



the brain injury association



improving life after brain injury

Recruitment pack:

Director of Fundraising

A welcome from the Chief Executive

Firstly, thank you for your interest in supporting Headway – the brain injury association (charity no. 1025852), otherwise known as Headway UK.

This empowering charity has for more than 40 years been improving the lives of individuals and families affected by brain injury.

Whether it is providing a listening ear or expert guidance via our nurse-led helpline; increasing the confidence of brain injury survivors to become more independent with the safety net provided by our bespoke identity card scheme; or supporting a UK-wide network of independent local Headway charities and volunteer-led branches, the work we do changes lives.

This is an exciting yet challenging time for the charity. Over the past few years, we have evolving and modernising the culture and operations of the charity. We have a clear vision of where we want to be, and a strategy to help us get there.

The financial environment is exceptionally difficult right now, with almost unprecedented strain on the sector. But we are committed to investing in growth, with a passionate and dedicated staff team working hard to generate new forms of income to support our frontline services and the vital role we play.

By joining the senior leadership team, you will play a crucial role in helping to not only develop new and existing streams of income, but also shape the strategic direction of the charity.

So if you have the passion, determination and drive to help Headway achieve its long-term mission, we would be delighted to hear from you.

Luke Griggs
Chief Executive



About Headway UK

Every 90 seconds, someone in the UK is admitted to hospital with an acquired brain injury (ABI). That's approximately 350,000 people each year.



We all think 'it will never happen to me', but the reality is that a brain injury can affect anyone, at any time and can change the lives of individuals and families in an instant.

At Headway UK, we exist to help people to rebuild their lives, relearn lost skills and maximise their independence after brain injury. Equally, we support families and carers to adapt to life after brain injury.

We also campaign to reduce the occurrence of preventable brain injury, while working to increase understanding of its effects and impact among the public and professionals alike.

By working with and supporting our network partners, we are able to support survivors and families from the moment brain injury strikes.

We do this in a number of ways:



Support a network of independent local Headway charities and volunteer-led branches operating across the UK that provide rehabilitation, reablement and peer support services to survivors, families and carers in their communities.

We also facilitate weekly peer support, social and information sharing services for ABI survivors, their carers and families across 12 communities in Northern Ireland.



Our nurse-led freephone helpline provides a vital listening and signposting service to brain injury survivors, families, carers and professionals.



Our Emergency Fund helps families cope with the sudden financial implications of brain injury, for example by providing small grants to assist with travel or accommodation to visit loved ones in critical care.



The Approved Provider scheme and Solicitors Directory are trusted directories, providing survivors and their families with lists of accredited residential care providers and personal injury lawyers with expertise in brain injury.



The [Headway UK website](#) is one of the most comprehensive sources of information available about brain injury and is often the first source of support for individuals and families affected.

Additional Headway websites, such as the [Headway HealthUnlocked community forum](#) and our in memory tribute site offer more tailored support.



Award-winning booklets and factsheets which are free to download from the Headway UK website, provide comprehensive and accessible information about all aspects of brain injury, with publications aimed at survivors, family and friends, carers and professionals.



Campaigning and lobbying in the national press and various parliaments across the UK to raise awareness of brain injury among the public and politicians alike. We aim to reduce the prevalence of brain injury and push for high-quality support services to be made available to anyone and everyone affected.



Training courses to help improve understanding and awareness of brain injury among professionals working directly with those affected. We also run courses for survivors and families to help them adapt to life after brain injury.



Brain Injury Identity Cards, which help survivors to explain their support needs, whether in everyday scenarios, such as while shopping, or if they come into contact with the criminal justice system.



Our Justice Programme improves the support available to survivors who come into contact with the criminal justice system. We provide training to probation officers, the police and other related professionals to help them better understand the often hidden effects of brain injury.

Our vision

Our vision is of a society in which:

- every individual and family affected by brain injury has fair and equitable access to all the support they need to lead a positive, fulfilling life;
- understanding and awareness of brain injury is prevalent in all walks of life; and
- there exists a shared commitment to eliminate avoidable brain injury or otherwise minimise its impact.

