

## **Job Description**

**Job Title:** Community, Partnerships & Events Fundraising Lead

**Grade:** Band 6

**Hours of duty:** 37.5hrs a week

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## **Organisational Arrangements**

**Accountable to:** Income Development Manager and Director

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## **Role Summary**

To develop and deliver effective fundraising activity for Dr Kershaw's Hospice, building sustainable relationships with supporters and maximising voluntary income. The postholder will lead and develop fundraising across three key income streams: community fundraising, corporate fundraising and Hospice-led events, with responsibility for agreed income targets, budgets, performance and the effective management of a small team.

The post holder will work towards agreed financial targets and set KPIs, aligned to annual objectives as revised and set each year during the appraisal process.

## **Key responsibilities:**

- Cultivate and steward third party fundraisers to ensure a dynamic Hospice fundraising experience that is beneficial both to them and to Dr Kershaw's Hospice;
- Lead, develop and deliver the Hospice's community, corporate and events fundraising activity, contributing to the achievement of agreed annual income targets and the wider Income Development strategy;
- Deliver and develop an annual programme of community campaigns and events alongside the fundraising team, including established appeals, challenges, collections and community initiatives;
- Develop and manage an annual programme of Hospice-led fundraising events, taking responsibility for planning, budgeting, income targets, promotion, operational delivery, evaluation and continuous improvement;
- Proactively engage with current and prospective members of the community, to raise awareness of Hospice services and raise essential funds;
- Establish and develop relationships within the community to maximise sustainable opportunities, including community groups, schools and local businesses;

- Identify, cultivate and steward corporate partnerships, developing relationships with new and existing businesses to generate sustainable income and wider support for the Hospice;
- Develop compelling corporate fundraising propositions, including Charity of the Year partnerships, sponsorship, employee fundraising, corporate donations, volunteering and other mutually beneficial opportunities;
- Secure corporate sponsorship and support for Hospice events, campaigns and other fundraising initiatives, negotiating appropriate packages and ensuring agreed benefits are delivered;
- Attend and present at third party fundraising events and cheque presentations and represent the hospice at internal and external events and meetings as required.
- Provide information and assets to support and contribute to the Hospice's established Communications activity and the promotion of Income Development activities and Hospice Services;
- Develop new fundraising campaigns, events and initiatives across community and corporate audiences, using insight and evaluation to identify opportunities for income growth
- Provide effective leadership and line management to a small team, setting clear objectives, individual and team KPIs and financial targets, managing performance and workload, and supporting ongoing development through regular supervision, appraisal, coaching and development;
- Take responsibility for agreed income and expenditure budgets, financial targets and KPIs across community, corporate and events fundraising, monitoring performance and taking appropriate action where required;
- Monitor team and individual performance against agreed income targets and KPIs, providing regular forecasts, pipeline information and performance reports to the Income Development Manager and Director;
- Create a positive, collaborative and high-performing fundraising culture, supporting team members to develop their skills, identify new opportunities and maximise sustainable income for the Hospice;
- Recruit, brief and coordinate staff and volunteers involved in Hospice fundraising events and activities, ensuring events are delivered safely, professionally and in accordance with relevant policies and procedures;
- Undertake all relevant Income Development fundraising administration using the Hospice's CRM database and in line with GDPR regulations;

- Liaise with Hospice staff, volunteers, patients and their loved ones to develop case studies to help us tell our story and dispel myths around hospice care;
- Responsibility for cash handling, public collections, and accurate record keeping and reporting;
- Work flexibly, including evenings and weekends, where required to support fundraising activity and events;
- Keep up-to-date on best practice within the charity sector generally and particularly changes to communications, legislation, and codes of practice;

## **Volunteers**

Dr Kershaw's Hospice is generously supported through its active volunteers who work alongside employees of the Hospice, across all departments, helping to fulfil the needs of the services.

As part of all roles at the Hospice, it is expected that all post holders commit to assisting and supporting volunteers to perform their roles to the best of their ability. In addition, it may be required of the post holder to act as a volunteer lead if identified with the Volunteer Co-ordinator, as appropriate.

## **Health and Safety/Security**

1. To be familiar with all requirements of the Health and Safety at Works Acts and the Hospice Health & Safety policies and regulations applicable to the post.
2. To co-operate actively with the nominated Health & Safety person in achieving the aims of the Hospice Health & Safety Policy, Fire Regulations, related issues and various procedures and ensure the legal requirements are met.
3. To take responsible care the health and safety of themselves and of others who may be affected by their acts or omission, and comply with the Health and Safety legislation.
4. To wear appropriate safety clothing and use appropriate safety devices as requires, and not to interfere with or misuse anything which is provided in the interests of health and safety.
5. To report and co-operate with the investigation of all incidents and accidents that have led to or may lead to injury and to report all hazards or shortcoming in the protection arrangements.
6. To ensure as far as predictable that all materials used within the Hospice and its subsidiaries for fundraising activities are properly stored, used and disposed of and that any items of equipment are properly tested, used, maintained and repaired as necessary.

## **Education & Training**

The post holder will:

1. Participate in the Hospice appraisal system.
2. Maintain high professional standards and continue own personal and professional development.
3. Assist in teaching and the supervision of other members of staff and volunteers.
4. Participate in the orientation of new staff.
5. Attend all mandatory training/update sessions.

