

**SAINT FRANCIS HOSPICE**

**JOB DESCRIPTION**



<b>JOB TITLE</b>	Head of Public Fundraising
<b>GRADE</b>	7b
<b>HOURS OF DUTY</b>	37.5 hours per week
<b>REPORTS TO</b>	Director of Strategy Planning and Fundraising
<b>KEY RELATIONSHIPS</b>	<p>Internal:</p> <ul style="list-style-type: none"> <li>• Public Fundraising Team (16 staff members)</li> <li>• Director of Strategy, Planning and Fundraising</li> <li>• Head of Major Gifts &amp; Legacies</li> <li>• Marketing Lead</li> <li>• Senior Management Team / Other Heads across all directorates</li> <li>• Wider fundraising and marketing department</li> <li>• Retail and trading</li> <li>• Finance team</li> </ul> <p>External:</p> <ul style="list-style-type: none"> <li>• Saint Francis Hospice donors, supporters and volunteers</li> <li>• Next of kin and family members and friends of people the hospice has cared for.</li> </ul>
<b>RESPONSIBLE FOR</b>	<p>6 line reports/managers:</p> <ul style="list-style-type: none"> <li>- Local Engagement (Community) Fundraising Manager, Events Manager, 2 x Individual Giving Managers, Database Manager/Analyst and Supporter Care Manager</li> <li>- 10 juniors reporting into the managers</li> </ul> <p>Income budget of c. £2.4million</p>

<b>JOB SUMMARY</b>
<p><b>Purpose of the role:</b></p> <ul style="list-style-type: none"> <li>• Lead on the strategy development and delivery, in collaboration with the fundraising managers and teams.</li> <li>• Oversee operational delivery, seeking and maximizing opportunities across the team and wider directorate</li> </ul>

- Be data-led in reporting and decision making, sharing insights on income, budget performance, supporter motivations and other relevant information to senior leadership and across the team as needed
- Lead, inspire and develop a large and diverse team of fundraisers
- Be a champion for the importance of Public Fundraising not just for income generation, but as part of our Hospice strategy

## **MAIN DUTIES AND RESPONSIBILITIES**

### **Strategy, delivery and budget management**

- Develop, implement and deliver the Public Fundraising Strategy that aligns with the income strategy and aligns with the Hospices strategic goals
- Lead and deliver on the performance of the Public Fundraising Team, meeting agreed gross and net income targets
- Lead on the annual activity planning and budget setting for Public Fundraising working closely with the finance team, fellow HoDs and the Director of Strategy, Planning and Fundraising
- Oversee Individual Giving programme Gaming and Cause Related programmes (including lottery), events and community fundraising portfolios, ensuring that growth is sustainable, data-driven and supporter centric
- Oversee accurate management and strategic development of data and supporter care function
- Provide monthly and quarterly management information for the Director of Strategy, Planning and Fundraising and to staff as appropriate.
- With support from key managers, develop data and financial reporting and management information that delivers insight and understanding of supporter activity, ROI, value for money and net returns.

### **Leadership**

- Work collaboratively with the wider fundraising and marketing department to develop improved and interwoven ways of working that decreases silo working and increases income
- Create cross-team delivery plans to ensure that all Fundraising Managers (and team) have sight of activity and ensure synergies and collaborative working are built into plans,
- Provide leadership, direction, support, coaching and line management to the team, ensuring objectives and targets are met
- Ensure team's objectives and KPIs are comprehensive, SMART and reflective of individual areas of responsibility
- Lead by example modelling the Hospice's values and behaviours
- Liaise with the Director of Strategy, Planning and Fundraising and fellow peers on any potential or existing personnel issues, ensuring an open and collaborative approach to communication so any problems are highlighted in good time for resolution.
- Provide clear and timely updates and communications to the team
- Work as part of a team and maintain a relationship of loyalty, mutual trust and fidelity to Saint Francis Hospice and the fundraising team.

### **Operational delivery**

- Play a lead role in developing digital fundraising opportunities across relevant income streams
- Play a lead role in the development and delivery of Supporter Journey work.
- Account management or stewardship of key supporters if/where necessary
- Ensure that all activity takes place in accordance with key fundraising objectives and the Hospice's strategy and core values.

