

Faculty of sexual and reproductive healthcare

10 – 18 Union Street, London SE1 1SZ

Job description

Job title	Head of Income Generation
Department	Works across all teams
Grade	Band 5, Starting salary: £35,584 per year (which is for 4 days) (FTE £44,481)
Reports to	Director of Membership and Marketing
Liases with	All staff, members (doctors, nurses, midwives), external, companies related to membership and events work, other suppliers, RCOG colleagues
Hours/week	4 days/ 28 hours per week (exact pattern to be agreed with successful candidate) 2 year fixed term contract (ideally starting 5 April 2021 but can be flexible for right candidate)
Benefits	Package includes: 20 days holiday (this is pro rata), 10% pension contribution, access to an employee assistance programme and flexible working
Location	Based in our London office, although we are all working remotely due to CV-19 currently.

About the FSRH

We are the largest UK multidisciplinary membership organisation with 15,000 members working at the heart of sexual and reproductive health (SRH), supporting healthcare professionals to deliver high quality care. We are also a charity.

We believe that access to sexual and reproductive healthcare is a fundamental right. We work together with our members and partners to shape better sexual and reproductive health for all.

We offer evidence-based clinical guidance and standards; a range of qualifications and training in SRH alongside our Journal; webinars and events. We also develop and manage the CSRH specialty programme which trains future consultants.

We provide an important voice for SRH professionals. We influence policy and public opinion working with national and local governments, MPs, commissioners, policymakers, the media, patient groups and other decision-makers.

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Last update February 2021

We have 26 staff and work with 1,000 healthcare professionals that give their clinical expertise and time to help produce our clinical guidance, educational materials, provide oversight via our committees and deliver our training. We have a newly refurbished office housed within the Royal College of Obstetricians and Gynaecologists building near London Bridge.

Purpose of the role

The Head of Income Generation will be responsible for the development and management of the organisation's long-term income generation strategy. This will include the development and expansion of existing a variety of income sources including income from education and membership sales, events income and sponsorship/commercial income as well as identifying new sources of funding such as government funding, trusts and foundations grants, and commercial enterprises.

They will also support the development of cultural change around developing entrepreneurialism and better project management to help us deliver more cost effective and sustainable products and services.

Dimensions and limits of authority

Income generation budget development and delivery.

Main duties and responsibilities

Income generation strategy and planning

- Overseeing and developing the FSRH's income generation strategy working across the organisation.
- Ensuring the income generation strategy is aligned with the organisational plan and budget which aligns to FSRH's strategic objectives.
- Input into the annual operational planning process to ensure that income generation activity is planned and budgeted.
- Communicating the aims and objectives of the income generation strategy to staff and other stakeholders.

Income generation leadership

- Working closely with staff across the organisation to identify opportunities to generate more income. Most projects and services are likely to be delivered digitally, so this will involve working closely with the Head of Digital Engagement and the other teams (Education & Training, Membership Engagement, and External Affairs).
- Supporting the development of a cross organisational (including our committees) entrepreneurial and commercial mindset.
- Monitor and manage the income generation activity against targets, and highlight any trends (under or over performance) and take action in order to manage them.

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Bid writing

- Working with staff and stakeholders to identify and prioritise new opportunities for bids to both statutory funders (eg Health Education England) and trusts and foundations. This could include international opportunities.
- Lead bid writing process involving the relevant staff members and stakeholders.
- Ensure monitoring of the success (or not) of different approaches and bids is put in place and leading on reporting on these with a focus on evaluation of what is working well and what isn't.

Developing sales activity

- Working with staff and stakeholders to understand the demand for training and education in the 'SRH market' to review what we currently sell (eg education and training products, membership and events) and identify what we could sell.
- Supporting staff to develop business plans for new products/services and to create a measurement framework to monitor the success of new activity.
- Supporting staff to adopt better project management practices with the development of new services and products to ensure we achieve good ROI on our activities.

Commercial partnerships

- Develop relationships with our existing and new commercial partners to develop new opportunities for them to support our work.
- Ensure our current commercial opportunities are priced appropriately.

Reporting/Analytics

- Support the organisation to develop its reporting activities on income generating activity.

Staff management

- Line manage the Events Manager.

Representing the FSRH

- Attending meetings with stakeholders representing the FSRH.

Compliance

- Ensure our activities are General Data Protection Regulation (GDPR) & other data protection regulation compliant.
- Ensuring FSRH activity complies with the Code of Fundraising Practice

Membership administration support

- Along with the rest of the Membership Engagent Team, helping during busy periods by taking membership calls, processing payments and updating CiviCRM.

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General duties of a FSRH employee

- To feed into and support the improvement of processes and systems to support the continuous modernisation of the day-to-day operations of the FSRH.
- To stand in for members of the team as required.
- To assist the CEO on specific campaigns providing and analysing data in order to grasp issues, draw conclusions and solve problems.

Signed by job holder:

Date:

Person Specification

Qualifications/Training

Essential/ Desirable

- Educated to Degree standard or equivalent

- Essential

Previous experience

- Operational management experience within the charity sector
- Experience of understanding charity sector funding and successful bid applications and report writing
- Experience of service evaluation and performance monitoring
- Experience of developing commercial relationships
- Experience of understanding digital development and delivery
- Evidence of supporting cultural change
- Experience of people management
- Experience of managing devolved budgets and financial income lines.

- Desirable
- Essential
- Essential
- Essential
- Essential
- Desirable
- Essential
- Essential

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Key skills/Attributes

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| <ul style="list-style-type: none">• Strategic thinking, combined with a practical hands on approach• Excellent written and verbal communication skills• Strong organisational skills• Ability to work under pressure• Willing to work flexibly and respond to changing priorities• Excellent time-management skills• Excellent prioritisation skills• An interest in Sexual and Reproductive Health | <ul style="list-style-type: none">• Essential• Essential• Essential• Essential• Essential• Essential• Essential• Desirable |
|--|---|

Competencies

- **Attention to detail:** accomplishes tasks with thoroughness, accuracy and reliability.
- **Team working:** builds and develops appropriate relationships with colleagues, member and suppliers at all level of seniority. Committed team player, with the ability to motivate others.
- **Adaptability/Flexibility:** maintains effectiveness in a changing environment. Able to be flexible in approach to work without losing sight of key objectives.
- **Communication:** expresses ideas effectively and conveys information appropriately and accurately both verbally and in writing.
- **Resilience:** maintains performance under pressure and / or opposition.
- **Analysis/Reasoning:** examines data in order to grasp issues, draw conclusions and solve problems.
- **Budget management:** ability to manage and work with budgets and to work within financial constraints. Able to manage/maximise financial opportunities that are presented. Strategic vision: sees the big, long-range picture.
- **Strategic vision:** sees the big, long-range picture.

How to apply

Please send a cover letter (of no more than 2 sides of A4) that outlines:

- How you meet the person specification
- Why you want the role
- Your current salary
- Where you saw the role
- Your notice period/availability to start the role

And send with you by **10am on Monday 8 March** to amywhite@dittonhr.co.uk who is managing the recruitment process.

Interviews will take place virtually on Thursday 18 or Friday 19 March in the afternoon. With a second interview taking place on the afternoon of Wednesday 24 March.

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If you would like a brief informal virtual chat with the Director of Membership and Marketing (who line manages the role), Abby Wright-Parkes please contact her awrightparkes@fsrh.org prior to the deadline.

No agencies please.

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