

THE ROYAL COLLEGE OF PSYCHIATRISTS

JOB DESCRIPTION

JOB TITLE:	NSPA Income Generation Lead
DEPARTMENT:	National Collaborating Centre for Mental Health (NCCMH)
SECTION:	National Suicide Prevention Alliance (NSPA)
RESPONSIBLE TO:	Executive Lead
RESPONSIBLE FOR:	No direct reports but opportunity to bring in consultants to support and grow a team.
PAY BAND:	4

DESCRIPTION OF ROLE:

We are seeking an experienced senior fundraising/ income generation professional, who is entrepreneurial and has experience of working in small charities or start-ups, or of building a fundraising function in a larger organisation, to join the NSPA team. This newly created role will lead on the development and delivery of an income generation strategy that supports implementation of our ambitious 3-year transformation plan. You will also be responsible for fundraising operations at all levels in this early phase of the development of our fundraising function, including funder prospecting, development, submission and management of funding applications and understanding customers journeys and CRMs.

Until now responsibility for income generation has been led by the Executive Lead and managed within the team but there is a need to dedicate time to developing and implementing a strategy for income generation and engaging with potential partners. You will have an opportunity to bring your own creativity and ideas to take the NSPA to the next stage in its development.

About the NSPA

The National Suicide Prevention Alliance (NSPA) is a vital network that connects organisations, professionals and individuals with lived experience who are working in suicide prevention. We are hosted by the National Collaborating

Centre for Mental Health at the Royal College of Psychiatrists (NCCMH/RCPsych). There are currently more than 4,000 individuals and organisations in our community, who take individual and collective action to reduce suicide and self-harm, and support those affected by suicide. We also have a Lived Experience Network that supports the involvement of people with lived experience in suicide prevention activity across the country; striving to ensure that lived experience is valued, respected and seen as legitimate. Our members include large national organisations, local authorities, VSCE and statutory services through to grassroots community groups.

This is an exciting time to join the NSPA as we implement a new strategy. We recognise that to achieve our mission and drive systemic change, we must evolve to focus more clearly on driving policy-change through stronger advocacy in suicide prevention. We need to do this while continuing to value and support the collaborative network that provides our foundation. To do this, we have four overarching goals over the next three years:

- To become an influential force for policy change and a powerful voice for suicide prevention, ensuring the Government makes suicide prevention a priority, uniting key players and amplifying voices.
- To build on our well-established work on lived experience involvement, ensuring that our Lived Experience Network, and the voice and expertise of people with lived experience, has influence at national, regional and local level.
- To strengthen and diversify our membership, including voices, communities and perspectives that have been lesser heard or marginalised in suicide prevention.
- To position the NSPA as an inclusive community where learning, collaboration and influencing come together to drive change in suicide prevention.

JOB PURPOSE:

To lead the development of a sustainable funding model for the NSPA and work to further diversify our funding sources to support our transformation. In this role you will:

- Develop and implement an income generation strategy to grow and further diversify our current income streams.
- Update our funding model to meet the needs of the NSPA where it is now and put it on a more sustainable footing, building on insights from a strategic review which identified several possible models. These need to be further scoped and considered.
- Ensure that our income generation strategy, funding model and applications, and ways of working are aligned with our approach to lived experience involvement and co-production. You will be expected to work collaboratively with our lived experience network and members to develop these.

- Develop strategic partnerships within and across sectors and across social issues, to pool resources and expertise, as well as for mutual learning and influence.
- Increase and strengthen the NSPA's consultancy revenue streams. We have developed a good foundation for consultancy support via our Lived Experience Network which we will build upon and expand across other areas of the NSPA's programme.
- Build a narrative that articulates the impact of and makes the case for the NSPA and its work.

KEY RESPONSIBILITIES:

Strategic leadership

1. Work strategically with the Executive Lead, Co-Chairs and Lived Experience Network Manager to deliver the NSPA's 3 year transformation plan. Specifically, leading on the objective to develop a sustainable funding model for the Alliance.
2. Develop a 3-year income generation strategy with a focus on refreshing the NSPA's funding model and further diversifying its income streams. These will be developed with input from our community and people with lived experience.
3. Network and build relationships with prospective funders and partners and keep up-to-date with sector fundraising opportunities.

