

Role Description

Job Title:	Income Generation Lead.
Hours:	35 hours per week.
Contract:	Permanent.
Salary:	NJC Scale: £30,451 - £35,745.
Location:	George House Trust, Manchester.
Accountable to:	Chief Executive.
Terms:	Standard George House Trust Terms and Conditions.

Purpose of the role

To lead, drive, develop and deliver the income generating activities of George House Trust to support our work providing services for people living with and affected by HIV.

Principal responsibilities

1.	Undertake a strategic analysis of the short, medium and long-term income generating opportunities open to George House Trust, taking account of potential sources of income, the current and future policy environment, market analysis and identifying new collaborators and partners.
2.	Implement the income generation action plan, prioritising areas for action based on the return on investment risk and the ease of implementation for agreement and action.
3.	Prioritise and increase unrestricted income.
4.	Develop community fundraising approaches and events building on interest from individuals and businesses using the opportunities that George House Trust's annual events calendar presents.
5.	Increase GHT's fundraising income through increasing involvement in the following: <ul style="list-style-type: none"> • mass participation events. • challenge event fundraising. • individual giving. • legacy fundraising. • trust and foundations. • corporate fundraising. • new business development.
6.	Identify and successfully respond to suitable contract and grant opportunities, co-ordinating the completion of application forms and submissions as required by funders, in line with agreed plans.
7.	In partnership with the Chief Executive and Leadership Team, understand the opportunities to develop our training work to increase both impact and income using the knowledge and skills of the whole staff team with a view to building a comprehensive training offer to other organisations who support people living with HIV.

8.	In partnership with the Chief Executive and Leadership Team, develop ways to engage with supporters and potential supporters through developed, new and innovative channels, whilst updating and maintaining our current database to support income generation.
9.	Ensure all income generation activity is effectively recorded and monitored in order to facilitate planning, achieve outcomes and contribute to performance management on an individual, project and organisational basis using the information to produce high quality statistics and reports as required.
10.	Ensure that equality and diversity are a key component of all income generation activity and that the activity proactively addresses disadvantage, inequalities, stigma and discrimination.
11.	Work in accordance with best practice, legal requirements, the policies and procedures of George House Trust and policies of our funders and partners and to contribute to the development of such policies.
12.	Lead and support George House Trust's income generation through researching relevant models of good practice, disseminating good practice guidelines and working with colleagues and Trustees to ensure strong and effective governance around income generation activities.
13.	Work imaginatively with the Chief Executive, Leadership Team, colleagues, Trustees, volunteers, community members and people being provided with services by George House Trust to maximise their involvement, contribution and ownership of all income generating activities of the trust.

George House Trust's expectations of the post holder

1.	Work in line with, and support the delivery of, the vision, mission, values and goals and to be a champion for George House Trust at all times.
2.	Adhere to and work within all the policies and procedures of George House Trust, in particular paying attention to the confidentiality and data protection policies, so as to protect our service users from stigma and judgement.
3.	Actively participate, engage with, and respond to, George House Trust's line management and support processes.
4.	Attend and actively contribute to internal and external meetings as required as part of your role.
5.	Attend and actively participate in training as required for your role.
6.	Actively contribute to a positive, supportive and constructive working ethos, relationships and environment within George House Trust and with partner organisations and all other stakeholders.
7.	Support and contribute to our overall aim of for all persons living with HIV in the North West to live happy and healthy lives, free of stigma and discrimination.
8.	Be flexible, adaptable and undertake work to support the aims of George House Trust as required.

Disclosure and Barring Service (DBS)

This role is not currently designated to require a DBS check.

Person Specification

This acts as the selection criteria and the more of the criteria that you demonstrate that you are able to meet the greater your likelihood of being invited to interview. On the application form please use each point that you are able to meet as a heading and then explain how you meet the specific criteria.

Experience		
1.	Demonstrable experience and understanding of income generation activities including fundraising, tendering and trusts and foundations.	A, I.
2.	Demonstrable experience and understanding of generating income through the development, delivery, marketing and sale of training and consultancy services.	A.
3.	Demonstrable experience and understanding of developing customer relationship management systems, membership systems and of using database information to support income generation.	I.
4.	Experience of recording and monitoring income generation and training activities using the information to improve performance and produce high quality reports.	A.
5.	Experience of developing and leading collaborative projects or partnerships to achieve objectives, such as new service development.	A, I.
6.	Experience of working with students, volunteers, community members and people accessing services to achieve objectives.	A.

Skills		
1.	Able to take income generation plans and turn them into action with tangible results motivating, funders, service users, volunteers, staff and the community to become constructively and actively involved.	A, I.
2.	Able to communicate effectively using all mediums and to a high standard with a diverse range of people and audiences at different levels of understanding and ability.	P.
3.	Able to network and build effective working relationships with a spectrum of individuals, groups and organisations.	A, I.
4.	Able to work successfully on your own initiative and as part of a number of teams and partnerships.	A.
5.	Able to organise and prioritise own workload effectively to meet job and project objectives.	A.
6.	Able to work flexibly and in an agile way and respond to changing circumstances.	I.

Knowledge		
1.	Good knowledge, understanding and demonstrable experience of income generation in relation to the voluntary sector including the wider context, such as competitors, legislation, policies and strategies.	A, I.
2.	Knowledge and understanding of the legal requirements in relation to income generation and business development including the Fundraising Code of Practice and the Data Protection Act.	A, I.

Personal attributes and approach		
1.	A commitment towards improving your own knowledge and skills.	A.
2.	A commitment towards George House Trust's mission, vision and values and to embrace them within your work.	I.
3.	A commitment to equality, diversity and inclusion and challenging discrimination.	A.
4.	A commitment to acquiring the skills, knowledge and understanding, through training and other opportunities, to become an expert in income generation.	I.

George House Trust will consider any reasonable adjustments requested by applicants with a disability (as defined under the Equality Act 2010) who meet the requirements of the post to be invited to interview, in line with the [Disability Confident](#) scheme.