



Director of Fundraising and External Affairs

Candidate Information





Welcome and Introduction

Hello prospective candidate. We're really pleased that you're considering joining us at Home-Start UK. This is an exciting, meaningful role with the chance to make a real difference nationally, while working within a warm, collaborative organisation that believes deeply in the power of community and compassionate support.

This is a pivotal moment for Home-Start. Demand for early years support is rising sharply, and we are building the partnerships, funding approaches and external profile needed to meet that need with confidence. This role offers the chance to help shape the next chapter of our national impact at a time when families need us more than ever.

For far too many parents, the early years can be a lonely and overwhelming time. Last year, our network supported 75,500 children in 58,850 families, thanks to our dedicated staff and nearly 9,000 volunteers. But we know the need is far greater.



Home-Start is a federated charity made up of a central national office (Home-Start UK) and nearly 170 local Home-Starts working in communities across the UK. We share the same purpose and values, while adapting to local needs so that every family receives support that is personal, relational and rooted in their community. It's a model that gives us both national scale and deep local connection. It enables us to build national partnerships with funders who want UK-wide reach and strong quality support of a recognised model, while also supporting deep, place-based relationships with local Home-Starts who understand their communities and flex to deliver support on the ground. And the trusting relationships our services develop with vulnerable families across the country, and lived experience of staff and volunteers, mean we are uniquely placed to bring forward those voices. For the right leader, this role offers enormous scope to build partnerships and profile in a way that is strategic, long-term and genuinely transformational for families.

As **Director of Fundraising and External Affairs** at Home-Start UK, you will help ensure Home-Start can continue to be there for families when they need us most. This is an opportunity to lead established fundraising and communications teams, build on strong foundations, and help shape how we grow our income, strengthen our voice and deepen our relationships with supporters. At a time when many families are facing increasing challenges, we are looking for a strategic and inspiring leader to be part of our small executive leadership team and help us take Home-Start to the next level, securing and growing our resources and profile for the future in order to deliver lasting impact to many more families.

Why Home-Start is here

With our distinctive offer of volunteer-led home visiting and relationship-based support, Home-Start stands alongside families in communities across the UK. Over the past 53 years, we have helped to give hundreds of thousands of children a better start in life.





For far too many, parenting can be a difficult and lonely experience. In polling we recently commissioned, over half of parents of children under 5 said they feel lonely and one in five said they rarely or never have meaningful contact with another adult outside the home. As many as two thirds of parents find themselves unable to access essential early years services. This is equivalent to 3.5 million parents in England alone. Home-Start supports parents to feel confident, happy and connected in their parenting so that no child's future is limited.

As stated above, last year the network supported 75,500 children in 58,850 families across the UK and British armed forces in Cyprus, with the help of our dedicated staff and nearly 9,000 volunteers.

But there continues to be significant need for early years support – from the start of pregnancy – and right now we can only work with a fraction of the families we'd like to. We are currently developing our strategy for the next three years, which will set out ambitious plans to increase our reach, work with others and influence real change.

Our commitments

Led by our passionate movement of Home-Start volunteers, staff and supporters, our 2021 strategy set out our vision to drive impact for families through four strategic commitments.

GROWTH. Home-Start has a collective ambition to reach significantly more families. We will inspire more people to volunteer and support our core offer of support, establish new local Home-Starts and develop new partnerships and digital services for families.

VOICE. Home-Start will stand alongside families to make the case for support. We will enhance the support available for all families across the UK, by raising awareness and making the case for better access to early years' services and compassionate support for families. We will amplify families' voices and lead or lend our support to campaigns that will help them. We will grow the movement of supporters backing our work to enable this ambition.

INCLUSION. Home-Start will advance inclusion and equity in all we do. We will address inequalities in access to early years and family support by reviewing our reach, enhancing our diversity, ensuring inclusive ways of working across all we do, and using our influence to effect change. We will be inclusive and accessible by design.

