

|  |
| --- |
| **Job Details**  **Job Title:** Head of Fundraising  **Reports to:** Income Generation Director |

|  |
| --- |
| **Job Purpose**  Primarily, this new role has direct responsibility for growing and managing all individual income streams within the Fundraising team, including in-memory giving, regular givers, legacy giving, mid-value donors and running our fundraising appeals.  Secondly, the role will have managerial responsibility for the corporate, and community & events income streams. The role will provide leadership and support for these teams, working in an empowering way to motivate and inspire team members to drive income.  Finally, as Head of Fundraising, the post holder will represent the Fundraising team across the Hospice, joining the Heads of Service team and contributing to the success of the wider organisation. |

|  |
| --- |
| **Duties**  Individual Giving:   * Line management of an Individual Giving Fundraiser & Assistant * Manage our In Memory Giving activities, ensuring that patients’ loved ones receive the appropriate information and encouragement needed to become supporters of the Hospice should they wish to, including close liaison with our clinical teams across the Hospice * Develop and manage a comprehensive new legacy giving campaign, recruiting new legators and stewarding of those who have committed to a legacy * Develop and coordinate all direct mail and email marketing appeals (including Light Up A Life, Christmas Appeal and Summer Appeal) to ensure messaging is consistent and persuasive * Develop and manage the regular giving programme; identify, recruit and retain new donors, and identify lapsed regular donors, upgrade gifts and increase gift occurrence * Maximise income from existing individual donors through active and effective stewardship, offering further opportunities for engagement with the Hospice * Implement effective donor journeys to encourage donor loyalty and development * Work with the Income Generation Director to set income and expenditure budgets for individual giving fundraising activities including projections for new activities * Monitor and report progress against budget income and expenditure as required.   Wider Line Management:   * Line management of the Corporate Fundraiser and the Community & Events team, which consists of one Manager, two Fundraisers and an Assistant * Support and motivate these team to maximise income * Work alongside the Income Generation Director to develop strategies and initiatives to support future growth within these income streams * Help to maintain a high-performing wider Fundraising team, with high levels of co-operation, consultation and teamwork * Work with the teams to set income and expenditure budgets, and to monitor performance against these targets.   Team Responsibilities:   * Represent Fundraising at the newly established Head of Service meetings * Work with the Philanthropy (major donor) team to identify potential cross team working opportunities to ensure the charity maximises income * Work with the Supporter Care team to ensure donations are processed accurately, supporters thanked effectively and in a timely fashion and the database is accurate and up-to-date * Work with the Marketing team to produce strong and compelling marketing materials and ensure initiatives are effectively promoted on the website, in local press, across social media and other media outlets * Work with colleagues within the income generation team, and across the Hospice, to ensure cross-team working is optimised and that all parts of the organisation work cohesively * Undertake any other tasks of an equal nature reasonably required by the Income Generation Director.   General:   * Ensure compliance with all relevant legislation, e.g. tax and data protection (GDPR) and governing bodies including guidance issued by the Institute of Fundraising and Fundraising Regulator * Continuously seek to maintain and improve own level of skills, undertaking learning and development as appropriate * Research and keep abreast of industry activity and trends * Maintain confidentiality of donors, patients and staff data always * Attend and support Hospice events and fundraiser activities as and when required * Gain and maintain a thorough understanding of the Hospice’s work, priorities and future plans * Work towards an Income Generation Team target.   **Control of Infection**  Prevention and management of infection is the responsibility of all members of staff and volunteers working at East Cheshire Hospice and forms an integral element of patient safety programmes. Where control of infection regimes are in force they are to be complied with at all times and staff are reminded of the importance of maintaining a high standard of personal and environmental hygiene and to follow local protocols. |

|  |  |  |
| --- | --- | --- |
| **Person Specification** | Essential | Desirable |
| Experience | Experience of working in fundraising in the charity / not for profit sector.  Management/team leader experience.  Experience in delivering information to a variety of audiences of different sizes.    Proven experience of meeting and exceeding targets and KPIs. | Experience of working in an Individual Giving Fundraiser role, or with legacy giving.  Budget management experience. |
| Skills | Experience of using Raisers Edge or a similar Fundraising database  Excellent communication skills, both written and verbal.  Excellent interpersonal skills, with the ability and confidence to create sustainable relationships.  Excellent IT skills including use of Microsoft Office.  Confident public speaker. | Understanding of the application of charity legislation to fundraising activity.  Working understanding of Information Governance and Data Protection Act. |
| Behaviours | An innovative and imaginative approach to your work.  Achievement orientated.  Commitment to working with others as part of a team.  Ability to build relationships of trust with colleagues, volunteers, supporters, fundraisers, servicer users and other stakeholders.  Ability to take responsibility for own personal development and be proactive in keeping abreast of the fundraising sector. |  |
| Other | This role requires some evening and weekend work with notice for which Time Off in Lieu will be given.  Car owner or ability to travel within the Hospice catchment area is essential. |  |

|  |
| --- |
| **We are inclusive**  We believe that equality of opportunity and freedom from discrimination is a fundamental right for everyone, and that diversity within our organisation and our community is a strength to be valued, promoted and developed.  Being a part of and supporting such a diverse community, it is vital that our staff team represents the community in which we work. We welcome applications from people from all walks of life and backgrounds irrespective of people’s age, disability, sex, gender identity and gender expression, race or ethnicity, religion or belief, sexual orientation, or other personal circumstances.  We understand that people perform better when they can be themselves and that by creating an environment that includes everyone, our staff will perform to their full potential.  We do not discriminate against employees or job applicants and select the best person for each job based on relevant skills and experience.  **Safeguarding Statement**  At East Cheshire Hospice we are committed to creating and maintaining a safe and secure environment for all individuals. Safeguarding is a top priority for us, and we expect every staff member to share this responsibility and be aware of their role in protecting vulnerable individuals.    All employees must adhere to our safeguarding policies and procedures, which are designed to prevent harm, abuse, or neglect to individuals within our care and those who work for the organisation. We expect our staff to be vigilant, take immediate action when concerns arise, and report any safeguarding issues promptly to the designated Safeguarding lead.  **Commitment to Sustainability**  East Cheshire Hospice are committed to act responsibly, consider the wider implications of our actions, and strive to better our practices to minimise waste, energy and our carbon footprint whilst achieving the charity's service objectives and ensuring patient care is not adversely impacted. |