



## Fundraising Lead (LTA Tennis Foundation) 12-month FTC Maternity Cover

<b>Responsible to</b>	<b>Head of Commercial &amp; Partnerships (LTA)</b>
<b>Location</b>	<b>National Tennis Centre 100 Priory Lane, Roehampton, London, SW15 5JQ</b>
<b>Salary</b>	<b>up to £55,000 per annum depending on experience</b>

### About the Role

The LTA Tennis Foundation's mission is to improve lives through tennis. Our ambition is that every child, young person, and adult can have access to the unique and life-changing benefits that tennis offers.

We look to achieve this by:

- **Supporting organisations:** Financially supporting and collaborating with charities and organisations embedded within their communities, who use tennis as a force for good.
- **Enabling communities and schools:** Funding expertise and equipment to make tennis accessible to all through LTA delivered programmes.
- **Developing facilities:** Improving access to tennis by developing, often neglected, facilities and courts.

As a relatively new charity, founded in 2022, we are right at the start of our fundraising journey with a newly devised strategy and operational plan in place. We have big ambitions to grow our income significantly in the next three years and we are looking to recruit a Fundraising Lead (maternity cover) to help grow income, while also introducing new fundraising products and activities.

We are looking for an experienced senior fundraiser who has knowledge of a range of fundraising income streams, who is able to advise and contribute to the fundraising plans, while also getting involved in implementing new fundraising activities.

Although the Fundraising Lead will be employed by the LTA, which brings the opportunity to utilise the significant infrastructure and resources of a large organisation, your work will be dedicated to the LTA Tennis Foundation.

### Key Accountabilities

- To deliver the fundraising strategy and operational plans to achieve fundraising success for the Foundation.
- To develop a HNWI programme – devising projects, identifying prospects, and securing income.
- To work closely with the LTA TF Communications and Content Manager to build fundraising stories and messaging.
- To work with LTA event teams, providing fundraising expertise and implementation at LTA events and activities, as well as delivery of LTA Tennis Foundation own events.



- To devise and deliver a mass participation fundraising product for tennis clubs and counties.
- To work with the LTA Commercial Team to:
  - upsell opportunities for existing LTA partners to expand their support to the Foundation.
  - where relevant, ensure that new LTA partners are sold a combination approach across the LTA and Foundation.
  - identify and deliver on opportunities to secure new partners dedicated to the Foundation.
- To work with the LTA Technology, Digital and Customer Strategy Teams to integrate the Foundation's operations into the chosen CRM (Salesforce) so that it, along with other tools, ensures we have a holistic view of all supporters and an inquisitive and dynamic data regime.
- To support the LTA TF Lead and other senior colleagues with regular reporting to, and developing relationships with, the Board of Trustees and Fundraising Board Subgroup.
- To develop and nurture a way of working that ensures fundraising becomes the responsibility of multiple individuals and teams within the Foundation and LTA.
- To protect and enhance the Foundation's brand and reputation, always following industry best practice and strong ethical standards.

## Person Specification

### Previous Experience of:

Significant (at least ten years) professional fundraising experience.	<i>Essential</i>
Practical experience of a range of fundraising income streams including events, campaigns, legacies, HNWI and corporate.	<i>Essential</i>
Experience of managing fundraising teams/individuals.	<i>Essential</i>
A strong track record of achieving individual and team fundraising targets.	<i>Essential</i>
Particular experience of, and expertise in, major donor fundraising (ideally six figures and above), especially from HNWIs.	<i>Essential</i>
Experience of successful donor recognition and stewardship programmes.	<i>Essential</i>
Experience of devising and delivering digital fundraising campaigns to the general public or segmented audiences.	<i>Desirable</i>
Excellent communication skills with the ability to liaise and communicate with people at all levels, across a variety of internal and external stakeholders.	<i>Essential</i>
Strong understanding of fundraising governance and legalities.	<i>Essential</i>
Willingness and conviction to clearly communicate own view and opinion on an issue/topic.	<i>Essential</i>
Positive and hard-working attitude with a can-do mentality.	<i>Essential</i>
Ability to work quickly and get things done in a pressurised environment.	<i>Essential</i>
Strong organisational, time management and prioritisation skills, with evidence of developing and delivering plans to support objectives.	<i>Essential</i>
The ability to think at a strategic level and develop strategic plans.	<i>Essential</i>
The ability to make key decisions and be accountability for large projects.	<i>Essential</i>
Ability to negotiate with, and manage, key partners and contractors in a pressurised environment.	<i>Essential</i>
Experience of managing multiple projects and working with a broad range of partners and stakeholders.	<i>Essential</i>
Excellent personal presentation and communication skills to quickly establish credibility.	<i>Essential</i>
Experience of setting and managing budgets.	<i>Essential</i>