IMPACT. Local Home-Starts will be stronger together. We will enhance the collective impact and sustainability of our network by connecting local Home-Starts with each other and developing our shared approaches to quality, impact and learning. We will ensure a sustainable, thriving,





collaborative federation of high-quality Home-Start provision for families in communities across the UK

We will be re-visiting our priorities for a refreshed Home-Start strategy from 2027.

The role

This is an important time for Home-Start and for the families it supports. As demand for support continues to grow, we need to ensure we have the income, profile and partnerships required to meet that need. As a member of the Executive Leadership Team, you will provide strategic leadership across fundraising and communications, helping to build sustainable income, strengthen supporter engagement and increase Home-Start's national presence and influence.

Leading a high-performing team, you will oversee trusts and foundations, corporate partnerships, philanthropy, individual giving and marketing, policy and external communications. While fundraising is already a strong and successful function, there is significant scope to diversify and future-proof income streams, particularly through investment in individual giving and the continued development of philanthropy, corporate partnerships and strategic collaborations. Alongside this, you will help shape a communications function with huge potential to strengthen Home-Start's brand, increase engagement and build greater awareness of the impact the organisation has on families across the UK – including potentially greater harnessing of lived experience and the voices of Home-Start families.

Home-Start is a unique national federation of local charities, so success in this role will come from your ability to build trust, alignment and shared ambition across a diverse network. We are looking for a strategic, relationship-focused leader with a strong track record of securing significant income, building long-term partnerships and leading high-performing teams. Comfortable operating at Executive level, you will bring together fundraising, communications and external affairs expertise to deliver greater impact for families.

You will inherit strong foundations and a talented team. Building on this, you will shape Home-Start's future fundraising and external affairs strategy, strengthen our national profile and grow the income, partnerships and influence needed to support families across the UK.

You will be joining Home-Start at a particularly exciting moment. With a new organisational direction taking shape and a carefully planned leadership transition underway, there is a genuine opportunity to influence the future of the organisation and the families it supports. If you are an ambitious leader, motivated by social impact and passionate about supporting children and families, this is a chance to make a lasting difference within a collaborative, values-led organisation.

The benefits of working for Home-Start UK

Flexible Working



Home-Start UK's view is that flexible working practices should be the norm - not the exception - for all colleagues. We're open to a wide range of requests, provided they work for the organisation and your team. Flexible working includes:



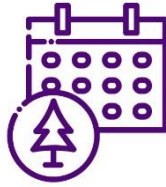
Remote Work

Work from home or another suitable remote location.



Flexible Hours

Customise your schedule to better fit your lifestyle



Nine Day Fortnight

Full-time hours worked across nine days instead of ten over fortnight



Condensed Hours

Full-time hours condensed into four longer days



School Pick Ups

Start early, take a longer break for the school run, and log back in later.

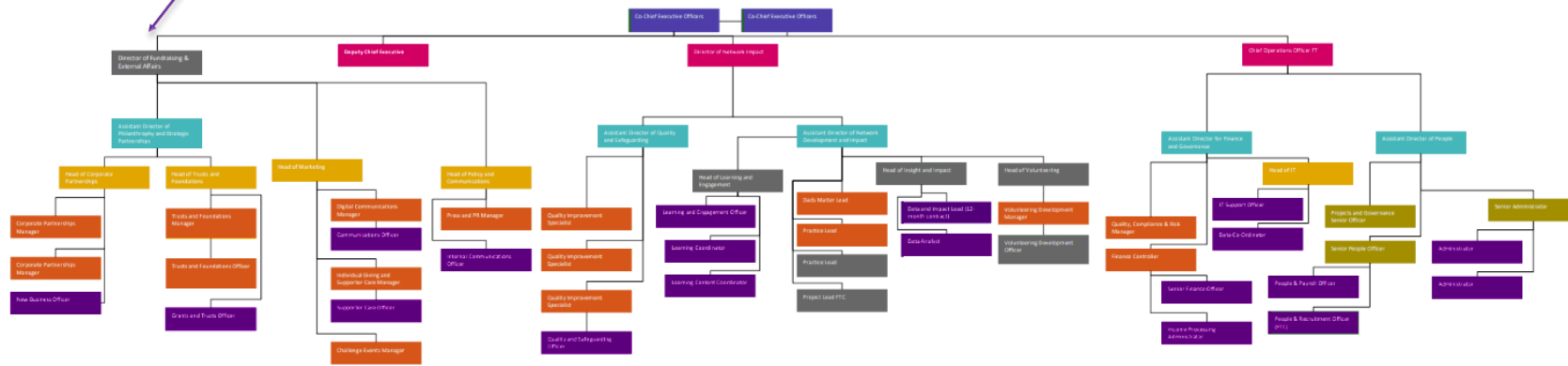
Other benefits include:

