

### Job Profile

<b>Job Information</b>	
<b>Job Title</b>	Partnerships & Community Fundraising Manager
<b>Contract</b>	Fixed Term: 12months  The fixed period may be extended to support business needs.  A permanent role may also become available that the postholder may be eligible to apply for.
<b>Hospice Pay Band</b>	5: £28,407-£34,581
<b>Hours</b>	Full time 37.5hrs / week across Mon to Fri, with some evening and weekend working required to fulfil role. TOIL awarded accordingly.
<b>Location</b>	Hospice-based with some Wirral travel required to fulfil duties. Use of fundraising van or mileage contribution if using own vehicle.

### Job Summary

The post holder reports directly to and works closely with the Income Generation & Marketing Director, along with other colleagues and volunteers to ensure that financial targets and programme objectives are met.

Key objectives of the role include:

- Lead, motivate and support members of the Partnerships & Community Fundraising Team in delivering a successful portfolio of programmes and initiatives, including personal fundraising targets.
- To work collaboratively with other Income Generation & Marketing Leads to support the delivery and achievement of overall dept objectives and targets:
  - Giving Manager
  - Lottery Manager
  - Retail Manager
  - Senior Marketing & Communications Officer
- To work collaboratively with other teams and functions across the hospice to meet common aims and goals.
- Support the Income Generation & Marketing Director and the Senior Leadership Team in the delivery of Annual Delivery Plans (ADPs) and key strategic aims:
  - Increasing the reach of our services across the Wirral community
  - Securing sustainable income
  - Being the employer of choice with a highly motivated workforce inclusive of volunteers
  - Ensure that Wirral Hospice is recognised as an effective, efficient and thriving organisation worthy of future investment

### Key Responsibilities

#### People management responsibilities:

- Line management responsibility for:
  - F/T Community & Challenges Fundraiser (schools, community groups, challenges, and events support).
  - P/T Fundraising Officer (focusses on Christmas tree recycling).
  - P/T Bank Fundraiser (replenishes collection boxes on ad hoc basis).
  - Any other members of staff (permanent or contracted) recruited to support income generation programmes within team's remit.
- Supervisory responsibilities for any admin staff, apprentices or work experience student placements who are working on initiatives within team's remit.
- Responsibility for directly or indirectly signing up, briefing, motivating and thanking hospice volunteers for initiatives within team's remit.

**Partnerships & Community Fundraising programme:**

- As directed by the Income Generation & Marketing Director, to be responsible for the team's range of programmes and initiatives.
- Approach to local businesses in support of the hospice including Charity of the Year pitches through to seeking sponsorship support or participation in relevant events.
- Provide leadership and support to the Community & Challenges Fundraiser in building on existing relationships and making new approaches to individuals, community groups, schools, colleges and nurseries in support of the community fundraising and challenges programme.
- Provide leadership and support to the Fundraising Officer responsible for the Christmas tree recycling campaign.
- Work collaboratively with the Volunteer Services Team to proactively organise opportunities to present on the work of the hospice and support the delivery of presentations seeking fundraising and volunteering support.
- To develop relationships with existing and new fundraising volunteers who support the team in meeting objectives.
- To take the lead on hospice-organised events for relevant audiences: golf days, lunches - delegating specific support tasks to team members.

**Partnerships & Community Fundraising performance:**

- To be responsible for the team's income / expenditure targets for a range of programmes and initiatives.
- Lead, line manage, motivate and support individual team members in achieving their personal objectives and targets.
- Hold informal and formal reviews of progress throughout the year, ensuring correct paperwork is completed and shared with the Workforce Dept as appropriate. Work closely with the IG & M Director and / or Workforce Director on sensitive matters.
- Work closely with the Supporter Database & Comms Officer to analyse performance of all programmes and activities within the team's remit, making recommendations for future plans for the overall programme.
- Keep tracking reports updated to feed into senior leadership and board reports.

**Partnerships & Community Fundraising marketing:**

- In collaboration with the IG & M Director, Senior Marketing & Communications Officer and other colleagues, support the production of brand-sensitive marketing materials for the programme, and support the development of a marketing plan to promote activities via web, social media, PR & advertising.

