

XLP

DIRECTOR OF FUNDRAISING

CANDIDATE PACK

charisma
CHARITY RECRUITMENT

DIRECTOR OF FUNDRAISING

XLP is a youth charity that builds long-term relationships with young people growing up in some of London's toughest areas. Our work in schools and communities tackles poverty, exclusion and the challenges they face – and it's powered by people who believe change is possible.

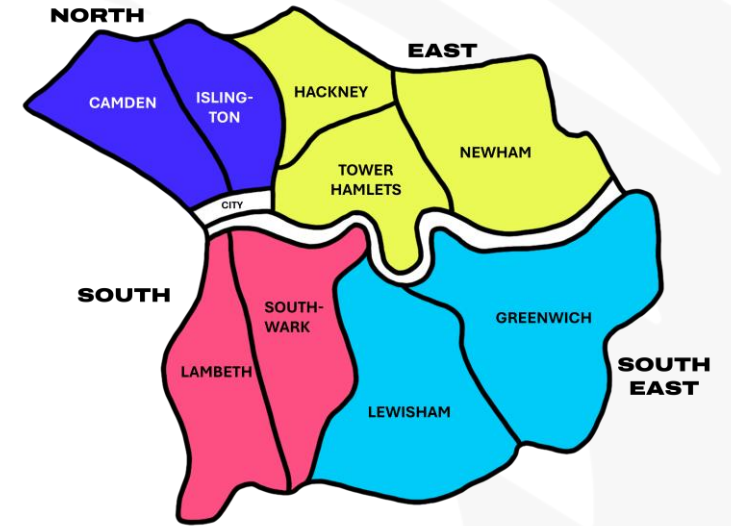
We are entering a pivotal chapter in our story. As we approach our 30th anniversary, XLP is strengthening its foundations for the future, redesigning our core team, refining our approach, and staying true to our mission in the face of sector-wide challenges.

We're looking for a strategic and proactive fundraising leader to shape and oversee our income generation and communications efforts. This role offers the chance to build on XLP's trusted reputation and long-standing relationships, bringing direction, structure and momentum to a growing team.

You'll work closely with the CEO and our Partnerships Director to lead our next phase of development, particularly strengthening individual giving, major donor strategies, and income planning and forecasting working closely with the finance function and using XLP's Salesforce CRM for reporting.

You'll report directly to the Chief Executive Officer and join our Executive Team, alongside the Director of Youth Work and Director of Operations. You will also manage the Communications Manager, ensuring our messaging is aligned, consistent and impactful.

We are actively committed to growing the diversity of our leadership team and welcome applications from all backgrounds. We particularly encourage women and people from Black, Asian and Minority Ethnic communities to apply.



VALUES

OUR MISSION

We fight for the young people that fly beneath the radar. Those who have been written off and ruled out; whose hope for the future is waning. We see the young people that others forget.

Not only do we see their struggle and their circumstances, but we see their potential. In them, we see talent, we see skill, we see courage.



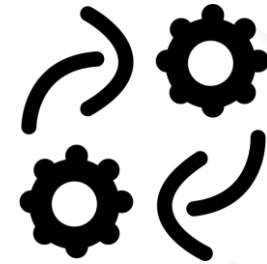
WE PUT **YOUNG**
PEOPLE FIRST



WE BELIEVE IN WORKING
FOR THE **LONG TERM**



WE STRIVE
FOR **EXCELLENCE**



WE **WORK**
TOGETHER WELL



WE ARE ROOTED
IN **CHRIST**

These are the values that shape our community and drive our effectiveness. Candidates are required to support, uphold and sustain these values.

We are a Christian charity and are "faith-based, but not faith-biased," working with young people of all faiths and none. We are guided by the values of love, compassion, and helping others that come from Jesus' life and teachings. We use these principles to make a real difference in our communities.

Our staff team is dedicated to growing in diversity and inclusion, aiming to reflect the communities we serve. We welcome applications from all backgrounds, ethnicities, and genders.