- A standard full-time 36-hour work week
- Remote working with the option to use a bookable desk at the Leicester office
- 5.6 weeks annual leave (pro-rated for part time hours)
- Enhanced maternity and paternity benefit
- Enhanced sick pay
- Paid time off for volunteering, study and continued professional development
- Access to Paycare health cash plan (benefits: Optical, Dental, GP, Redundancy protection, Physiotherapy and more)
- Pension benefits – we offer up to 8% employer contribution
- Death in service
- Dependents leave



The team that you will be joining

See our organisational chart below to see how your role fits into the wider organisation:



Job description

Job Title: Director of Fundraising and External Affairs

Reporting To: Co CEOs

Manages: Assistant Director of Philanthropy and Strategic Partnerships, Head of Policy and Communications and Head of Marketing

Location: Remote, with regular travel to meetings with donors, for events and to our central office in Leicester for collaborative meetings and team activities.

Contract: Permanent

Salary: £82,000 per annum

Hours: Full time (36 hours per week, flexible).

Key Responsibilities:

Strategic Leadership

The postholder will provide strategic leadership to strengthen Home-Start UK's fundraising and external affairs functions, ensuring:

- **Clear and ambitious fundraising and external affairs strategies** which are deliverable and aligned with HSUK's emerging organisational and federation strategy.
- **Annual voluntary income targets** are met, and accurate forecasting is provided to the Executive Leadership Team and Board
- **A strong and diverse funding pipeline**, including long-term partnerships that support stability and sustainable growth.
- **A compelling and consistently used case for support** that clearly articulates Home-Start's impact, ambition and funding needs.
- **Cross-organisational alignment** across fundraising, communications, policy and family voice, ensuring shared priorities and coherence.
- **High-impact external relationships** with key funders, partners and influencers, positioning Home-Start as a credible national leader in early years and family support.

Fundraising

- **To drive sustainable growth of voluntary income** across trusts and foundations, major donors, corporate partnerships, individual giving and digital fundraising.
- **Oversee and support teams** to build a strong, sustainable pipeline of multi-year funding aligned with organisational strategy and financial planning.
- **Ensure strong alignment** between brand, fundraising, supporter engagement and programme development/delivery.
- **Ensure external affairs and fundraising activity is insight-led**, using data and evidence of impact to strengthen messaging, influence and supporter engagement.



- **Strengthen fundraising capability across the federation**, working with the Network Impact Team to support local Home-Starts to grow income.
- **Embed and champion our Fundraising Partnership Agreement** with the network.
- **Drive innovation across digital engagement**, fundraising and communications, ensuring Home-Start remains relevant and accessible to diverse audiences
- **Develop and own Home-Start's case for support**, ensuring it reflects and reinforces the new organisational strategy.
- **Ensure compliance** with fundraising regulation, data protection and ethical standards, proactively managing reputational and operational risks.

External Affairs & Influence

- **Grow Home-Start's national presence**, ensuring we influence policy and public debate on early years, family support and community-based interventions, amplifying the voices of Home-Start parents.
- **Oversee media, brand and digital strategy** to increase visibility, reach and engagement.
- **Build strong relationships** with government, sector partners, funders and national stakeholders, working closely with the Co-CEOs and ELT.

