



# CANDIDATE PACK FOR **CHIEF DEVELOPMENT OFFICER**

# WELCOME

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Dear Candidates,

My name is Rachel Carr and I am one of the founders of **Into**University and its current CEO.

**We're an award-winning charity** running local learning centres in the heart of the communities where the young people we support live. Our centres provide a high-impact education programme which includes practical learning support, pastoral care, and motivational and confidence-building activities for young people aged 7-18. Our aim is to enable students from the least advantaged neighbourhoods to realise their ambitions and achieve their wonderful potential.

**As the UK's leading university access organisation**, our staff team is helping over 52,000 young people each year at its 44 learning centres and extension projects across England and Scotland, and we plan to scale-up our provision to 50 centres over the coming years.

We are seeking a talented **Chief Development Officer**, fully committed to our widening participation cause, to join the Senior Management Team in a pivotal new role for a growing and ambitious charity.

You will have responsibility for the **successful development and implementation of the charity's fundraising and communications strategies**, leading a high-achieving successful fundraising team to meet and exceed its ambitious fundraising targets (currently over £14m per annum from donations, grants and university partnerships - and projected to rise each year as the charity expands its reach). As a member of our SMT you will also play an active and key role in leading our communications strategy and driving forward the broader objectives of the charity including its growth plans.

This is both a strategic and hands-on role, ranging from having **senior oversight of the charity's crucial university partnerships**, through to rolling your sleeves up to work with the team to meet a tight deadline completing a bid for a major new funding opportunity.

**As a charity with social mobility as its core objective, IntoUniversity is wholly committed to equality of opportunity.** We work with children and young people from a diverse range of backgrounds, and we believe that our staff team should be similarly diverse and representative.

**The more inclusive we are, the better our work will be, and we recognise that we have much more to do in this regard.** We are committed to building a culture where students, staff and volunteers are valued for the unique people they are. We therefore encourage applications from candidates from as wide a range as possible of ethnic, cultural and social backgrounds. In particular, we actively and warmly welcome applications from Black, Asian and minority ethnic candidates, male candidates and candidates with a disability as they are currently under-represented within **Into**University.

Thank you very much for your interest in our work and in this role - I look forward to hearing from you.



**Dr Rachel Carr**  
**Chief Executive and Co-Founder**

# ABOUT US

**Into**University provides local learning centres where young people are inspired to achieve.

At each local centre, **Into**University offers an innovative programme that supports young people from disadvantaged neighbourhoods to attain their chosen aspiration, including further and higher education, employment and work-based training.

Our mission is to provide local support that can break cycles of disadvantage and open up new opportunities for young people. We believe in the talent of every young person, and do not limit our support to those young people who have been labelled 'bright' or 'gifted'. We believe that, with support, every young person can progress to an excellent post-school destination and we are committed to helping them on this journey.

Our network has grown to 44 centres across England and Scotland – from Newcastle to Norwich and East Ham to Edinburgh – supporting over 50,000 young people each year. But each centre is just like our very first: a local hub for young people, based on their doorsteps. As our number of centres has grown, so has our fundraising team, track record and ambition for further expansion.

## OUR FUNDRAISING PERFORMANCE AND AMBITIONS

### IntoUniversity - fundraising history and targets

	21/22		22/23		23/24		24/25		25/26		26/27	
	Actual (£'000)		Actual (£'000)		Actual (£'000)		Forecast (£'000)		Forecast (£'000)		Forecast (£'000)	
Universities	3,074	31%	3,857	34%	4,536	37%	5,395	37%	5,758	37%	6,283	38%
Trusts and Foundations	2,993	30%	3,357	30%	3,596	29%	3,656	25%	3,800	24%	4,000	24%
Philanthropy and events	2,054	21%	2,348	21%	2,390	19%	3,520	24%	3,810	25%	3,940	24%
Corporate	1,569	16%	1,357	12%	1,486	12%	1,850	13%	2,000	13%	2,150	13%
Other	267	3%	348	3%	275	2%	140	1%	170	1%	180	1%
<b>Total</b>	<b>9,956</b>	<b>100%</b>	<b>11,268</b>	<b>100%</b>	<b>12,282</b>	<b>100%</b>	<b>14,561</b>	<b>100%</b>	<b>15,538</b>	<b>100%</b>	<b>16,553</b>	<b>100%</b>



# JOB DESCRIPTION

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**Job title:** Chief Development Officer

**Reports to:** The Chief Development Officer is a Senior Management position within the charity and reports directly into the CEO.

