

# St Teresa's Hospice

## JOB DESCRIPTION

### 1. JOB DETAILS

Job title: Head of Fundraising and Marketing

Grade: Hospice Band 7

Reports & is responsible to: Chief Executive

Location: St Teresa's Hospice

### 2. JOB PURPOSE

The Head of Fundraising and Marketing is part of the Hospice's leadership team, reporting directly to the Chief Executive. This post is responsible for the effective management and operation of the following functions and for leading the team to achieve financial targets:

- Individual giving (including cash appeals, regular giving, in memoriam giving and legacies)
- Corporate partnerships
- Events and community fundraising
- Trusts and grants
- Marketing and communications

### 3. ORGANISATIONAL CHART



### 4. DIMENSIONS

The Income Generation Team incorporates marketing, fundraising, events, communications, trust and grant applications and fundraising/supporter data management. This is supported by a large team of volunteers.

## 5. RESULT AREAS

### **Leadership**

- Provide inspirational leadership to the income generation team, ensuring motivation and support to achieve individual targets and maximise income generation opportunities.
- Lead and develop income generation and marketing strategies which are aligned with the hospice three-year strategic plan to optimise income in the short term and build foundations for future growth.
- Contribute to the overall strategy and performance of the Hospice as a member of the leadership team.
- Deliver agreed income and engagement targets contributing to the overall performance of the Hospice.
- As a member of the Hospice's Income Generation Sub Committee (IGC), lead on the management of all governance and compliance matters relating to income generation, ensuring dissemination to all appropriate members of the organisation.

### **Management**

- Provide line management support to direct reports, identifying clear individual objectives, ensuring mechanisms for regular feedback are in place and supporting the professional development of the team.
- Prepare and present timely reports, information and advice on all relevant income generation matters to the Chief Executive, IGC and the Board of Trustees as required.
- Work with the income generation and finance team to plan, establish and monitor budgets, ensuring appropriate resources are in place to achieve income targets.
- Be responsible as departmental budget holder for the fundraising and marketing team.
- Continuously evaluate and improve income generation practices and processes, including maximising the effectiveness of the customer relationship management system (Raiser's Edge at time of writing).
- Working with the HR Team leading on recruitment, retention and management of fundraising volunteers.

### **General duties**

- Ensure that the return on investment across their remit is maximised.
- Ensure that effective relationships are built and maintained with donors and funders.
- Ensure that risks are identified and managed across the various income generation streams.
- Maintain membership of appropriate professional bodies such as the Institute of Fundraising (IoF) and keep up to date with current trends and changes in charity law and fundraising practice.
- Advise and support the Chief Executive and Board of Trustees on all fundraising and marketing matters.

- Advise the Chief Executive and Board of Trustees of necessary legislative, policy or operational changes in relation to income generation, ensuring effective implementation strategies are in place to maintain compliance.
- Ensure that the work of the fundraising and marketing functions is compliant with the highest professional and ethical standards, best practice and all relevant codes of practice and legislation, e.g. the Charity Commission, Fundraising Regulator, Health and Safety, Data Protection, Gift Aid, Gambling Commission and local councils.
- Work closely with the Chief Executive on any reputational issues, ensuring they are managed appropriately.
- To act as an ambassador of the Hospice by living and promoting our values.
- Contribute to maintaining a high positive profile and reputation for the Hospice and be a guardian of our brand.

## 6. KEY WORKING RELATIONSHIPS

- Directly accountable to the Chief Executive.
- Responsible as line manager for the fundraising and marketing teams.
- Must maintain good working relationships with all Hospice staff and volunteers.
- Expected to present a professional profile and raise awareness of all the Hospice's services with many different sectors of the community (business/private).

## 7. DBS / other checks required:

This post is deemed to require a Basic DBS check via the Disclosure and Barring Service. This is due to the fact that the post has access to premises where we care for children and vulnerable adults, and to confidential records/company finances/financial information. Further information on the Basic Disclosure service is available from <https://www.gov.uk/government/publications/basic-checks>

All employees of St Teresa's Hospice are required to provide proof of their identity and eligibility to work in the UK.