Leadership & Culture

- **Play a key role within the senior executive team**, contributing to collective decision-making and organisational leadership.
- **Lead, inspire and develop a talented multidisciplinary team** working remotely across the UK.
- **Model Home-Start's values**, championing a culture of collaboration, learning and ambition across the federation.
- **Represent Home-Start externally at senior levels**, acting as a confident and credible ambassador for the organisation.

The Person

We are seeking a strategic, collaborative and values-driven leader who is an exceptional communicator and brings:

Experience:

- **A strong track record of senior leadership** in fundraising, external affairs, communications or a related field. Candidates with experience across both fundraising and external affairs are strongly encouraged.
- **Experience securing significant voluntary income** and building long-term strategic partnerships.



- **Experience leading integrated external functions**, bringing together fundraising, communications, policy and advocacy to deliver greater impact.
- **Experience delivering growth or transformation at scale** within a complex organisation.
- **Experience leading, inspiring, and motivating teams** to achieve ambitious goals, with a collaborative and inclusive leadership style.
- **Experience managing significant budgets**, forecasting, and delivering income growth.
- **Strong brand leadership experience**, including shaping compelling organisational narratives, strengthening visibility and driving engagement across multiple channels.
- **Significant media experience**, including developing press relationships, shaping media strategy and acting as a spokesperson or senior media lead.

Skills and Behaviours

- **Knowledge of fundraising regulation**, compliance requirements, and sector trends.
- **Understanding of the Home-Start federation model** (or willingness to learn quickly)
- **Strong political awareness** and experience influencing policy or public debate.
- **Outstanding relationship-building skills**, with the ability to operate confidently at CEO, trustee, government and funder level.
- **Personal resilience, adaptability, and confidence** working in a fast-paced, evolving environment

Values and Commitment

- **Deep commitment to giving children the best start in life** and to the importance of early years support for long-term wellbeing and opportunity.
- **Understanding of the challenges facing families**, including poverty, isolation, mental health, disability, insecure housing, and the rising cost of living.

Commitment to equity, diversity, inclusion, and community-rooted practice

This job description is not contractual and is liable to change over time.

Person specification

Essential

Experience and Expertise

- Significant senior-level experience leading high-value fundraising and strategic partnerships across major donors, corporate partners, and trusts and foundations, with working knowledge of statutory funding.
- Proven track record of securing six- and seven-figure gifts and multi-year partnerships.
- Demonstrated ability to create, cultivate, and steward long-term, values-aligned relationships that deliver transformational support.
- Strong strategic thinking, with the ability to translate vision into clear, deliverable plans.



- Skilled in developing and writing persuasive, successful funding applications and partnership proposals.
- Experience of leading integrated external functions, bringing together fundraising, communications, policy and advocacy to deliver greater overall impact, with a collaborative and inclusive leadership style.
- Experience managing significant budgets, forecasting, and delivering income growth.
- Knowledge of fundraising regulation, compliance requirements, and sector trends.
- Experience influencing policy, corporate ESG agendas, or philanthropic networks.
- Understanding of the Home-Start federation model (or willingness to learn quickly).

Values and Commitment

- Deep commitment to giving children the best start in life and to the importance of early years support for long-term wellbeing and opportunity.
- Understanding of the challenges facing families, including poverty, isolation, mental health, disability, insecure housing, and the rising cost of living.
- Commitment to equity, diversity, inclusion, and community-rooted practice.
- Ability to represent Home-Start UK with authenticity, warmth, and credibility.

