

It starts with community

The National Lottery Fund
Role Profile

Deputy Director, Funding Strategy

Directorate: Funding Strategy, Innovation and UK

Department: Funding Strategy

Role/Competency level: Level 5

Reports to: Director, Funding, Strategy and UK



Role Profile: Deputy Director, Funding Strategy



Role purpose

In this role you will oversee our core funding strategy capability, ensuring we stay ahead of change and remain at the leading edge of grantmaking practice. This will include promoting a culture of experimentation and collaboration that supports our priorities around equity, environmental sustainability, and community power and evolving our funding policies and practice — making them more open, insight-driven, and transformative.

You will lead the development and review of our funding strategy, with direct oversight of our Equity Diversity and Inclusion, Youth Voice, Funding Strategy Development and Policy and Practice teams. You will work across the breadth of our UK-wide organisation, driving and understanding progress against our funding strategy commitments.



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Key responsibilities

- Lead a multidisciplinary team developing our funding strategy ,policy and practice, EDI and participation and voice
- Synthesise our UK-wide response to our missions and Identify opportunities for further development across the UK
- Oversee the overall translation of our funding strategy into practice, including the flow through into policy, frameworks and standards
- Engage across the National Lottery family on areas of strategic alignment
- Synthesise and Identify opportunities for collective responses across the UK



Role Profile: Deputy Director, Funding Strategy

Knowledge, skills and experience

- Significant understanding of the external context in which the Fund operates, including the wider funding landscape and the communities we serve
- Proven ability to develop and deliver impactful funding strategies that align with organisational missions and values
- Experience on non-executive and senior engagement and translating funding strategy into actionable plans
- Experience of at least one of the core functions within the wider team - Youth Voice, Funding Strategy Development, Policy and Practice and Equity Diversity Inclusion
- Proven leadership with the ability to develop, coach and manage multidisciplinary and expert professional teams, creating a positive and engaged team culture
- An understanding of Welsh language legislation and the Welsh Language Standards of the Fund is required
- Excellent influencing and negotiating skills, both internally and externally, able to convene partners and develop collaborative partnerships around new ideas and collective action



Commented [SH1]: Think we need to say what the functions are

Commented [LM2R1]: Agree

Commented [SH3R1]: @Melissa Eaglesfield we should specify our core functions

Commented [ME4R1]: Added and also expanded in the introductory paragraph



Role Profile: Deputy Director, Funding Strategy

Role competencies: Level 5

- **Strategic direction**
Creates and communicates a clear, compelling direction and infrastructure that aligns the Fund's capability with its strategic objectives.
- **Leading our culture**
Embeds an inclusive culture of creating positive and supportive teams who consider the diverse needs and feelings of other colleagues. Ensures consideration and support for the wellbeing of all individuals across the Organisation.
- **Working together**
Builds inclusive teams, working collaboratively and encouraging challenge.
- **Delivering quality results**
Develops a strategy that delivers the Fund's aim and supports a positive reputation.
- **Diligence and control**
Responds to main risks that threaten achievement of Directorate's aims, objectives and policies whilst also safeguarding the public funds and assets, for which the directorate is responsible.
- **Developing self and other**
Creates opportunities and welcomes ideas for continuous improvement which will support the Fund's strategic progress. Promotes the importance of developing everyone to their full potential.

Our Values



We are inclusive

We know that communities and organisations are stronger when everyone can participate and work to increase inclusion.



We are ambitious

We believe in the power of community and connection and are ambitious for its potential. We support people and communities to shape the future and lead change.



We are impact focused

We are inspired by communities and learn with them. We listen, reflect and use evidence to improve knowledge, inform action and increase impact.



We are adaptable

We welcome and embrace new ideas and ways of working.



We are compassionate

We work with care consideration and humility.