**Partnerships & Community Fundraising administration:**

- To ensure that all admin associated with the team is handled promptly, with a particular focus on database maintenance of contacts and ensuring that acknowledgement letters and certificates of thanks are sent out and recorded accurately on the database.
- Support the budget planning process with income / net projections for the new financial year, including phasing of money out / in and realistic timing of activities to ensure adequate staffing / volunteer availability.
- Check and sub-sign expenses to assist with management of expenditure within remit.
- To ensure that all actions comply with the Data Protection Act and relevant charity Codes of Best Practice and legislation.

**Annual Delivery Plans:**

- As directed by the Income Generation & Marketing Director and / or other senior leader, support the delivery of departmental and hospice-wide Annual Delivery Plans (ADPs).

**Policies and Procedures:**

- Work to and keep updated policies and procedures relating to programmes within the team's remit.
- Contribute to audits of policies and procedures to ensure adherence to legislation and best practice.

**Governance & Compliance:**

- Ensure compliance to safe systems, practice and processes, and ensure that activities responsible for meet all relevant statutory standards.
- Plus, carry out risk assessments for events within remit and liaising with insurance company.
- Contribute and implement Income Generation & Marketing developments in line with the strategic direction of the hospice.

**Professional Development:**

- To ensure that your knowledge is continuously updated on fundraising best practice and sector changes; keeping up-to-date with knowledge through attending external training, conferences, workshops, webinars and research.
- The post holder will be responsible for continually maintaining their working knowledge of practices, policies and procedures and highlight ongoing training and development needs to their manager.
- Maintain commitment to professional development through appropriate CPD activity / training and reflective practice at appropriate opportunities.

**General:**

- Answer the telephone and deal professionally with enquiries.
- Deal appropriately with visitors to the Fundraising Office.
- Support colleagues in activities that contribute to overall Fundraising & Marketing Dept budget.
- Represent the team / dept and the hospice at appropriate external events and meetings.
- Attend and contribute to discussions at meetings.
- To support competitor monitoring activity and make recommendations to appropriate colleagues about future ideas or suggested adjustments to existing programmes.
- Help the team to promote fundraising activities to other hospice staff to encourage more participation from other colleagues.
- Attend relevant training.
- To be willing to work unsociable hours and travel, as required (dates are usually planned well in advance).
- To take on new projects as directed by the Income Generation & Marketing Director / Chief Executive as appropriate.

**Organisational Philosophy of Care, Purpose and Values**

Wirral Hospice St John's aims to offer care and support for patients and their families living with a life limiting illness based around what is important to them. It endeavours to meet the holistic needs of our patients – physical, psychological, social and spiritual needs and support their loved ones and carers without discrimination.

**Wirral Hospice St John's CARES**

So that we can deliver on our Philosophy of Care and Purpose the Hospice has developed the following Values which we uphold in all that we do.

**Compassionate:** To care for and support patients, families, colleagues and the wider community with compassion and understanding.

**Accountable:** To be accountable for our own actions and decisions, and to hold each other to account.

**Respectful:** To treat others with respect throughout all interactions, acknowledging and considering differing opinions.

**Equitable:** To act in an equitable manner for all, ensuring that individual needs are considered and supported.

**Sustainable:** To manage our resources efficiently, optimising use and value, whilst minimising waste

## **Safeguarding**

Wirral Hospice St John's has a responsibility to ensure that all children/young people and adults are adequately safeguarded and protected and that "Safeguarding is Everyone's Business". As a consequence, all staff are required to adhere to national and local safeguarding policies/procedures and to act upon any concerns in accordance with them.

## **Equality and Diversity**

Wirral Hospice St John's has given its full commitment to the adoption and promotion of the key principles of equality and diversity of equal opportunities contained within current legislation and the Wirral Hospice St John's Equality Policy.

At Wirral Hospice St John's, we are committed to having a culture that values diversity and is fair for not only our patients but our staff too. We recognise that we are not all the same and that is our greatest strength. By welcoming staff from diverse backgrounds, appreciating our differences and range of experiences, we can create a team that will grow and learn better together, providing the highest quality care and support to the communities we serve and enabling us to meet our values and principles.

## **Health and Safety**

It is the duty of every employee to work in such a way that accidents to themselves and to others are avoided, and to co-operate in maintaining their place of work in a tidy and safe condition, thereby minimising risk. Employees will, therefore refer any matters of concern through their line manager. Similarly, it is each person's responsibility to ensure a secure environment and bring any breaches of security to the attention of their manager.