### **Best practise and compliance**

- Network with experts within and beyond the charity sector to continually ensure the team are working in line with best practise and sector trends
- Responsibility for focusing on legal and regulatory compliance including keeping up to date with the latest laws and practices in areas such as Fundraising Regulations, Gift Aid, Data Protection, tax efficient giving and data security.
- Model best practice in safeguarding and health and safety
- Adhere to the hospice's fundraising code of conduct at all times
- To be responsible for ensuring all developments in this area are reflected in hospice policies and procedures as changes happen.
- Keep informed and up to date about the needs of Saint Francis Hospice and the care provided by our clinical and medical teams to effectively promote the work of Saint Francis Hospice – including up to date and correct financial figures.
- Undertake any other duties as directed by the Director of Strategy, Planning and Fundraising.

### **ADDITIONAL REQUIREMENTS OF POSTHOLDER**

**SENSITIVITY AND PROFESSIONALISM:** As an employee of Saint Francis Hospice you should expect that it is likely that you will come into contact with patients, their families and members of the public who are at the end of life or recently bereaved. All employees are expected to respond to people recounting and expressing their emotions about such events with sensitivity and understanding, and to know enough about the services that the Hospice provides to be able to signpost people who may benefit from our services to the relevant contacts.

**CONFIDENTIALITY:** The post holder must maintain confidentiality, security and integrity of information relating to patients, staff and other hospice matter during the course of duty. Any breach of Confidentiality may become a disciplinary issue.

**DATA PROTECTION:** It is the responsibility of all staff to be aware of their obligations in respect of the Data Protection Act 2018.

**EQUAL OPPORTUNITIES:** The hospice is committed to the development of positive policies to promote equal opportunity in employment and has a clear commitment to equal opportunities. All employees have a responsibility to ensure that they understand the standards expected and that they promote and adhere to the equal opportunity measures adopted by the hospice.

**HEALTH AND SAFETY:** All staff must be familiar with section 2 of the Health & Safety Policy, Organisation of Health and Safety. This documents sets out the responsibilities of all staff for health and safety, whether in a supervisory capacity or not. Policy section 3 (arrangements for Health and Safety) provides an overview of training for competence in Health and Safety matters.

**HOSPICE IDENTITY BADGES:** Hospice ID badges must be worn at all times whilst on duty.

**SMOKING:** The hospice acknowledges its responsibility to provide a safe, smoke free environment, for its employees, service users and visitors. Smoking is therefore not permitted at any point whilst on duty, in accordance with the guidelines set down within the Hospice No Smoking Policy.

#### **REGISTRATION COMPLIANCE/CODE OF CONDUCT:**

All employees who are required to register with a professional body to enable them to practice within their profession are required to comply with their code of conduct and requirements of their professional registration.

**WORKING TIME REGULATIONS:** The 'Working Time Regulations 1998' require that you should not work more than an average of 48 hours in each week. For example, in a 26 week period you should work no more than 1248 hours.

*Please note that this job description is not definitive or restrictive in any way. It is a guide to the responsibilities of the role. It may be reviewed, in consultation with the post holder, in light of changing circumstances and the changing needs of the Hospice.*

*The post holder will be expected to perform any other such duties as might reasonably be required by the Director and will work in accordance with all Hospice Policies and Procedures.*

*In an emergency, all staff may be required to work different hours or carry out different tasks to those set out in their contracts of employment. This will be done in consultation with individuals and taking into account any special circumstances that may exist.*

