

Stonewall

**HEAD OF  
INDIVIDUAL GIVING  
AND INNOVATION**

**Applicant information pack**



## Introduction from the Chief Executive

### Welcome to Stonewall

#### Dear applicant,

I'm really excited to see that you're interested in working with us – welcome! Our aim is for equality and acceptance for LGBTQ+ people in the UK and worldwide - a world where everyone, everywhere is free to be themselves. If you want to join us in making that dream a reality, please read on. There is a huge opportunity to build on the strength of our networks to influence change within their communities and beyond.

We've achieved many great things since we were founded in 1989, from securing legislation which allowed same-sex couples to marry, to the repeal of Section 28. But today, over thirty years later, our work feels more vital than ever. Our [research](#) shows that life for LGBTQ+ people is still tough – hate crime and discrimination remain commonplace at home, work, school, and in public. We've spent the summer battling against a rollback of trans rights, and lobbying the Government to commit to a long overdue reform of the [Gender Recognition Act](#). We also know that COVID-19 is having a [particularly acute impact](#) on LGBTQ+ people, many of whom have found themselves trapped in hostile home environments or cut off from support networks.

In our work with employers and LGBTQ+ partners in dozens of countries around the world we witness the repression, discrimination and violence that leads to lives of poverty, exclusion and hopelessness. We're proud to speak out when others can't and to use our influence to support change for LGBTQ+ people. And while we have many achievements under our belt, it's clear there's still a long way to go before we can consider our job done. We know we haven't always got things right, and there are some communities, including communities of colour, that we have failed to represent meaningfully in our work. We're committed to embedding anti-racism into the fabric of our organisation through our Race Equity project, which includes a series of training for all staff and trustees.

At Stonewall, we have a vibrant, dynamic community – we're a driven bunch of people who value each other and want to make a difference. Lots of our staff have a personal investment in the work we do, and many come from marginalised backgrounds. As Chief Executive, this diversity is one of the things I'm proudest of, along with how we support one another – in our teams, our network groups, and our friendships. I believe that this is a genuinely special place to work.

So please, if you're up for a challenge and you're committed to making life better for LGBTQ+ people, join us. I'd love to hear from you.

Nancy Kelley  
Stonewall Chief Executive



## Who we are

Stonewall was founded in 1989 by a group of people active in the struggle against Section 28, an offensive piece of legislation designed to prevent the so-called 'promotion' of homosexuality in schools. As well as stigmatising lesbian, gay and bi people, it galvanised the LGBTQ+ community. Stonewall subsequently put the case for equality on the mainstream political agenda by winning support within all the main political parties.

Today, we are renowned for our campaigning and lobbying. Some major successes include: helping achieve the equalisation of the age of consent, lifting the ban on LGB people serving in the military, securing legislation which allowed same-sex couples to adopt and helping to secure civil partnerships, same-sex marriage, and the repeal of Section 28. We also have a sector-leading Diversity Champions programme that equips workplaces to champion LGBTQ+ inclusion, and expert Empowerment and Education teams whose programmes and training deliver powerful change in workplaces, schools, communities and individuals.



## Our priorities

- **Empowering individuals:** we empower LGBTQ+ people to be their authentic selves so they can achieve their full potential, and we empower LGBTQ+ people and their allies to create positive change at work, home and in their communities.
- **Transforming institutions:** we work with institutions (including workplaces, schools, healthcare providers, sports organisations and religious institutions) to create inclusive cultures, and equip institutions as advocates and agents of positive change.
- **Changing hearts and minds:** we work to ensure that LGBTQ+ people can participate fully in society and are welcomed in all communities, and we work to broaden understanding and tackle discrimination within LGBTQ+ communities.
- **Changing and protecting laws:** we work to ensure that laws and rights essential for LGBTQ+ equality are created, maintained, protected and defended, so that LGBTQ+ people have equal rights here and abroad.





## Our values

At Stonewall we are committed to building an environment, in and outside the workplace, that values respect, diversity, and compassion. We **stand up for what we believe in**, we encourage one another to be **bold and passionate**, we **listen to and learn from each other**, and ultimately, our goal is to **transform and inspire**.