**Direct reports:** Director of Development, Assistant Director of Development & Head of Communications.

## MAIN DUTIES OF THE ROLE:

**To drive the long-term development and successful implementation of the charity's fundraising strategy, building on our current success and ensuring that our targets across all funding streams are met or exceeded:**

- Working in collaboration with the CEO, Chair of Trustees and the Chair of the Development Working Group to progress the charity's fundraising strategy;
- Developing an ambitious prospect pipeline across all income streams, leading on major prospect cultivation and relationships and empowering your team to demonstrate best practice in supporter cultivation;
- Extending and enhancing our capacity to bid for trust and family foundation funds at scale;
- Initiating new strategies for substantially growing our philanthropic income from new and existing individual donors, managing and expanding a portfolio of major philanthropists and other funders with the capacity to make 6 or 7 figure major gifts to the charity;
- Having strategic oversight of and strengthening collaborations with university funding partners;
- Engaging and stewarding existing and new high-value corporate partners;
- Working closely with our Board of Trustees to maximise their impact on our fundraising efforts.

**To play the senior role in managing the successful fundraising operations of the charity, including:**

- Supporting the Fundraising Leadership Team in its active oversight and coordination of the charity's fundraising operations (eg the management of prospect research and prioritisation, managing workflows, solicitation planning, ensuring effective stewardship of supporters, tracking and monitoring funding);
- Acting confidently and persuasively as a principal advocate and networker for the charity, engaging potential donors, speaking at events, and pitching nuanced proposals to potential new supporters;
- With the CEO, COO and Fundraising Leadership team, developing and strengthening multiple university partnerships, working with university Development Teams to engage and steward donors and other supporters, and acting as an SMT representative on university partnership oversight boards
- Leading on major fundraising bids, including creative thinking on content, and supporting the fundraising team in their preparation of compelling and high-quality applications
- Playing the proactive lead in keeping abreast of and identifying new thinking and research which impacts on our fundraising.

**Provide leadership to our Communications function:**

- Lead the development and implementation of the charity's communications strategy, working closely with the Head of Communications
- Advocate for and champion a clear and consistent IntoUniversity brand

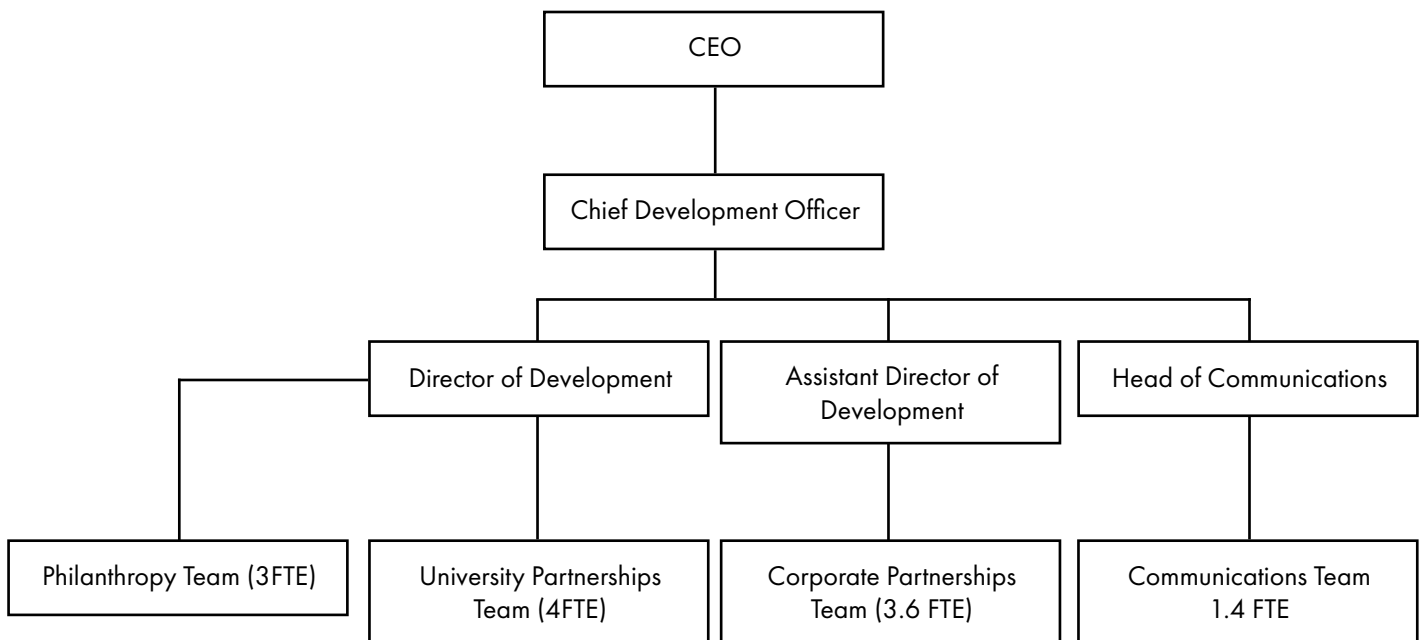
**To provide direction, expertise, guidance, vision and leadership through:**