WHAT YOU WILL BE DOING

Strategy and Leadership

- Set the strategic direction for fundraising and communications, embedding strong planning, process and performance monitoring.
- Lead the development and implementation of a fundraising strategy aligned to organisational goals.
- As part of the Executive Team, contribute to the overall strategy, vision and direction of XLP.
- Build a strong and collaborative fundraising culture across the charity, ensuring fundraising is understood, owned and supported by all teams.

Fundraising Delivery

- Oversee a mixed portfolio of income, including trusts, corporates, individuals, events and digital campaigns.
- Work closely with the CEO to initiate major donor fundraising prospects to convert to secured income
- Personally lead on developing individual giving, philanthropy and major donor strategies.
- Work closely with our Partnerships Director to grow and steward corporate partners.
- Line manage the Partnerships Director, the Head of Fundraising, and Fundraising and Reporting Officer, supporting pipeline development and high-quality applications.
- Accountable for XLP income targets and effective budget forecasting, with an annual target of £2.5-£3m.

Team and Culture

- Lead and develop a newly forming fundraising and communications team, ensuring clear expectations, effective line management, and a positive working culture.
- As part of the Executive team, model the XLP values in action
- Foster a collaborative approach to cross-team working, particularly with Finance, Youth Work and Impact teams.
- Ensure timely, accurate and consistent reporting to the CEO, Board and funders.

WHAT YOU WILL BE DOING

Data, Systems and Insight

- Responsible to ensure accurate and timely data entry and pipeline reporting, ensuring Salesforce is consistently used to track income and engagement, in particular to enable timely budget-setting and strategic decision-making.
- Use data to inform decision-making, shape supporter journeys and identify new opportunities.
- Work closely with the finance and impact reporting functions.

Communications

- Oversee the work of the Communications Manager, ensuring external communications are clear, consistent and supportive of fundraising objectives.
- Ensure all communications activity reflects our values and brand, builds connection with our audiences, and includes compelling calls to action.
- Collaborate with the CEO and team to develop campaigns and messaging around XLP's 30th anniversary.

External Relationships

- Represent XLP with supporters, funders and partners at a senior level.
- Build networks across the sector and proactively seek opportunities to raise XLP's profile.
- Attend fundraising events and supporter engagements and encourage others in the team to do the same.

WHAT YOU BRING TO THE ROLE

You will be a strategic, proactive and collaborative leader who can take ownership of XLP's fundraising function and help secure the charity's future.

You'll be good at:

- Working in a senior fundraising role in a charity of similar scale and complexity.
- Creating and delivering fundraising strategies that grow and diversify income.
- Successfully securing, managing and growing £2m+ income portfolios.
- Leading and developing teams. Building a collaborative working culture.
- Managing income pipelines, budgets and performance metrics.
- Making a compelling case for support to individuals, corporates and funders.
- Embedding data-driven approaches and use of Salesforce).
- Working cross-functionally with internal teams including Operations, Comms, and Youth Work teams.
- Representing XLP confidently with senior stakeholders and external audiences.

Useful if you have:

- Experience working in a Christian or faith-based charity
- Experience of working in a children, youth or community-based charity
- Experience overseeing communications within a fundraising team

We are committed to providing ongoing training and support for all our staff for them to develop and thrive in their roles.

All XLP staff and volunteers have enhanced DBS disclosures and work within strict child protection guidelines.



TERMS OF EMPLOYMENT

This is a full-time role, with normal working hours and some evenings and weekends as required.

Location:	City of London, Hybrid (Ideally Mon – Wed in the office)
Contract:	Full time, Permanent
Salary:	Circa £65,000 depending on experience

HOW TO APPLY

XLP is working exclusively with Charisma Charity Recruitment. You can apply for this role [here](#), your application must include a comprehensive CV and supporting statement, explaining how you believe you match the requirements of the role and describing any potential conflicts of interest.

Submission Deadline: Applications should be completed by **Monday 15th September**

Interview Process: Successful candidates will be invited to two stages of interview during the weeks commencing **29th September** and **6th October**.

Please note that Charisma vetting interviews must be completed by **19th September**.

If you have any questions about the role, please contact info@charismarecruitment.co.uk or call 0207 998 8888.