



# Job Description

## 1. Post Title – Philanthropy Fundraising Manager

Responsible to	Head of Income
Responsible for	N/A
Full Time	37.5

### Background

Since 1980, Prospect Hospice has provided dedicated end-of-life care services for people living in Swindon, Marlborough and North East Wiltshire. We bring care, comfort and confidence, around the clock, every day of the year.

Our aim is to provide excellent, personalised and compassionate care for everyone in our community who is affected by a life-limiting illness. We work in close partnership with other organisations, specifically with local health and social care professionals, as well as local people. Working within our community allows us to lead, provide and influence care so that anyone affected by a life-limiting illness has access to the best possible support when and wherever they need it.

## 2. Main purpose & scope

The Philanthropy Fundraising Manager’s role is to maximise income from charitable trusts, foundations, non-statutory funding bodies, corporates, major donors and legators. This is achieved through compelling, creative and persuasive applications, cases for support and excellent engagement, in order to develop and grow major gift income, identifying and researching prospects and delivering exceptional stewardship activities.



**AUTHENTIC**

**SPECIALIST  
RESILIENT**

**PERSON CENTRED  
EXCELLENT**

**INCLUSIVE**



### 3. Key accountabilities and areas of responsibility

Responsibilities will include but will not be restricted to:

#### Trusts and Foundations:

- To deliver agreed income targets & grow income from Trusts and Foundations in line with the Hospice's strategic and operating planned objectives for income growth.
- Thoroughly research and identify appropriate trusts, foundations and other grant making bodies to understand their pattern of giving in order to identify hospice activities that will attract their funding.
- Develop and write a range of creative and compelling funding proposals, with strong cases for support that will appeal to major charitable trusts, local trusts and other grant making bodies.
- Work closely with the Executive and Leadership Teams and clinical colleagues to understand their needs and requirements in order to prepare funding applications for both business as usual services and capital programmes.
- Develop and implement the trust and foundation pipeline in line with long-term financial planning objectives and annual budgeting cycles.
- Develop and manage internal and external relationships - establishing effective working relationships with funders, major charitable trusts and other stakeholders alongside the key internal enabling functions i.e. clinical and finance teams.
- Ensure close monitoring of applications and grants received and input into hospice weekly and monthly performance reporting requirements, including the submission of a monthly income report to the Head of Income.
- Organise funding bids into a systematic timetable for applications, provide tracking information and ensure timely submissions. Maintain a database of trusts and foundations, effectively manage the schedule of reports and updates required by funders and deliver accurate and engaging overviews that secure on-going support.

#### Major Gift income:

- Develop and manage the major donor fundraising strategy in collaboration with the Head of Income.
- Work with the Executive and Leadership Team and other hospice colleagues to manage both the new and the existing portfolio of major donors, developing strong stewardship plans to significantly grow income through timely asks and excellent supporter care.
- Maintain a database of Major Donors on the fundraising CRM.
- Create bespoke communications to present the work of the hospice to key donors, ranging from a short, concise overview of holistic care, to in-depth analytical information for those that require it. Research and identify new major gift prospects and develop appropriate stewardship plans for each individual.



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- Manage and run major donor solicitation events throughout the year for recruitment and retention.
- Continually research and recommend new major donor products, propose options for a potential 'club' proposition to both engage new donors and retain existing donors.
- Build and maintain strong personal relationships with a wide range of individuals of influence, both externally and internally.

#### **Legacy stewardship:**

- Develop and manage the legacy strategy in collaboration with the Head of Income.
- Grow the pipeline of legacy pledgers by developing strong relationships with key supporters and donors and people new to the organisation.
- Actively network and build strong enduring relationships with solicitors and any other relevant external organisations ensuring Prospect Hospice is front of mind for people when drawing up their wills.
- Develop relationships with supporters, senior volunteers and senior staff in our community, involving them appropriately in our Philanthropy work and in peer-led engagement and networking to further our work.

#### **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.



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## Person Specification

### 5. Skills, Knowledge & Experience

- A minimum of GCSE grade C in Maths and English Language.
- Strong creative writing skills to prepare effective bid proposals.
- Ability to produce high quality reports & narratives.
- Ability to manage relationships with major donor.
- Ability to manage relationships with external agencies and suppliers.
- Excellent written, verbal and communication skills.
- Excellent level of accuracy and attention to detail.
- Strong numeric skills.
- Proven experience and knowledge of trusts and foundations.
- Strong IT skills with ability to work effectively using MS Office products.
- Basic understanding of Raisers Edge 7 or similar supporter and donor software would be an advantage.
- Proven success in achieving challenging targets.
- Experience of project development.
- Fundraising experience.
- Ability to work in a busy office as part of an active and successful fundraising team.
- An ability to work to deadlines and meet targets.
- Good interpersonal skills and the willingness to provide support to other staff members.
- Acts as a positive ambassador for the Hospice.
- Commitment to the values and ethos of the Hospice.
- Commitment to staff development.
- Basic understanding of the Data Protection Act.

### 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,



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**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.



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