Salary</b>	<b>£80,000.00 - £85,000.00</b>
<b>Hours</b>	35 hours per week
<b>Line Management</b>	Marketing, fundraising, stakeholder engagement/management and income generation.
<b>Budget Responsibility</b>	£500K
<b>Income Target (2023)</b>	£2.6 Million

### OVERALL, THE JOB'S PURPOSE

The Director of Income Generation leads and delivers the Gordon Moody Association income generation programmes, marketing campaigns, stakeholder engagement and strategy. The role ensures the right balance in our income streams to maintain Gordon Moody's ability to deliver and manage funding risks. The Director of Income Generation is accountable for our stakeholder data, develops and manages key donor relationships and supports the CEO in stakeholder management.

**Internal Stakeholders:** Board of Trustees, CEO, SLT and the Management Team.

**External Stakeholders:** Commissioners, Gambling Operators, Funders (Trusts and Foundations etc.), Donors, Media, Agencies, Alumni and other stakeholders/partners.

The Director of Income Generation will lead a number of key functions, these include Marketing, Communications, Fundraising, Income Generation, and Digital Development. They will set strategic direction and ensure high performance through diligent, developmental, and effective line management.

As an organisation that uses data to drive our communication and decision-making, this role will be pivotal in ensuring that we interrogate and drive data use to maximise our narrative. They would need to raise awareness of the Gordon Moody Organisation through both B2B and B2C

As a member of the Senior Leadership Team, the Director of Income Generation will support the CEO in setting the strategic direction of Gordon Moody whilst promoting the importance of excellent service delivery across all avenues. This will help to enable the Senior Leadership Team to drive and deliver the implementation of Gordon Moody's ambitious strategy and operational plans.

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We expect our Director of Income Generation to build and develop the organisation's reputation and profile with prospective residents and those seeking treatment, funders, and other businesses.

The overall responsibility and leadership of the engagement strategies including those connected to recruiting those in need of treatment, marketing, communications, and fundraising.

- They will need to work collaboratively with employees to develop engagement frameworks in a sustainable way ensuring consistent, coherent delivery and implementation.
- They will need to take overall responsibility and leadership of any press relation strategy in any crisis.
- Lead on the engagement work for strategic projects which have a multifaceted engagement opportunity for different stakeholders.
- Ensure the effective use of market analysis to understand the market position by identifying and exploiting opportunities to then publish and share their findings across the organisation.
- To distil and project the Gordon Moody brand, by enhancing our reputation and public profile; locally, nationally, and internationally.
- Provide overall responsibility and leadership of the fundraising strategy by ensuring appropriate approval campaigns and ensuring the correct use of communication with key stakeholders.
- Be responsible for efficiently and effectively delivering any external engagement campaigns by managing relevant budgets.
- To be responsible for the leadership of the external engagement directorate through appropriate structures, resources, and skills across all the organisation's functions to deliver strategic plans in line with the organisation's targets.
- Represent the organisation at any relevant and appropriate national or international event.
- Lead on the budget set by monitoring, planning and delivery while meeting financial targets.
- Produce relevant monthly reports to the CEO, and create quarterly reports to the trustees against KPIs, compliance, complaints, and risk.
- To undertake any other duties or responsibilities commensurate with the grade of the post, properly directed by the CEO.

### REQUIREMENTS:

- Lead the External Engagements team, ensuring knowledge and commitment to the team purpose, and defining roles and accountabilities.
- Lead on developing and delivering a fundraising strategy by diversifying and maximising our fundraising efforts.
- Understand and work through the nuances of fundraising with and around our core funder.
- Understand and work through the implications of the white paper policy, working to get the NHS on the side.
- Appreciate that current income support may not be politically appropriate in the future and look to find other streams.
- Develop and build lifelong Donor Partnerships.

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- Define and deliver materials to support all aspects of fundraising.
- Ensure strong, robust, and lasting relationships with all our supports, donors and partners.
- Ensure that our treatment services have a pipeline of people applying for treatment, through our marketing campaigns, referral pathways and support in the importance of the sale of bed spaces.

### SPECIFICATION:

Essential	Desirable
Proven experience in leading a highly effective and successful Marketing and Communications or External Affairs department, with responsibility for directing, marketing and communications and a number of other relevant functions, which could include policy, public affairs, and partnerships	Work experience in fundraising, marketing, or gambling sector
Significant experience in developing senior-level external relationships and securing the highest-level advocacy, including developing and harnessing strong networks across multiple stakeholder groups	International experience in a professional, educational, or voluntary capacity
Advanced understanding of stakeholder engagement	Advanced knowledge of marketing and communications principles
Extensive experience in leading, motivating and managing teams with the ability to promote a culture of high performance, continuous improvement, and innovation	Experience working in the charity sector, in a not-for-profit or membership organisation
Experience and successful track record working in complex fast-paced environments and the ability to influence positive change	A well-developed understanding of the Gambling Landscape
Knowledge and passion for data and insights	An understanding of changing economic, political, and social environments affecting the Gordon Moody
Senior-level experience in project planning and management	An understanding of the Sustainable Development Goals and their relevance for our sector

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Knowledge of financial management	Relevant professional qualification
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### Our Values: P.R.O.U.D

**Passionate-** Were committed, enthusiastic, caring and immensely proud of the difference we all make. Our mission shines through in every one.

**Respectful-** We value everyone, see the best in them and ensure everyone has a voice and is heard

**Open-** We're transparent and do what we say we'll do. You can trust us and rely on us.

**United-** We believe in collaboration over competition and freely share our knowledge and experience to help empower others.

**Dynamic-** We're bold trailblazers, who embrace and inspire change and actively seek out new or better ways of doing things.

### Company Benefits:

- 28 days holiday plus bank holidays
- Paycare Scheme
- BetterSpace Membership
- Able Futures Partnership
- Increased Company Pension contribution
- Strong CPD and Development Opportunities
- Supportive working environment
- Career Progression
- Family Friendly Policies
- Company Events