## Knowledge, Training & Qualifications:

An interest in, and understanding of, the sporting and charitable sectors.	<i>Essential</i>
Excellent IT skills (Word/ Excel/ PowerPoint/Outlook).	<i>Essential</i>
Knowledge and experience of Salesforce.	<i>Desirable</i>

## Personal Attributes

<i>Inclusion</i>	<ul style="list-style-type: none"> <li>• Create an environment where people feel safe and welcomed.</li> <li>• Value people's differences and believe they make us stronger.</li> <li>• Take the time to learn more about inclusion and remove any current or potential barriers.</li> </ul>
<i>Teamwork</i>	<ul style="list-style-type: none"> <li>• Able to work on own initiative and appreciate the high level of accountability.</li> <li>• A great leader and motivator of others.</li> <li>• A great communicator both internally &amp; externally.</li> <li>• Always prepared to work collaboratively.</li> </ul>
<i>Integrity</i>	<ul style="list-style-type: none"> <li>• A high degree of emotional intelligence and self-awareness, with the ability to adapt style to meet the needs of the audience.</li> <li>• Will always suggest improvements to ways of working.</li> <li>• Will be comfortable challenging groups or individuals to ensure high levels of work.</li> <li>• Treats others as you wish to be treated.</li> </ul>
<i>Passion</i>	<ul style="list-style-type: none"> <li>• A genuine passion for people and good customer service ethic.</li> <li>• Highly proactive with a 'can-do' attitude.</li> <li>• Hard working &amp; driven to succeed and achieve our mission.</li> </ul>
<i>Excellence</i>	<ul style="list-style-type: none"> <li>• Always aims to achieve the best possible outcome.</li> <li>• Develops plans based on best practise and previous experience.</li> <li>• Seeks support from colleagues to improve outcomes.</li> <li>• Will be happy to take the more challenging route if it results in higher quality outputs.</li> </ul>

## Our Benefits

We are proud of the range of benefits we can provide:

- 25 days of annual leave
- Enhanced maternity, paternity, adoption, and shared parental leave
- Retail discounts from our partner brands
- Free use of our Gym, Tennis & Padel courts
- Priority access to our colleague ticket offers for all LTA Major Events, including Wimbledon
- Eligible to participate in the LTA Annual Bonus Scheme, subject to meeting the set criteria in force at the time (*depending on your role*)
- You will be eligible to receive life assurance cover up to the value of three times your basic annual salary (*more depending on your role*)
- Private Healthcare cover
- An Employee Assistance Programme that offers anonymous and confidential, emotional, and practical support 24/7 for you and your immediate family
- Pension (up to 10% contribution from employer)
- Cycle-to-Work scheme, eye care vouchers and season ticket loans
- Free parking & bike racks at the National Tennis Centre, plus electric vehicle charging points
- Staff lockers and discount on all food purchased at our Deuce Café
- Social activities all year round which encourage you to get to know your fellow colleagues

## Our Culture

*The LTA, through its vision 'Tennis Opened Up', is committed to creating a diverse environment where all colleagues feel included and a strong sense of belonging. We are proud to actively invite applications from all candidates who meet the essential criteria and can work in the UK. We commit that everyone will receive equal consideration for employment irrespective of your ethnicity, religion, sex, gender reassignment, sexual orientation, age, any disability, marital or civil partnership status, and pregnancy or maternity status.*

*We particularly welcome applications from:*

- *People from ethnically diverse communities*
- *Deaf and disabled people*
- *Members of the LGBTQ+ community*
- *People with lived experience of the UK's many and varied communities*

*The LTA Tennis Foundation is a new tennis charity that partners with brilliant people and organisations to improve lives through tennis. It shares the LTA's vision of 'Tennis Opened Up', and it wants to use our sport to make a real difference to people across the whole country. All LTA colleagues have the chance to get involved with the LTA TF, with some directly involved in delivering and leading its work.*

*To truly deliver our vision of 'Tennis Opened Up', we believe it is critical that the LTA plays our part in contributing to a healthier and more sustainable society. We want to grow tennis in Britain, but do so in a responsible way, protecting and supporting the environment and working with everyone in the sport to tackle our climate impacts. We are committed to ensuring a lasting future for tennis in Britain, and our Environmental Sustainability Plan sets out how we will do this.*

*Find out more here:*

- [www.ltatennisfoundation.org.uk](http://www.ltatennisfoundation.org.uk)
- [Life at the LTA](#)
- [www.lta.org.uk/sustainability](http://www.lta.org.uk/sustainability)