## **General**

1. **Confidentiality** - It is a condition of employment that staff will not disclose any information obtained in the course of their duties other than to those entitled to receive it. The post holder must ensure that the confidentiality of personal data remains secure and the terms of the Data Protection Act and relevant Hospice policies are met in respect of information held on the Hospice computer system.
2. **Equal Opportunities** – The Hospice is committed to equality of opportunity. All staff are required to comply with current legislation and Hospice policies.
3. **Health and Safety** – Staff must ensure they are familiar with the requirements of the Health and Safety Work Act (1974) and the Hospice Health and Safety policies and regulations applicable to their post.
4. **Safeguarding** – Dr Kershaw's Hospice is committed to safeguarding adults and children and expects all staff to share in this commitment. Staff have a responsibility to ensure that they are aware of specific duties relating to their role and should familiarise themselves with the Hospice safeguarding policy. Regular safeguarding training updates will be held and are mandatory for all staff.

The above indicates the main duties that may be reviewed in the light of experience and developments within the service. Any review will be undertaken in conjunction with the post holder.

Due to the nature of the organisation you will undertake any other reasonable tasks or duties that are deemed to be within your capability, to meet the needs of the organisation's services and/or directed by a senior manager to whom you have a reporting relationship.

## PERSON SPECIFICATION

**JOB TITLE:** Community Partnerships & Events Fundraising Lead

**Note to applicant:** When completing your application form you should demonstrate the extent to which you have the necessary education, experience, knowledge and skills identified for the post.

| <b>KEY:</b> E = Essential   D = Desirable   A = Application   I = Interview   P = Practical   S = Short listing criteria                                                                                                                               |                         |                 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-----------------|
| Requirement                                                                                                                                                                                                                                            | Essential/<br>Desirable | Assess<br>from: |
| <b>Education &amp; Qualifications</b>                                                                                                                                                                                                                  |                         |                 |
| Educated to A-level standard or equivalent, and /or have substantial relevant work experience to a minimum of 5 years                                                                                                                                  | D                       | A, I            |
| Relevant qualification in fundraising or Community Fundraising                                                                                                                                                                                         | D                       | A, I            |
| <b>Experience &amp; Knowledge</b>                                                                                                                                                                                                                      |                         |                 |
| Proven experience in meeting income targets and KPIs                                                                                                                                                                                                   | E                       | A, I, S         |
| Proven experience of actively engaging with members of the public on all levels                                                                                                                                                                        | E                       | A, I, S         |
| Experience in monitoring and evaluating projects                                                                                                                                                                                                       | E                       | A, I            |
| Experience in managing data on CRM (Customer Relationship Management ) systems and good knowledge of GDPR                                                                                                                                              | D                       | A, I            |
| Experience of working in the charity sector                                                                                                                                                                                                            | D                       | A, I            |
| Significant experience of working with and to a wide range of financial and non-financial KPIs                                                                                                                                                         | D                       | A, I,           |
| Demonstrable knowledge and understanding of community, corporate /partnership and events fundraising, with experience of developing and delivering fundraising activity to achieve agreed income targets and build sustainable supporter relationships | E                       | A, I            |
| Up-to-date knowledge of best practice within the charity sector generally and particularly changes to communications, legislation, and codes of practice.                                                                                              | D                       | A, I            |
| Experience of building effective relationships with key internal and external stakeholders                                                                                                                                                             | E                       | A, I, S         |
| Excellent written and verbal communications skills – with the ability to write creatively for different audiences and purposes and able to influence small and large groups of stakeholders through storytelling                                       | E                       | A, I, S         |
| Networking and strong interpersonal skills – the ability to build good relationships across all levels of the organisation and externally                                                                                                              | E                       | A, I            |
| <b>Personal Attributes</b>                                                                                                                                                                                                                             |                         |                 |
| Full clean driving licence with access to own car                                                                                                                                                                                                      | E                       | A, I, S         |
| Ability to drive Hospice van                                                                                                                                                                                                                           | D                       | A, I            |

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|-------------------------------------------------------------------------------------------------------------------------------------------------------|---|---------|
| Committed to equal opportunities, anti-discrimination, anti-oppressive policy and practice and social inclusion                                       | E | A, I, S |
| Works in an empathetic and sensitive way at all times, particularly when in contact with or distributing information to/on behalf of Hospice families | E | A, I    |
| Committed to the values and work of voluntary and community organisations                                                                             | E | A, I, S |
| Able to work as part of a team and on own initiative                                                                                                  | E | I       |
| Enthusiastic and self-motivated                                                                                                                       | E | A, I    |
| Application of creative and lateral thinking, combined with good problem-solving skills                                                               | E | A, I, P |
| Ability to work on a number of competing high priority projects, using different disciplines, at once                                                 | E | A, I, P |
| Ability to work sensitively with people of differing viewpoints                                                                                       | E | I,      |
| Excellent communication skills with an excellent standard of written and oral English                                                                 | E | I, P    |
| Strong IT, digital and administrative skills                                                                                                          | E | I, P    |
| Pro-active and a self-starter                                                                                                                         | E | I       |
| Ability and willingness to work flexibly including some evening and weekend work                                                                      | E | I       |
| Able to travel in course of carrying out duties                                                                                                       | E | A, I    |