## Our behaviours

- 1. We focus on people.** We treat others with respect and promote an environment where everyone can be themselves.
- 2. We take responsibility.** We act with integrity. We are honest, reliable and trustworthy. We mean what we say and we honour our commitments.
- 3. We communicate effectively.** We take the time to listen, as well as talk. We are aware of our ability to influence and use it positively to achieve our priorities.
- 4. We build strong relationships.** We are professional and build strong, sustainable external relationships with stakeholders and communities.
- 5. We step up as leaders.** We inspire, challenge and empower individuals to perform, develop and grow. We understand our responsibility as role models.



## How we work

Our registered office is based in Farringdon, central London, and we also have offices in Cardiff, Edinburgh and Belfast.

### We work within a number of teams, including:

- **External affairs** (comprising our Comms, Policy and Research teams)
- **Fundraising and Development**
- **Programmes** (comprising our Community and Workplace engagement teams and our Empowerment team)
- **Education and Youth**
- **Global**
- **Stonewall Cymru**
- **Stonewall Scotland & Northern Ireland**
- **Operations** (comprising our Finance, IT and Data teams)
- **People and Development** (comprising our HR and Facilities teams)

### Our benefits

- Free health insurance
- Interest-free loan on travelcard
- Tax-free cycle to work scheme
- Enhanced family policies
- Death in service benefit of two times your salary
- 24-hour employee support line
- A day of annual leave on or around your birthday
- We also pride ourselves on facilitating flexible working, including home and remote working, where possible.





## The Stonewall team

### According to our 2020 staff survey:

- 92% of staff are proud to work for Stonewall
- 88% of staff enjoy working with the people at Stonewall
- 82% of staff said they enjoy what they do
- 54% of staff are women
- 9% of our staff are non-binary
- 15% of our staff are trans
- 17% of our staff are from Black, Asian and Minority Ethnic (BAME) communities
- 16% of our staff have an impairment, condition or disability
- 44% of our staff are gay/lesbian
- 27% of our staff are bi
- 14% of our staff are straight
- 5% of our staff are under the asexual/aromantic umbrella
- 70% of our staff were aged 34 and under
- 8% of our staff are over 45
- 21% of staff told us they have a faith or belief

We're working hard to build a Stonewall team that reflects the communities we serve — we know diversity brings makes us stronger as an organisation and more effective in what we do. As part of this, we are implementing a Race Equity programme with the aim of ensuring BAME/PoC staff thrive and have their talents nurtured, and to have a workplace where the proportion of BAME/PoC staff reflects the population of the cities in which our offices are based.

We also have network groups run by and for different groups within Stonewall. These include groups for bi, trans, PoC, ace, women, disabled staff and people of faith, along with a Mental Health and Wellbeing network.

# Team and role description

## The Fundraising Team

**Position:** Head of Individual Giving and Innovation

**Responsible to:** Director of Fundraising

**Responsible for:** 1 x Individual Giving Manager and 1 x Supporter Care Manager

Location: London office / remote working

## The Fundraising Team

The Fundraising team partners with colleagues across Stonewall to raise funds, collaboratively, from grant funders, major donors, events and our thousands of supporters who help Stonewall create a world where all LGBTQ+ people are free to be themselves and can live their lives to the full.

## HEAD OF INDIVIDUAL GIVING AND INNOVATION: Role Description

The Head of Individual Giving and Innovation is responsible for leading a team of fundraisers to expand our on-line giving campaigns, develop our Merchandise offer and further build our legacy marketing and community fundraising activity to raise £ms for LGBTQ+ communities. The role also leads our Supporter Care team, enabling them to give our incredible supporters the best experiences of supporting Stonewall.

## Key Responsibilities and Duties

The Head of Individual Giving and Innovation is responsible for:

- Leading the Individual Giving programmes for regular giving, cash donations, community fundraising and legacy giving, developing existing and new propositions, products, audiences, channels and technology to deliver, including values-led propositions, to deliver excellent supporter experiences that build long-term loyalty to Stonewall and long-term value.
- Leading on the creation of a framework for Stonewall to use in the development of innovative products that generate income
- Leading a small individual giving team that focuses on individual giving, legacy giving and community fundraising, as well as lead a small Supporter Care team that also has responsibility for Stonewall's Merchandise sales.
- Developing a strategic approach to Stonewall's Merchandise offer that can be used in all areas of Stonewall's work to generate income.
- Working with the Supporter Care Manager and Stakeholder Engagement Manager (in Communications) to create and deliver a supporter care strategy that gives people the best experiences of supporting Stonewall.
- Being an active member of the Fundraising Leadership Team and Stonewall's Leadership Team by contributing to wider strategic goals across Fundraising and Stonewall.