## **Confidentiality**

In the course of your duties you will have access to confidential material about patients, members of staff or other hospice business. On no account must information relating to identifiable patients be divulged to anyone other than those authorised persons, for example, medical, nursing or other professional staff, as appropriate, who are concerned directly with the care, diagnosis and or/treatment of the patient. If you are in any doubt whatsoever as to the authority of a person or body asking for information of this nature, you must seek advice from your manager. Similarly, no information of a personal or confidential nature concerning individual members of staff should be divulged to anyone without the proper authority having first been given.

## **General Data Protection Regulations (GDPR)**

Wirral Hospice St John's is required to process personal data relating to its employees, including 'special categories of personal data', as defined in the General Data Protection Regulations 2018 (the 'Act'). All such data will be processed in accordance with the provisions of the Act and the relevant hospice's policies. For the purposes of the Act, the term 'processing' includes the initial collection of personal data

## **Other:**

This job description is intended to provide an outline of the duties and responsibilities of this post, it is not exhaustive and may be modified and developed periodically following discussions between the post holder and the relevant line manager.

### Person Specification

**Job Title:** Partnerships & Community Fundraising Manager  
**Hospice Pay Band:** 5  
**Reports To:** Income Generation & Marketing Director  
**Accountable To:** Chief Executive

	Essential	Desirable	Evidence
Qualifications	<ul style="list-style-type: none"> <li>Min. 2 A-levels and GCSE-level Maths &amp; English</li> <li>Word-processing</li> <li>Current driving licence and use of own car</li> </ul>	<ul style="list-style-type: none"> <li>Educated to degree level</li> <li>ICFM or CloF membership</li> </ul>	Application form
Experience	<ul style="list-style-type: none"> <li>Experience of and proven achievement in achieving income targets for TWO or more of the following:               <ul style="list-style-type: none"> <li>corporate fundraising</li> <li>business to business sales</li> <li>consumer sales</li> <li>community fundraising</li> <li>runs and challenges</li> <li>fundraising events</li> <li>corporate events that generate profit</li> <li>consumer events that generate profit</li> </ul> </li> <li>Proven experience of supervising staff</li> <li>Experience of proposing and monitoring income and expenditure budgets</li> <li>Experience of researching, interpreting and analysing information from different sources and make objective recommendations based on outcomes</li> </ul>	<ul style="list-style-type: none"> <li>Experience of other types of income generation:               <ul style="list-style-type: none"> <li>retail</li> <li>lottery</li> <li>individual giving</li> <li>trusts</li> <li>legacies</li> </ul> </li> <li>Experience of working in sales in business environment</li> <li>Proven experience of managing staff</li> <li>Proven experience of recruiting volunteers for fundraising purposes</li> <li>Experience of working in a supporter-focussed charity environment</li> <li>Experience of financial reporting for senior leadership reports</li> <li>Strategic planning</li> </ul>	Application form / interview
Knowledge & Skills	<ul style="list-style-type: none"> <li>Ability to manage time effectively, be self-motivated and meet deadlines</li> <li>Ability to motivate, provide training, support and supervision to team members</li> <li>Excellent level of written and oral communication</li> <li>Ability to handle bereaved or distressed supporters in a sensitive and empathetic manner</li> <li>Good understanding of GDPR and confidentiality</li> <li>Able to use databases effectively and accurately</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of fundraising environment and best practice</li> <li>Able to work with spreadsheets and produce effective reports</li> <li>Donorflex database</li> <li>Publisher / InDesign / Canva</li> <li>Marketing communications</li> </ul>	Application / interview

Aptitude	<ul style="list-style-type: none"> <li>• Flexible approach</li> <li>• Enthusiastic, diligent, action-oriented</li> <li>• Resilient</li> <li>• Strong sense of corporate thinking and values</li> <li>• Commitment to equality and diversity</li> </ul>		Application / interview
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*N.B: The role requires attendance at relevant events during evenings and weekends. TOIL awarded.*

*Flexible attitude to irregular hours is essential. And flexibility with managing workload, as lots of demands on time sometimes with several events happening during one week / weekend and supporters don't always inform the team until close to the date.*

*Travel to external meetings / venues transporting events equipment.*

*Physical exertion required in setting up for and clearing up after events.*