

Job Description

Job Title	Head of Public Fundraising
Salary Range	£53,000 – 37.5 hours per week
Location	This role is flexible in nature, but does require presence on site at the Hospice (3 days a week)
Reporting to:	Director of Fundraising and Communications

1. Job Purpose and scope

The Head of Public Fundraising is a new role in the Fundraising Team that will play an important part in helping St Luke's Hospice to diversify and grow our income. Public Fundraising (encompassing Events, Community, Individual Giving, In-Memory, Legacies, Supporter Care and Database) is an integral part of our fundraising portfolio, responsible for income in excess of £2 million.

We are looking for an inspirational and skilled leader to take the team to the next stage, to oversee the operational development and delivery of income across these key areas with a core focus on supporter stewardship, building collaborative partnerships and networks, and be data-led in reporting and decision making. This role is to oversee all of the Public Fundraising income streams, ensuring they are working together, and in collaboration with the Major Gifts team, to ensure a "one team one target" focus, putting our supporters at the heart of all we do.

Our ideal candidate will be someone with existing leadership experience as you will be leading a varied team including new starters as well as staff who have been with the Hospice for some time, so the need to bring together the existing insight and experience with new energy and ideas to drive income growth is essential.

2. Roles & Responsibilities

Management and Leadership:

- Lead and manage the Public Fundraising team to deliver against objectives and activity plans, meeting agreed gross and net income targets
- Set individual and team objectives and KPIs that relate back to business plans and organisational strategy, and evaluate performance accordingly
- Support the managers in setting individual and team objectives and KPIs that work together across the department to support joint targets and objectives
- Provide leadership, direction, support and line management to a team of xx with three direct line reports – Individual Giving Manager, Senior Events and Community Manager and Database and Supporter Care Manager. All other roles report into the managers
- Work collaboratively with the wider Fundraising and Marketing team; in particular your peers (the Major Gifts team and Head of Marketing & Communications) to develop improved ways of working that decreases silo working and increases income
- Build a positive and effective team culture and work environment

Income Generation:

- Oversee operational delivery of each fundraising programme, using insights to strengthen and grow Public Fundraising income
- Play a lead role in the development and delivery of our supporter stewardship programmes, including account management of key supporters where necessary
- Implement the strategic recommendations and priorities from the Fundraising review
- Support the wider team with the implementation and usage of the new database
- Review activities and maximise relevant opportunities, ensuring that all activity takes place in accordance with fundraising objectives, and the Hospice's strategy
- Be a champion for the importance of Fundraising not just for income generation, but as part of our Hospice strategy
- Cultivate and maintain strong relationships internally, and externally in the community

Budget management and Strategy:

- Accountable for fundraising gross income target for Public Fundraising
- Develop data and financial reporting that delivers insight and understanding of supporter activity, ROI, value for money and net returns for activities undertaken
- Lead and deliver annual business plans
- Provide quarterly management reports for the CEO and Board of Trustees
- Monitor and authorise income and expenditure, working with colleagues and suppliers as needed to ensure robust processes are in place.

Best practice and compliance:

- Work with the Chief Executive to ensure adherence to all relevant regulations and compliant processes and operations. This will include (but not limited to) GDPR, Data Protection, PECR and the Fundraising Code of Practice.
- Network with peers and experts within the sector to ensure we are working in line with best practice and sector trends
- Keep informed and up to date about the needs of the Hospice and the care provided by our clinical teams to effectively promote our work

EQUAL OPPORTUNITIES

Comply with and promote St. Luke's Hospice Equal Opportunity Policy and avoid any behavior which discriminates against colleagues, potential employees, patients/clients or their families on the grounds of sex, marital status, race, age, belief, color, nationality, ethnic or national origins, religion, disability, creed, class, gender or sexual orientation.

MISSION & CORE VALUES

All Hospice staff are expected to work in line with St Luke's Mission & Core Values as these precepts act as a value base which directly influences how all work activities are undertaken. The ethos of the Hospice should be apparent in the behaviors and attitudes of all employees as the work they undertake, whether it is direct or indirect care, is ultimately for the benefit of patients. The Mission and Core Values are an integral part of all job descriptions, the probationary period and performance and development reviews.

OTHER

St Luke's Hospice is committed to Equal Opportunities for all present and potential members of staff and patients. Therefore, St Luke's Hospice expects all employees and volunteers to

understand, support, and apply this policy through their working practices which requires all individuals to be treated with respect, dignity, courtesy, fairness and consideration.

This job specification may be modified in the light of development and changing circumstances, according to the needs of the service, and in consultation with the post holder. The post holder should be prepared to undertake any further duties that arise as the post develops. All members of nursing staff may at times be required to work in other parts of the Hospice, commensurate with the roles and responsibilities laid out in this job description.

Person Specification

ATTRIBUTE	ESSENTIAL	DESIRABLE
Education & Qualifications		Fundraising qualification
Knowledge and Experience	<p>Direct experience of effective line management and leading a fundraising team to demonstrable success</p> <p>Demonstrable understanding of excellent supporter care and stewardship</p> <p>Understanding of effective budget setting and management</p> <p>Experience of using a CRM database, and utilizing data-driven insights to deliver results</p> <p>Knowledge of the fundraising regulatory environment including data protection, Gift Aid and the Fundraising Code of Practice</p>	<p>Leadership experience, in a Head of role or Senior Management position</p> <p>Knowledge or experience into other areas of fundraising, beyond Public Fundraising</p>
Skills / Personal attributes	<p>Excellent written and verbal communication skills</p> <p>The ability to work strategically, seeing the big picture as well as paying attention to detail</p> <p>Ability to be a proactive self-starter and to use initiative to resolve problems and create solutions to improve results</p> <p>Empathetic leadership style, with an ability to give and receive constructive feedback</p> <p>Problem-solving mindset</p> <p>Confident in prioritizing a busy programme of work</p> <p>Creativity and innovation to identify and maximise existing and new income generating opportunities</p>	<p>Experience of planning and preparing a fundraising strategy</p> <p>Understanding of database marketing and the importance of data integrity</p>

	<p>Strong interpersonal skills with the ability to motivate and inspire a broad range of stakeholders</p> <p>Budgeting skills – able to advise on and manage budgets for a range of areas and activities</p> <p>Competent/advanced user of Microsoft Office (Word, Excel, Powerpoint, Outlook)</p>	
<p>Additional Requirements</p>	<p>Able to travel to the Hospice, and attend events or meetings within our catchment area – some of which may be at unsociable hours. This may look like having your own transport, or a commitment to using public transport to ensure attendance on site, and at events/meetings as needed.</p> <p>Commitment to upholding the St Luke’s Hospice values</p>	