Employees will be required to complete compliance checks in line with our current policy, as relevant to their role, such as providing evidence of professional registration, insurance and qualifications, employment history and references, and health clearance.

This job description is intended as a guide to the principle duties and responsibilities of the post. It must not be regarded as precisely defining all duties and will be subject to amendment in the light of developing service needs and changes in health policy.

# PERSON SPECIFICATION

All factors must be measurable and justified by the job

	ESSENTIAL	DESIRABLE
<b>KNOWLEDGE AND QUALIFICATIONS</b>		
1. Relevant professional qualifications at Level 6 or above or equivalent experience	✓	
2. Management qualification, or willing to work towards this	✓	
3. Chartered Institute of Fundraising member accredited		✓
4. Knowledge of relevant fundraising regulations and best practice	✓	
5. Up to date advanced knowledge of charitable income generation methods to emotionally engage with audiences across a range of fundraising channels	✓	
6. Knowledge of effective marketing techniques and emerging digital trends	✓	
7. Knowledge of the local demographic and sector, including opportunities, risks, challenges and practices	✓	
<b>EXPERIENCE</b>		
1. Experience of leadership at a senior level, with experience of managing relationships with key stakeholders, colleagues and trustees to deliver income generation and marketing objectives	✓	
2. Experience of leading, managing and motivating a team, including experience of change management	✓	
3. Experience of developing and implementing income generation practices and policy	✓	
4. Experience of budget management and target setting	✓	
5. Experience of strategic marketing across a multi-discipline organisation		✓

6. Experience of working with multi-platform social media		✓
7. Experience of campaigning in a political landscape		✓
<b>SKILLS AND COMPETENCIES</b> (demonstrable abilities)		
1. Ability to assess, develop and implement effective strategies to achieve significant income activity	✓	
2. Proven ability to work and think strategically, creatively and innovatively with a strong sense of accountability and ownership	✓	
3. Ability to forecast, set and control budgets	✓	
4. Good project management skills with the ability to oversee multiple projects as well as established work streams	✓	
5. Strong written, verbal and presentation communication skills with the ability to build relationships with and influence a wide range of stakeholders at all levels	✓	
6. Ability to write accurate and engaging copy, targeted for different audiences	✓	
7. Excellent planning, coordination and prioritisation skills	✓	
8. Strong IT skills, including experience of using a CRM system (preferably Raiser's Edge)	✓	
<b>PERSONAL QUALITIES AND MOTIVATION</b>		
1. Commitment to the vision, values and mission of the Hospice	✓	
2. Understanding of and commitment to equality, diversity, inclusion, and equity	✓	
3. Receptive to change and able to act positively as a change agent	✓	
4. Motivational leadership style with the ability to lead, manage, coach and develop individuals and teams	✓	
5. Enthusiasm, conscientiousness and resilience – ability to deliver a high standard of work under pressure	✓	

6. Integrity and credibility that commands the confidence and respect of others	✓	
7. Commitment to self-development and own learning	✓	
8. A willingness to work flexibly outside of normal working hours, as required, including evening and weekend working	✓	
9. Able to travel for work on a regular basis using own transport, including carrying goods and equipment (business use insurance to be arranged by worker at their expense)	✓	
10. Able to drive Hospice vehicles for work with full UK driving licence	✓	
11. Accepted by our insurers under our driving insurance policy at a cost which is reasonable to the Hospice; NB this is subject to individual underwriting for employees under 21 years of age	✓	



St Teresa's  
Hospice

## Our Values

### Our Values are our core beliefs.

They explain who we are, how we work, what we believe in and stand for:



#### A welcoming space

Creating a safe, shared and inclusive space where everyone feels valued and respected.



#### Dedicated to care

At our very heart is holistic care, comfort and dignity for all.



#### Compassion in all we do

Everything is centred on empathy, kindness, understanding and respect.



#### Support at every stage

We offer assistance, encouragement and guidance to everyone throughout their personal journey.



#### Excellence in everything

Delivering professionalism and the highest of standards in everything we do.