Our mission

We will drive change across society by:

- ensuring equitable access to high-quality brain injury services, support and information;
- increasing awareness and understanding of brain injury across society; and
- campaigning to reduce occurrence and the impact of brain injury.

Our objectives

- To increase awareness and understanding of brain injury and its consequences.
- To initiate activities and campaigns which will reduce the incidence of brain injury.
- To provide information and support for people with brain injuries, their relatives, carers and concerned professional people.
- To promote improved approaches to brain injury screening, acute care, assessment, rehabilitation and community reintegration.
- To assist people with brain injuries to return to community living, including access to appropriate accommodation, social outlets and productive activity.
- To support and help to establish Headway Groups throughout the UK in furtherance of the charity's mission statement and encourage them to address the needs of all sections of the community.

Our values

Our values



Devised in 2023 by staff and trustees, these values underpin everything we do and how we act – as individuals and as a charity:

We are bold.

We are unafraid to challenge the status quo to drive innovation and improvement, enabling us to make a meaningful difference in the lives of those affected by brain injury.



We collaborate.

We believe in the power of working together to amplify our impact, collaborating with colleagues and partners who share our mission to improve life after brain injury.



We care.

Compassion and empathy are at the heart of everything we do and integral to the support we provide to those affected by brain injury. This compassion extends to our staff, volunteers, supporters and partners.



We celebrate diversity.

And actively embrace inclusivity. Every individual, regardless of background or circumstance, is valued and included in our mission to improve the lives of those affected by brain injury.



We give you a voice.

We give a voice to those affected by brain injury by putting the lived experience at the heart of everything we do. We want everyone who shares our mission to improve life after brain injury to feel valued and heard.



Our new long-term strategy

On 1 August 2024, we launched a new five-year strategy focused on rebuilding lives, relearning skills, and maximising independence for brain injury survivors as well as supporting families and carers.

The strategy, which followed the most comprehensive consultation exercise conducted by the charity, has at its heart the voices and opinions of brain injury survivors, families and carers.

To view our accessible animation introducing the new strategy, click on the play button in the image below:



About our people

Headway UK has grown over the years and now employs approximately 170 staff throughout the UK. Two thirds of our colleagues work in our 28 retail shops with the remaining staff working to deliver our frontline services or support the general operations of the charity.

We also have hundreds of dedicated and passionate volunteers, without whom we would not be able to achieve all that we do to improve life after brain injury.

About the role

The Director of Fundraising plays a key role in driving income generation across Headway, helping to ensure we can continue delivering vital support to people affected by brain injury.

This role isn't just about setting strategy; it's about being actively involved in the work, building relationships, and leading fundraising efforts across community, individual giving, corporate partnerships, events, legacies and trusts fundraising.

The director will also oversee and support the Head of Retail, ensuring that income from our charity shops contributes effectively to the organisation's overall financial sustainability and growth.

As a member of the Senior Leadership Team, the director will help shape Headway's future and contribute to key decisions across the charity.

Overview of the department/team

The fundraising department is responsible for generating around £6 million in income to support the charity's services.

We achieve this through our network of 28 charity shops, managed by the retail team, and by raising funds across events, community fundraising, corporate partnerships, individual giving, legacies and trusts & foundations.

Key areas of accountability

- Develop, maintain, and evolve a multi-year fundraising strategy (3-5 years) aligned with Headway's strategy, priorities, and risk appetite.
- Lead the development and delivery of income generation plans across all fundraising channels (retail, individual giving, corporate partnerships, trusts and foundations, events, legacies, and community fundraising), translating organisational objectives into clear annual targets, growth strategies, and actionable fundraising plans.
- Personally lead on key fundraising initiatives, cultivating and stewarding donor relationships while overseeing a diverse portfolio of fundraising activities.
- Use data-driven insights to evaluate performance, inform strategy, and identify opportunities for growth.
- Manage and inspire a fundraising team, fostering a culture of innovation, accountability, and professional development.



- Oversee the Head of Retail and ensure the effective operation and strategic development of Headway's charity shops.
- Monitor fundraising performance and report on progress to the Chief Executive and Board of Trustees.
- Play an active role within the Senior Leadership Team, contributing insight and expertise on income generation, fundraising performance, risk, scenario planning, and resource allocation, while working closely with colleagues to support decision-making and drive organisational priorities.
- Act as a key ambassador for the organisation, representing its mission and values to external stakeholders, partners, and donors.