## PERSON SPECIFICATION

### Head of Public Fundraising

E = ESSENTIAL	D = DESIRABLE
<b>Demonstrating the Hospice Values – Supportive, Compassionate, Inclusive and Respectful, Professional, Always Learning</b>	
<p><b>Supportive</b> - The ability to listen to and value peoples' experience and use them to give the personal support that is right for everyone.</p> <p><b>Compassionate</b> - The ability to be kind and treat everyone we meet with care and compassion. The ability to be friendly and put people at the heart of our actions and words, supporting people's choices and decisions, helping them to feel safe, secure and valued.</p> <p><b>Inclusive and Respectful</b> - The ability to be open and transparent and value each person's individuality. To be able to show respect for everyone and value diversity. To be mindful that our different experiences and knowledge make us stronger and together we achieve more.</p> <p><b>Professional</b> - The ability to do your best, in providing the appropriate care and expertise to those who need us and support us.</p> <p><b>Always Learning</b> - The ability to be open and outward looking, always ready to adapt and change, looking for better ways of doing things, by learning from each other and from the ever changing world around us.</p>	<b>E</b>
<b>Leadership skills</b>	
Ability to lead with honesty, integrity and care. Be able to develop, empower and delegate effectively to achieve change and generate a positive, inclusive, workplace. Be accountable for actions and bring creativity and innovative to inspire and motivate others. Be active in the creation and delivery of the Hospice strategy for the benefit of patients, staff and our local community.	<b>E</b>
<b>Experience and knowledge</b>	
<input type="checkbox"/> Experience of leading a charity public fundraising team at Head level with responsibility for at least three of individual giving, in-memory, lottery, community, events, supporter care, database	<b>E</b>
<input type="checkbox"/> A strong track record in public fundraising including demonstrable success in supporter retention and acquisition across multiple income streams	<b>E</b>
<input type="checkbox"/> Demonstrable understanding of excellent supporter care and stewardship and how a positive supporter experience – woven across income streams - leads to income growth	<b>E</b>
<input type="checkbox"/> Demonstrable experience of management and leadership of a team of comparable size	<b>E</b>
<input type="checkbox"/> A proven ability to lead and be part of a team, working collaboratively to maximise results	<b>E</b>

Demonstratable experience of managing large multi-line income and expenditure budgets and reports	<b>E</b>	
<input type="checkbox"/> Excellent current knowledge and awareness of fundraising compliance the external marketplace, trends and best practice in the charity sector	<b>E</b>	
<input type="checkbox"/> Understanding of fundraising marketing, particularly using digital channels		<b>D</b>
<input type="checkbox"/> Knowledge of the work of hospices and in particular, Saint Francis Hospice		<b>D</b>
<b>Skills and abilities</b>		
<input type="checkbox"/> Significant fundraising planning skills and ability to embed a planning and reporting culture in the fundraising team.	<b>E</b>	
<input type="checkbox"/> Sound decision-making based on data and awareness of internal and external influences as well as sector developments	<b>E</b>	
<input type="checkbox"/> A problem-solving mind set	<b>E</b>	
<input type="checkbox"/> Confident in prioritising a busy programme of work, with ability to make clear judgements and decisions based on impact and to work on own initiative and accept responsibility	<b>E</b>	
<input type="checkbox"/> Creative and innovative to identify and maximise existing and new income-generating opportunities, particularly when working across income-streams	<b>E</b>	
<input type="checkbox"/> Strong interpersonal and influencing skills with the ability to motivate and inspire a broad range of stakeholders	<b>E</b>	
<input type="checkbox"/> Warm, open and honest leadership able to quickly build positive and trusting relationships at all levels	<b>E</b>	
<input type="checkbox"/> Strong interpersonal, written and verbal communication skills with ability to communicate effectively at all levels	<b>E</b>	
Ability to be tactful and diplomatic, especially if managing conflict and negotiating solutions with stakeholders	<b>E</b>	
<input type="checkbox"/> Solid budgeting skills, with a good understanding of acceptable ROI, profit margins, timelines, calendarisation, profit contribution, life time value – able to advise on and manage budgets for a range of areas and activities (income and expenditure).	<b>E</b>	
<input type="checkbox"/> Experience of planning and preparing fundraising strategies	<b>E</b>	
<input type="checkbox"/> Understanding of database marketing and the importance of data integrity		<b>D</b>
<b>Qualifications</b>		
<input type="checkbox"/> Recognisable fundraising management qualification		<b>D</b>
<input type="checkbox"/> Recognisable leadership or management qualification		<b>D</b>
<input type="checkbox"/> Recognisable coaching qualification		<b>D</b>
<b>Other requirements</b>		
<input type="checkbox"/> Have access to own transport or ability to use public transport	<b>E</b>	