- Playing a fully active role on the SMT in the general management of the charity, ranging from taking forward the charity’s strategic planning through to responding to the unexpected and contributing to day-to-day decisions on operational and staffing matters;
- Acting as direct line manager of the Head of Communications, working with them to develop and implement the charity’s communications strategy, raising the profile of the charity across the university and other funding sectors and ensuring that the communications strategy is embedded across different aspects of the charity’s functions, including all its fundraising
- Acting as direct line manager of the Director of Development and the Assistant Director of Development;
- Championing diversity and inclusion in your role at all times, fully supporting with the implementation of the charity’s Diversity and Inclusion Strategy.

## FUNDRAISING AND COMMUNICATIONS TEAM STRUCTURE

We currently have a talented and successful Fundraising and Communications Team of 14 supported by our SMT (CEO, CFO, COO and this new role), and our active Board of Trustees. The Fundraising Leadership Team comprises this role, the Director of Development, and the Assistant Director of Development.

The current Fundraising and Communications Team structure (with the addition of the new CDO role) is shown below. The structure may change depending on team requirements and the internal progression of team members.



# PERSON SPECIFICATION

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We are looking for a candidate who has **substantial and demonstrable experience in a senior fundraising leadership role** and is excited by the challenge of building on an existing successful track record in securing income across multiple funding streams.

## You will

- Be highly skilled at successfully designing and delivering all aspects of income-generation plans including a personal track record in raising six-figure and seven-figure grants/donations and in managing fundraising growth
- Be able to demonstrate in-depth knowledge and practical experience of successfully implementing best practice fundraising systems and processes, from prospecting and cultivation through to engagement and stewardship.
- Be highly adept at developing bespoke strategic partnerships, equally at home engaging with frontline staff, community groups, high-net worth individuals and corporate leaders
- Be a dedicated team player and people leader - someone with experience of line-management who can inspire, shape and develop teams comprising a mix of staff at different stages of their careers
- Have an understanding of the role of brand and strategic communications in an organisation and its relationship with fundraising
- Be experienced at working at senior leadership level and relish both managing challenges and embracing opportunities
- Be a strategic, clear thinker, able to exercise sound judgement, high emotional intelligence and tactical decision making
- Be an exceptional communicator, appealing to both heads and hearts, confident and passionate in pitching a nuanced cause persuasively to a wide and varied range of funders, both in person and in writing
- Be highly financially literate and be comfortable working with complex budgets and financial analysis



# OUR VALUES

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At **Into**University we believe that our values should be a part of everything that we do. They shape our culture as an organisation.

## TALENT

At **Into**University, we value and recognise the talent of every person.

**Are you someone who strives to use your talents to achieve the best outcomes for each individual situation?** As well as being highly skilled at developing and managing long-term funding plans, you will equally need to be creative, imaginative and innovative in identifying, responding to and embracing new funding opportunities, relishing thinking outside the box to engage new supporters of our cause. You will also be fully committed to nurturing and developing the talents of your team.

## QUALITY

At **Into**University, we complete everything to the highest possible standard.