## Expectations of all members of the Stonewall team

As a member of the Stonewall team, there are some common expectations of everyone, regardless of their role. Our vision and values drive who we are and what we do: live them through your behaviour at work and be a champion for Stonewall's vision.

As a member of the Stonewall team, we ask that you:

- Treat your colleagues with respect, challenging and supporting each other appropriately;

### **Contribute to a culture where it is safe to speak up when there is an issue, in a way that is constructive and professional, adopting an approach which enables people to learn and change their behaviour;**

- Create an environment where people can be their authentic self, reflecting our ambition of acceptance without exception;
- Be an ambassador for Stonewall and our work, both internally and externally;
- Share your knowledge and help your colleagues to be the best that they can, while also owning your own personal development and performance;
- Understand your responsibilities under key policies, including Equality and Dignity at Work; health and safety; data protection; IT; social media and safeguarding.

This means that you:

- will behave in a way and make decisions that are for the benefit of Stonewall and our staff, volunteers, beneficiaries and supporters;
- demonstrate good understanding and commitment to the inclusion of lesbian, gay, bi and trans identities in all walks of life with a willingness to learn and be challenged;
- demonstrate a commitment to learning about and implementing Stonewall's approach to race equity and eliminating discrimination across all protected characteristics;
- understand that you are personally responsible for your own behaviour;
- take active steps to understand the key policies and procedures and follow your responsibilities as set out by these;
- will attend any briefings and training to help you in your role;
- collaborate and co-operate with colleagues from across the Charity;
- ask and request advice if you are not sure of your responsibilities;
- carry out any other reasonable duties as directed by or agreed with line manager.

## Person specification

If you are interested in applying but not sure you have all the skills, please do apply. We are open to supporting learning on the job and to rearranging tasks within the team to suit the skillsets of the best applicant.

Area	Essential	Desirable
Qualifications		
Behaviours	<ul style="list-style-type: none"> <li>• A commitment to and ability to role model Stonewall’s vision, purpose and values</li> <li>• A commitment to LGBT rights and our approach to race equity and Trans Inclusion</li> <li>• Understands and is aware of intersections of oppression and an understanding of power and privilege in the workplace</li> <li>• Manages their team in a way that is inclusive of different communities and personality styles</li> <li>• Understands and is aware of intersections of oppression and an understanding of power and privilege in the workplace</li> <li>• Able to tailor their style according to the situation and audience</li> <li>• A clear and authentic communicator who is able to engage and influence at a variety of levels</li> <li>• Builds positive relationships internally and externally and is able to manage conflict to a positive resolution</li> <li>• Emotionally intelligent and self-aware, understanding how to get the best out</li> </ul>	

	<p>of their team and those they work with</p> <ul style="list-style-type: none"> <li>• Delivery focused and able to deliver to challenging deadlines</li> <li>• Takes responsibility for their areas and acts and manages with integrity and takes accountability for their own actions</li> <li>• Fails fast and learns quickly, moving on positively and role models this for their team</li> <li>• Owns the performance management for their team and supports them in their personal development</li> <li>• Committed to lifelong learning for them and the people around them, supporting their team to take development opportunities</li> <li>• Comfortable with receiving and providing feedback and challenge.</li> </ul>	
Skills	<p>Management and leadership skills, including coaching, change management, performance management and development, and conflict resolution</p> <p>Ability to feed into and deliver strategic and operational plans</p> <p>Financially literate and understanding of their team’s operations and how they engage with other teams</p> <p>Project management skills</p> <p>Able to work at pace and manage ambiguity for themselves and their teams</p> <p>Innovative and problem solving</p> <p>Understand of the legal parameters within which we operate, e.g., GDPR, Fundraising</p>	



	<p>Code, etc, that are relevant to your area of expertise</p> <p>Ability to work in a fast paced, complex environment with competing priorities, make sound decisions and take accountability for these</p> <p>Previous experience of working within and managing a team in the field of individual giving, customer care or innovation</p> <p>Able to inspire people to support or invest in an organisation using both the written and spoken word</p> <p>Able to use data insights to inform the development of income generation activities and innovation.</p>	
<p>Technical Skills</p>		<p>Working knowledge of customer relationship management systems e.g Salesforce or The Raisers' Edge</p>

# Key Terms and Conditions

## Place of Work: London

### Working Week

This is a **full time role** comprising a total working week of **35 hours**. The demands of this post require a flexible approach to both timing and duration of the working day, however, you will be expected to work during Stonewall's core office hours which are Monday to Friday from 10am to 4pm.

