

## JOB DESCRIPTION

<b>Job Title</b>	Head of Fundraising
<b>Reports To</b>	Director of Fundraising and Communications
<b>Location</b>	Fundraising Office, Long Ashton
<b>Department</b>	Fundraising, Marketing & Communications
<b>Job Purpose</b>	Leading the generation of fundraised income at the Hospice, you are responsible for the development and implementation of our strategic fundraising plans, as well as successfully leading the team to maximise all income generating opportunities.
<b>Key Relationships</b>	<ul style="list-style-type: none"> <li>- Fundraising Team members</li> <li>- Database Manager</li> <li>- Head of Marketing &amp; Communications</li> <li>- Retail, finance and service delivery teams</li> </ul>
<b>Key Responsibilities</b>	<ul style="list-style-type: none"> <li>• Responsible for the overall management and delivery of the fundraising strategic plan, including management to and reporting against key milestones and KPIs</li> <li>• Working alongside the Director of Fundraising &amp; Communications, you will develop and manage the annual income and expenditure budget for the team, ensuring that net income remains in line with the strategic plan and provide regular forecast updates.</li> <li>• Supporting the development of robust plans by income stream and for the team overall and managing processes for effective monitoring and reporting.</li> <li>• Driving the Fundraising Team to meet their targets through clear, strong leadership that inspires and motivates the team, as well as supporting the overall operations and developing the team to achieve excellent performance and growth.</li> <li>• To put supporters at the heart of all decisions and ensure their experience of the Hospice is excellent, by developing and guiding the Supporter Care Team in their processes and procedures.</li> <li>• To drive and support innovation, investigating and evaluating potential new income streams and ways of working in order to seek efficiencies and growth.</li> <li>• Guide, support and oversee the generation of income from the following income streams - events, corporate, community, trusts, major donors, individual giving, lottery and legacy marketing (via</li> </ul>

line management of two Senior Fundraising Managers) as well as line managing the Supporter Care Team Leader and Legacy Administration.

- To lead and develop your direct reports, ensuring they are focused, motivated and knowledgeable and have the professional development they need to be effective in their role.
- To ensure all members of the fundraising team have clear objectives, regular 1;1's and annual appraisals.
- Facilitating the effective operations of the Fundraising Team by building relationships with other teams and working closely to ensure effective support and collaboration.
- As a senior role in the Hospice, you will represent the fundraising team across the organisation and build relationships that are key to fundraising success.
- To keep up to date with fundraising developments and best practice across the sector and within the Hospice network, and encourage your team to do the same, in order to benchmark, compare and innovate.
- Responsible for compliance with all relevant legislation (Fundraising Regulator, Charity Commission, GDPR, Gift Aid etc) - keeping informed and up to date with new developments and ensuring they are implemented and adhered to.
- To work closely with the MarComms team, sharing forward plans and areas of key strategic focus to support the effective planning and delivery of fundraising communications activities.
- To work closely with Director of Retail and the wider retail team to develop strong two-way communications, ensuring that fundraising activities are promoted across stores and that retail and fundraising data are managed collaboratively.
- To undertake appropriate personal development to maintain and develop skills and knowledge to ensure full effectiveness within the role.
- To work with the clinical teams to promote fundraising activities and ensure they understand the importance of income generation. To have full knowledge and be up to date with all aspects of our work in order that key messages to our supports are accurate and consistent.
- To be an active, participating member of the Senior Team and to deputise/take on additional responsibilities when needed.

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## St Peter's Hospice Values

**Excellence** - to strive to be the best we can, listen, learn and innovate

**Compassion** - to show understanding and care in everything that we do

**Respect** - to value everyone and embrace the value of our differences

**Passion** - to be proud of our work and the impact we have

**Collaboration** - to work as one team - built on shared goals and effective relationships

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## Health and Safety

Under the provisions of the Health & Safety at Work Act 1974, it is the duty of every employee

i) to take reasonable care of themselves and others at work

ii) to co-operate with the Hospice as far as is necessary to enable them to carry out their legal duty.

iii) Not to intentionally or recklessly interfere with anything provided including personal protective equipment for health and safety or welfare at work.

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## Rehabilitation of Offenders

The Hospice promotes equality of opportunity for all individuals with the right mix of talent, skills and potential and welcomes applications from a wide range of candidates, including those with criminal records.

We undertake not to discriminate unfairly against anyone who has previous criminal convictions and having a criminal record will not necessarily be a bar to employment with the Hospice.

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## Scope of Job Description

This job description reflects the immediate requirements and objectives of the post. It is not an exhaustive list of the duties but gives a general indication of work undertaken which may vary in detail in the light of changing demands and priorities. Substantive changes will be carried out in consultation with the post holder.

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## PERSON SPECIFICATION

<b>Qualifications</b>	Desirable: <ul style="list-style-type: none"> <li>Fundraising qualification e.g. Diploma in Fundraising, Advanced Diploma in Fundraising etc</li> </ul>
<b>Knowledge &amp; Experience</b>	<ul style="list-style-type: none"> <li>Thorough knowledge of the not-for-profit sector with at least five years' experience in fundraising management roles</li> </ul>

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	<ul style="list-style-type: none"><li>• Successful leadership and management of large teams</li><li>• Experience and knowledge of a range of fundraising income streams, specifically legacies, major donors and committed giving</li><li>• Knowledge of fundraising and charity law</li><li>• Development and implementation of successful plans and strategies to ensure fundraising income growth</li><li>• Experience of planning and managing departmental budgets</li><li>• Existing knowledge, or the motivation to develop a thorough knowledge, of the Hospice care sector</li></ul>
<b>Skills</b>	<ul style="list-style-type: none"><li>• Ability to translate Hospice services into compelling cases for support</li><li>• Ability to drive performance in order to meet targets</li><li>• Strong and effective presentation and public speaking skills</li><li>• Strong leadership skills with the ability to motivate and inspire a team</li><li>• Strong written communication skills and ability to present complex information to successfully influence potential supporters/funders.</li><li>• Strong verbal communication skills, confident to 'make the ask'</li><li>• Excellent interpersonal skills to operate and negotiate successfully with colleagues and external stakeholders at all levels</li><li>• Strategic thinking with ability to oversee multiple complex projects</li><li>• Highly organised and able to multi-task</li><li>• High levels of attention to detail</li><li>• Highly analytical with the ability to interpret and report on data</li></ul>
<b>Personal Attributes</b>	<ul style="list-style-type: none"><li>• Excellent team working skills</li><li>• Supportive, open-minded and positive</li><li>• Good networking skills and ability to build and maintain excellent relationships with key stakeholders</li><li>• Role models positive behaviours and Hospice values with integrity</li><li>• Enterprising, innovative and solution focused</li><li>• Ability to deal sensitively with hospice patients, their families and people who are newly bereaved</li><li>• Autonomous worker, able to set own deadlines and plan time effectively</li></ul>
<b>Other Factors</b>	<p><b>Essential:</b></p> <ul style="list-style-type: none"><li>• Able to work outside of normal office hours when required for events, networking etc</li><li>• Full driving licence and access to a vehicle</li></ul>