**Are you someone who is highly resourceful with excellent attention to detail?** You will have exceptional written and communication skills in order to convey compellingly the need for and impact of our mission to a wide range of audiences, understanding why integrity, attention to detail and accuracy matter and require time and effort from you and all your team members.

## COMPASSION

At **Into**University, we practise pastoral, long-term care

**Are you someone who is kind and supportive of others?** You will have an authentic belief in and understanding of the importance of our mission to the communities and young people we serve and its impact on wider society. We need senior managers who display a compassionate and thoughtful approach in all aspects of their role.

## ASPIRATION

At **Into**University, we behave aspirationally and positively

**Are you someone who has a positive outlook?** We need leaders on the Senior Management Team who are able to demonstrate a positive 'we can' ethos when responding to challenges, and who will play a full role in enabling the charity to meet its ambitious aspirations to support more young people realise their potential.

## TEAMWORK

At **Into**University, we promote teamwork and togetherness

**Are you someone who enjoys working as part of a team to achieve shared goals?** We work to transform the landscape of Higher Education in the UK and we want people with the vision and drive to help us make that a reality. You will work collegiately with colleagues and will maintain a high-support and high-performance ethos that ensures everyone can achieve in their roles and that there is a team culture of ongoing learning and development. You will also be happy to be hands-on and ready to roll your sleeves up for the team when needed.

# TERMS OF APPOINTMENT

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## SALARY

The salary for this role is £85-90,000 per annum on a full-time permanent basis, pro rata for part-time candidates.

This role can be either full-time or part-time pro rata (0.8 FTE) - responsibilities will be adjusted proportionally for part-time candidates.

## LOCATION

**Into** University Head Office, 95 Sirdar Road, London W11 4EQ, with regular travel to engage funders and other stakeholders, typically via visits to our centres.

We are a delivery organisation providing frontline educational services for young people. Our Head Office team is based on the site of our North Kensington centre in West London. We are an organisation with team members at different stages of their career, including many in their first roles: we are committed to nurturing talent and providing a developmental culture for all. Our Head Office team works mostly in the office with some working from home.

## WORKING HOURS

Our working hours are 09:00 to 17:30, Monday to Friday. However, we operate core working hours in Head Office so you can choose to start early and finish early (e.g. 8:00 to 16.30), or start later and finish later (e.g. 9.30 to 18:00).

## PENSION

Employer pension contributions of 6% (and up to 8% after two years)

## ANNUAL LEAVE

36 days (33 days leave inc. bank & public holidays + 3 closure days, two in December and one in July)  
+ up to 5 days additional length of service entitlement (one day per year of service, up to 5)

## ADDITIONAL BENEFITS

- Year round 'early finish' Fridays at 4.30pm
- Summer working hours (finish at 1pm on Fridays for six weeks in the summer), pro-rated for staff starting after January in the same year
- Employee Assistance Programme including access to medical and legal support
- Life Assurance scheme with Aviva including SmartHealth service with access to 24/7 online GP appointments
- Interest-free new starter loans of up to £1,000
- Cycle to Work Scheme and Travelcard Loan Scheme
- Enhanced maternity, paternity, shared parental and adoption pay and sick pay allowances
- Staff in FOCUS – rewards, competitions and prizes across the year





# HOW TO APPLY

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We hope you will consider making an application. If you have questions about the appointment and would find it helpful to have an informal conversation, please contact [Hannah.Chapman@starfishsearch.com](mailto:Hannah.Chapman@starfishsearch.com) and we will be happy to arrange a call. To make an application, please go to <https://starfishsearch.com/jobs/intouniversity-cdo/> and click on the apply now button, with the following prepared:

- Your CV (no more than three sides).
- A supporting statement (no more than two sides) that sets out why you think this opportunity is the right move for you and, with reference to the criteria set out within this pack, how your, talents, skills, experience and ethos make you the ideal candidate for this role.

We would also be grateful if you would complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

IntoUniversity are committed to providing reasonable adjustments throughout our recruitment process and we'll always endeavour to be as accommodating as possible.

For further information on accessibility and adjustments during our recruitment process, and our commitments as a Disability Confident Committed Employer, please visit the Accessibility FAQs page on our [website](#).

<b>Closing date:</b>	Friday 7th March 2025
<b>Preliminary interviews:</b>	Tuesday 18th March 2025
<b>Final panel interviews:</b>	Monday 24th March 2025