### Salary Scale

The salary will be £44,629 and is paid retrospectively on the 24th day of each month. This is a Stonewall salary band 3 position.

### Annual Leave

25 days of annual leave (rising by 1 additional day for each year of service completed up to a maximum of 30 days pro rata), up to 3 additional 'Stonewall Days' over Christmas, 1 day of holiday to be taken on or around your birthday and the 8 statutory holidays.

### Pension

Stonewall will contribute up to 9% of salary to the Stonewall pension scheme, as per this table:

Employee contribution (% gross basic salary)	Stonewall contribution (% gross basic salary)	Total contribution (% gross basic salary)
3%	7%	10%
6%	8%	14%
9%	9%	18%

### Other Benefits

Subject to successful probation, after 6 months' service you will qualify for: free health insurance, death in service benefit of two times your salary, interest free loan on travelcard, tax-free cycle scheme, enhanced family policies and 24-hour employee support line.

### Sick Pay

During the first 6 months of your employment, you will be entitled to 2 weeks at full pay and 2 week at half pay. Subject to successful probation, after 6 months' service an employee who is absent from work due to sickness will be paid up to 4 weeks at full pay and 4 weeks at half pay in any 12-month period up to 2 years' service. After 2 years continuous service, an employee absent from work due to sickness will be paid up to 12 weeks full pay and 12 weeks half pay in any 12-month period.

### Probation & Notice

The post is subject to a 6 month probationary period. During this period, you will be entitled to receive, and are required to give, at least 2 weeks' notice of termination, which must be in writing. After successful completion of your probationary period you are entitled to receive, and are required to give, at least 3 months' notice of termination, which must be in writing.

## How to apply

Our application form and recruitment analysis form are available at [www.stonewall.org.uk/about-us/join-our-team](http://www.stonewall.org.uk/about-us/join-our-team) , where you can also find the closing date and planned interview date.

We welcome applications from everyone and actively seek a diverse range of applicants from all backgrounds and cultures. The recruitment analysis form will be treated as confidential, used for statistical purposes only, and will not be treated as part of your application.

We shortlist applicants for interview by matching the details given on the completed application form against both the role description and the person specification. We'll be looking for clear evidence to show that your potential, experience, skills and knowledge match those set out in the person specification and role description.

We're interested in all relevant experience, wherever you have gained it, as well as beyond paid employment, that may contribute to your ability to meet the requirements of the job.

Please email your application to [recruitment@stonewall.org.uk](mailto:recruitment@stonewall.org.uk) .

## Further information

For information about how we use and store your data under the General Data Protection Regulations (GDPR) 2018, please refer to our privacy policy for job applicants: [www.stonewall.org.uk/gdpr-privacy-notice-job-applicants](http://www.stonewall.org.uk/gdpr-privacy-notice-job-applicants)

If you have a disability and would prefer to apply in a different format or would like us to make reasonable adjustments to enable you to apply or attend any interview, please contact us at [recruitment@stonewall.org.uk](mailto:recruitment@stonewall.org.uk) and we will talk this through with you. Please note that our offices are fully accessible.

Please note that to be successful in this role, you may be required to undergo and complete a satisfactory DBS check as a condition of your employment. Therefore any offer of employment will remain conditional prior to the review and assessment of the circumstances of any offence that may be advised on your DBS certificate. For more information please refer to our safer recruitment policy for job applicants:

[www.stonewall.org.uk/stonewall%E2%80%99s-safeguarding-safer-recruitment-and-recruitment-those-experience-offending-policy](http://www.stonewall.org.uk/stonewall%E2%80%99s-safeguarding-safer-recruitment-and-recruitment-those-experience-offending-policy)

Please contact [recruitment@stonewall.org.uk](mailto:recruitment@stonewall.org.uk) for any questions or clarification on the information here.