Skills and Behaviours

- Exceptional communication and networking skills, able to engage, influence, and inspire diverse audiences, including senior stakeholders and internal colleagues.
- Strong problem-solving skills, with the ability to influence effectively inside and outside the organisation.
- Personal resilience, adaptability, and confidence working in a fast-paced, evolving environment

Personal Qualities

- A commitment to our organisational values and behaviours:

We inspire Growth	We Prioritise Kindness	We achieve together
<ul style="list-style-type: none"> ○ Ambitious ○ Curious ○ Trusting 	<ul style="list-style-type: none"> ○ Supportive ○ Non-Judgemental ○ Respectful 	<ul style="list-style-type: none"> ○ Collaborative ○ Inclusive ○ Accountable

- A deep passion for driving social change through insight-led, community-rooted services and in supporting families through compassionate, non-judgmental support.
- Strong vision and a high level of personal credibility, with the ability to motivate others and inspire trust and confidence among colleagues, stakeholders and the Home-Start network.
- Resilient, collaborative, diplomatic and emotionally intelligent, with a proactive and solutions-focused mindset.
- Clear and demonstrable commitment to equity, equality, diversity and inclusion.
- A team player, coaching and supporting others, and enthusiastic to roll sleeves up to make things happen.



- Action-focused and creative, making the most of opportunities that emerge during times of change or challenge.
- Ability to see the big picture, while having great attention to detail.

Inclusion Matters

Home-Start UK is committed to equality, inclusion and creating better lives for all families. In line with this and our desire to build an inclusive and diverse workplace, Home-Start UK recruitment processes seek to ensure a fair and inclusive recruitment process. You can read about Home-Start UK's work around equity, equality, diversity and inclusion on our website at <https://www.home-start.org.uk/>

We aim to take deliberate steps towards accessibility and equal opportunity to interview and recruit the very best people.

- We actively encourage applications from candidates known to be under-represented in the charity sector – including Black, Asian and other Ethnic groups and disabled candidates.
- We are a flexible employer and open to discussions about how each role can accommodate your unique world.
- If there is anything we can do to help you apply and participate in the recruitment process – please ask and we'll do what we can to accommodate.

Don't meet every single requirement? Who does! If you're excited about this role but your experience doesn't align perfectly, we'd love you to apply anyway. If you'd like to, then phone us for a confidential conversation about the role. If this isn't the right one, we may have other opportunities that could be.

With a few exceptions, having a criminal record will not necessarily bar a person from working with us in either a paid or unpaid capacity. This will depend on the nature of disclosed convictions and the position sought, the circumstances and background of the offence and their relevance to the post in question.

The application and interview process

- If written format is not your preferred method of communication, we can offer the opportunity to apply via voice-note or video recording instead. Simply contact the recruitment team to discuss ways to apply via voice-notes or video recording
- The selection process is anonymised with personal details removed to avoid unconscious bias. We use a standardised scoring system to short-list.
- We will share the interview approach and the key themes we'll be exploring in advance, so you have time to prepare meaningful responses.
- We are trained in Safer Recruitment to ensure a fair and safe process.
- We use standardised scoring for each interview based on the requirements for the role. Each panel member scores independently, and we take an average of scores to reduce the risk of bias.



How to Apply

To apply for this role, please submit a CV, together with a supporting statement explaining how your experience, leadership approach and values demonstrate your suitability for this role to our recruitment partners Prospectus. In your response, please reflect on:

- your experience providing strategic leadership to strengthen an organisation's fundraising and external affairs function
- how you lead teams and collaborate across a complex organisation
- how your values align with Home-Start's relational, community-rooted ethos.

Please ensure that your responses to the questions do not exceed a total of two pages. We'd also love to hear why you're interested in this role and what motivates you to work with HSUK.

The closing date for applications is **Sunday 28th June 2026 at 23.59** and all applications are received on the Prospectus page here: <https://www.prospect-us.co.uk/job/195008-director-of-fundraising-and-external-affairs>

As part of our recruitment process, shortlisted candidates will be invited to a first stage online interview on Wednesday 8th July 2026 with an in-person, second-stage interview following on Wednesday 15th July 2026.

Further details regarding the schedule and format of the day will be provided to candidates in advance.

If you would like to know more about the role or selection process and would like to discuss the role confidentially before applying, please contact Jessica Stoddart, Senior Consultant on jessica.stoddart@prospect-us.co.uk and Ryan Burdock, Director at Prospectus on ryan.burdock@prospect-us.co.uk.

