



Job Description

1. Post Title – Fundraising Manager (Supporter Engagement)

Responsible to	Head of Income
Responsible for	Community and events fundraisers Business Box Collector Community volunteers
Salary Band / Grade	Band 25 to 29 (£30,083 to £34,183)
Full Time	37.5 Hrs

Background

Prospect Hospice provides a broad range of End of Life Care services across Swindon and North East Wiltshire. Our care is delivered in our In-Patient Unit and in patients' homes. The Hospice has an outstanding local reputation and is committed to ensuring that the patients and families we provide comfort and care for each year continue to receive an exceptional level of support towards the end of their lives as well as helping to influence and enhance best practice in End of Life Care with other providers.

2. Main purpose & scope

To lead, manage and plan the work of the Fundraising Community and Events team. To ensure the team work collaboratively and deliver on the strategic aims of the fundraising dept. To generate the income in line with the budgeted targets required to deliver the hospices charitable services. To follow best practice and work within the Fundraising Regulators codes of practice, statutory charity legislation & HMRC guidelines at all times.

To plan, implement, monitor and evaluate a broad range of activities, projects and promotions to maximise income. Budget holder for income and expenditure across the team.

To take responsibility for external community support and the internal upskill of colleagues across the organisation on fundraising approach, messaging and income generation needs.

To develop beneficial and lasting networks within the community and across the organisation. To continually raise the profile of the hospice whilst championing all aspects of the charity's work. To provide regular and meaningful financial performance and management information on all fundraising activities to the Head of Income.

3. Key accountabilities and areas of responsibility

- Develop short, medium and long-term strategic plans that will deliver and achieve the agreed annual events and community team income & expenditure targets.
- Provide leadership, advice, motivation and support to the community and events team.
- Manage the day-to-day workload requirements of the team.
- Undertake monthly one to one meetings and annual appraisals (personal development reviews) with all team members.
- Set individual team member objectives in line with fundraising strategic aims in collaboration with the Head of Income. Identify any training needs for individuals.
- Create, develop and organise sponsorship packages for businesses to support the hospice.
- Develop the hospices digital fundraising platforms & income streams.
- Ensure there are strong collaborative working relationship between the team, and their hospice colleagues, in particular with the communications team to ensure there is effective promotion and publication of all fundraising activities and events.
- Identify the physical, financial and reputational risks relating to all fundraising activities and ensure all team members accurately record the findings in the risk assessments. Undertake post event/activity reviews and ensure lessons learnt are captured for future planning.
- Ensure that existing/new events and activities for the team are well researched, planned and implemented in a timely manner.
- Proactively engage with all teams across the hospice providing colleagues with the tools and skills to build their confidence in making the fundraising ask, enabling them to support with raising funds for the hospice.
- To ensure the community and events team optimise the use of the fundraising database and assist in the production of proposals, reports and plans.
- To ensure efficient use of team resources and to enable further growth in activity and income to achieve fundraising targets.
- Support the Head of Income in implementing the fundraising strategy, ensuring the team are working collectively to achieve its aims and objectives.
- To ensure your knowledge of all compliance is up to date and relevant. To ensure the community and events team work within and are compliant with the legal framework and good practice guidelines for fundraising activity and adhere to all the requirements of GDPR & HMRC legislation.
- To provide team performance updates including objectives and targets on a monthly basis to the Head of Income.
- To provide an exceptional level of customer care to ensure that relationships with donors are maintained and developed and act as the co-ordinator for any complaints.
- To attend fundraising events and activities outside normal working hours, weekends and Bank Holidays when required.

4. Key Contacts

- Directors /Heads of corporate functions and senior managers across the organisation
- Stakeholders / Partners
- Suppliers / agencies and other bodies, commercial and non-commercial, relevant to the role and purpose of the post.



Person Specification

5. Skills, Knowledge & Experience

Knowledge and Experience

- Great Knowledge of fundraising and the voluntary sector.
- Experience of leading and motivating a team to achieve goals.
- Experience of taking responsibility and acting on own initiative.
- Experience of using successful negotiation and persuasion skills on a regular basis to achieve positive outcomes.
- Experience of initiating, developing and maintaining strong relationships resulting in support at all levels.
- Experience of working with the general public, public speaking an advantage.
- Experience of planning and organising events.
- Experience of recruiting participants/supporters to achieve goals.
- Experience of using a wide range of marketing tools effectively.
- Educated to GCSE level. Excellent English and good written skills.
- Experience of producing a range of communications. Written, verbal and high quality bespoke presentation/report/proposals.

Skills and abilities

- Self-motivated with proven ability to lead and motivate a team.
- Excellent Interpersonal skills with the ability to engage and be engaging.
- Ability to work at any level with a flexible communication approach.
- Excellent digital & social media skills.
- Excellent organisational skills with the ability to prioritise own and others workload to ensure deadlines are met.
- Excellent customer/supporter services skills.
- Prioritises and sustains focus on work that will have the greatest impact on agreed targets/aims.
- Demonstrate the ability to be sensitive and appropriate given the nature of our work.
- Ability to sell and network effectively.
- Good record keeping including recording on a database.
- Excellent attention to detail.
- Ability to promote fundraising and the Hospice.
- Driver, with a full, current UK driving licence.

Personal Attributes

- Commitment to and ability to demonstrate Prospect Hospice values and behaviours at all times
- Able to maintain the highest professional standards at all times, and act as a true ambassador for the Hospice.
- To be authentic, open honest and transparent
- Have a track record of working inclusively and a genuine appreciation of the value of diversity



IMPORTANT ADDITIONAL INFORMATION

The line manager will discuss all elements of the job description with the postholder on an annual basis during appraisal, recognising that some elements may be developed.