Corporate responsibilities

- **Safeguarding** – Safeguarding is at the heart of what we do and every member of staff has a duty to ensure that they understand and follow safeguarding procedures to promote the welfare of our staff, volunteers and service users.
- **Health and safety** – You will have a role to play ensuring that we continue to embed a health and safety culture across the organisation.
- **GDPR** – You will help ensure that we remain fully compliant of our obligations in respect of data.
- **Equal Opportunities** is a key value of Headway UK. Every member of staff has a personal responsibility to ensure that they behave in an inclusive way and contribute to our diversity goals.
- **You are an ambassador for Headway** – We want all our staff to be our ambassadors, representing the charity and promoting the work we do.
- **Fundraising Code Compliance** – You will be responsible for ensuring the organisation's fundraising aligns with the Code of Fundraising Practice. This includes upholding ethical standards, transparency, and accountability in all fundraising activities.

Person specification

Qualifications/skills	Essential/ desirable
Knowledge, skills and experience	
Experience as a Director of Fundraising or equivalent, with a track record of delivering income growth.	Essential

Skilled communicator, able to build relationships with and instil confidence in internal and external stakeholders including donors, supporters, and colleagues.	Essential
Experience in overseeing retail operations or charity shops.	Desirable
Strong track record of delivering success in a variety of income streams, particularly including individual giving, corporate, with experience in legacies, events, trusts/foundations desirable.	Essential
Strong financial acumen, with the ability to set and manage budgets, deliver against ambitious but achievable targets, and demonstrate a strong return on investment across all fundraising streams.	Essential
Strong people management skills, with experience of leading fundraising teams, building a strong culture in line with the organisation's values, and motivating others to achieve shared goals.	Essential
Comfortable working at a strategic and operational level, with a proactive, positive and collaborative approach.	Essential
Ability to work collaboratively as part of the senior leadership team, with the confidence to present to the board of trustees when required.	Essential
A clear understanding of the voluntary sector and the Code of Fundraising Practice.	Essential
Confident and proficient in using CRM systems and fundraising platforms to manage supporter data, analyse performance and support donor engagement with data-informed decision making.	Essential
Ability to deal with the day-to-day operational performance of the team while not losing sight of the long-term strategic direction.	Essential
Other	
Genuine passion for Headway's mission or desire to learn more about the impact of brain injury.	Essential
Demonstrable understanding of safeguarding (adults at risk).	Essential
Demonstrable understanding of equity, diversity and inclusion issues.	Essential

Demonstrable understanding of GDPR and commitment to good data management.	Essential
Demonstrable commitment to health and safety in the workplace.	Essential
Appropriate set-up to facilitate working from home (if desired).	Essential

Salary and benefits

- The salary for this role is £70,000 per annum on a full-time, permanent basis.
- This is a hybrid role, with the candidate required to work from our office in Old Basford, Nottingham, at least one day per week.
- You will be automatically enrolled into the People's Pension. This is based on your contribution of 5% and with Headway UK contributing 3%. For every 1% you increase above this, Headway UK will increase its contributions by 1% up to a total maximum of 6%.
- We offer 25 days' annual leave, plus bank holidays, rising incrementally after two years to a maximum of 30 days. We also offer a range of special leave entitlements.
- Access for you and your immediate family members to an employment assistance programme offering life support, legal and medical information, and counselling services.
- Death in service benefit of two times your salary.

Interested? Here's how to apply

If you are passionate about joining Headway UK and believe you have the skills and experience we are looking for, please complete the following forms:

- [Job application form](#)
- [Equal opportunities form](#)

If you require any adjustments to the application process or have any questions, please contact Luke Griggs, Chief Executive, at luke.griggs@headway.org.uk.

Closing date for applications: Wednesday 5 November 2025

First interview: Wednesday 12 November via Teams/Zoom

Second interview: Monday 17 November in Nottingham (NG6 8SF)

Please note that any travel expenses to attend interviews will be reimbursed by the charity in line with our expenses policy.