Income generation

4. Strengthen and grow income across our existing income streams (charitable grants, partnerships, member contributions and donations, our national annual conference and consultancy) as well as build new income streams.
5. Build, lead and manage a funding pipeline for both core and project income, to ensure the NSPA has sufficient resources to support programme delivery.
6. Write high-quality funding applications with a focus on multi-year core funding and supporting key programmes of work such as our Lived Experience Network and influencing work.
7. Develop and implement fundraising models that align with the NSPA's values but in particular centring lived experience and working in an equitable and inclusive way.
8. Identify opportunities for partnership working with our members and wider suicide prevention sector and work collaboratively to secure funding for joint projects.

Reporting and communications

9. Lead on stewardship, nurturing strong relationships with funders and ensuring they are appropriately acknowledged and recognised.
10. Manage all funder reporting, ensuring deadlines and requirements are consistently met.
11. Shape and oversee communications related to fundraising, deciding what information is shared, how it is presented and creating updates that demonstrate impact.

Finance and operations

12. Work with the Executive Lead to ensure organisational and project budgets are realistic and deliverable, provide fundraising forecasts and feedback on targets.
13. Develop and set up appropriate systems and processes to support fundraising management, stewardship/ supporter care and reporting aligned with relevant policy and guidelines (FR, GDPR etc).

NSPA AND COLLEGE VALUES:

As an Alliance we strive to:

- **Centre lived experience:** We ensure that people with lived experience are involved in, shape and inform suicide prevention policy and practice at all levels, and that their knowledge is valued and respected.
- **Be credible:** We are knowledgeable and a reliable source of information, data, and good practice. Our resources and work are trustworthy.
- **Work collaboratively:** We create safe and welcoming spaces for anyone working in suicide prevention to share, learn, and develop ideas together.
- **Be evidence-informed:** Our work is grounded in and amplifies the best available data and evidence, and insights from our members and people with lived experience.
- **Be inclusive:** We are member-oriented, and work with and support diverse groups and individuals, knowing that inequalities impact suicide prevention. We are willing to hear and represent multiple perspectives.

ADDITIONAL INFORMATION:

Budget Holder:	No
DBS check required?	Yes
List of External Contacts (if applicable):	NSPA funders, potential new funders and partners, members of the NSPA's Advisory Board, members of the NSPA community, including the

	Lived Experience Network and people with lived experience of suicide.
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GENERAL

1. Undertake any other duties related to the job purpose and which may be necessary in the NSPA's work or the College's work as the host organisation.
2. To carry out all duties in a safe and proper manner in accordance with the College's Health and Safety Policy.
3. To undertake all duties in line with the College's values, policies, procedures, and regulations ensuring that the work undertaken actively promotes equality and diversity.

This job description is not exhaustive and is subject to change in accordance with the business needs of the College.

Date:	July 2026
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NSPA INCOME GENERATION LEAD

PERSON SPECIFICATION			
CRITERIA	APPLICATION FORM, CV & COVER LETTER	PRESENTATION	INTERVIEW
ESSENTIAL			
Developing and leading income generation/ fundraising strategies, particularly small charities.	✓		
Significant experience in a senior fundraising role, with a demonstrable track record of developing and delivering successful multi-stream income generation strategies.	✓	✓	✓
Building and nurturing strong relationships with funders and supporters, including those with lived experience.	✓	✓	✓
Developing organisational and project budgets and working on complex high-value fundraising applications and partnerships across a broad funder base.	✓	✓	✓
Good working knowledge of fundraising regulations and policy.	✓		
Interpersonal and influencing skills, with the ability to build trusted relationships with donors, partners, colleagues and senior stakeholders.	✓	✓	✓
Excellent written and verbal communication, with the ability to translate data and impact into compelling narratives that inspire support.	✓	✓	✓
Financial acumen and confident in budget preparation and reporting.	✓		

Confidence in decision-making and ability to work effectively under pressure.	✓	✓	✓
Flexible, solutions-focused approach to work.	✓	✓	✓
Collaborative and influential – builds effective working relationships internally and externally, fostering teamwork and partnerships.	✓	✓	✓
Resilient and adaptable – able to navigate challenges, manage multiple priorities, and maintain focus under in a changing external context.	✓		
Committed to equity and inclusion and valuing and embedding lived experience voices, insights and expertise in our work.	✓	✓	✓
DESIRABLE			
Familiarity with issues relating to suicide prevention and mental health.	✓	✓	✓
Experience of working with people with lived experience to shape funding strategy and applications.	✓	✓	✓
Experience in building partnerships with organisations that represent marginalised communities.	✓	✓	✓
Understanding of anti-racist, anti-ableist, and inclusive fundraising practices.	✓	✓	✓

Candidates are reminded that the shortlisting process is based on the evidence provided on the Application Form, Cover Letter and CV.