



# Fundraising Lead

## OUR VALUES



Caring



Respectful



Innovative



Dedicated



# Introduction

Farleigh Hospice is a high performing organisation providing palliative and end of life care for people in the Mid Essex region. As professionals in the field of palliative care and end of life care, our aim is to work collaboratively for patients and their families facing death and bereavement.

At the heart of our strategic vision, our “One Team” approach aims to support creative and flexible responses from every member of our workforce in order to benefit each and every person using our services, from clinical care, retail, fundraising, education, and support services. There is an expectation for everyone to support colleagues beyond their own team.



# Job Description

<b>POST TITLE:</b>	Fundraising Lead
<b>REPORTING TO:</b>	Fundraising Manager
<b>RESPONSIBLE TO:</b>	Commercial Director
<b>RESPONSIBLE FOR:</b>	Partnership Fundraising Officers, Digital Fundraising Officer, Fundraising Coordinator, Volunteer Fundraising Assistants

This job description is intended only as a guide to the range of duties involved. The post holder will need to be flexible and adaptable in order to respond to other duties that may be required from time to time and the changes and developments within the Hospice appropriate to the role. Job descriptions will be reviewed periodically to ensure that the needs of the service are being met. Any changes to job descriptions can only be made in line with the Establishment process.



# Job Description

## **Main Purpose:**

- To be the Lead for all community fundraising, events and challenges and local business support, including digital ways of giving and fundraising
- To manage and support your team to increase income from all fundraising initiatives including, but not limited to, mass participation events, local businesses, community groups, and individual challenges and to support all individuals who fundraise for Farleigh Hospice
- To support the Fundraising Manager in the implementation of a long-term fundraising strategy that contributes to the overall Commercial Directorate strategy, and to provide regular and effective management reports and updates on activities
- To be responsible for the management of part of the Fundraising staff and volunteers, providing for their training, motivation and to encourage and support them at all times
- To lead with a key focus on the retention of existing and development of new supporters and ensuring Farleigh Hospice's wider portfolio of income generating initiatives are communicated to the community audience

## **Line Management**

- To support the recruitment, training and development and motivation of the Fundraising Team, ensuring that they have the necessary skills, support and understanding to meet agreed income targets
- To provide effective management and leadership including performance management, undertaking appraisals and ensuring 1-2-1 support on a regular basis



# Job Description

## Fundraising Development

- To participate in identifying potential new income generation initiatives for Farleigh Hospice by researching, identifying and establishing potential supporters from within the community, particularly focussing on local clubs, groups, schools, churches, societies and national and regional businesses, encouraging ongoing support for the hospice through a planned programme of communication and events
- To review, evaluate, investigate and lead on all new opportunities for all Farleigh led events to increase participation and net income
- To negotiate and work with third party event and challenge companies to maximise income from events
- To maximise voluntary fundraising by individuals for Farleigh Hospice by researching and identifying new fundraising initiatives that can be undertaken and through the identification and management of a range of resources to enable individuals to undertake their own fundraising initiatives and opportunities to increase sponsorship income
- To play an effective part in the Commercial Directorate Fundraising Team meetings and one-to-one sessions with the Fundraising Manager and contribute to the growth of income generation by working towards the aims of the Commercial Directorate Strategy
- To develop and support strategies for the recruitment and ongoing support of volunteers. Identifying roles, programmes of work, training needs and addressing these through meetings, individual sessions and supporting documents. To work with Human resources to market and recruit to these opportunities
- To maintain the fundraising Database (ThankQ) with accurate details of individual, business, group and organisation supporters and fundraising initiatives.



# Job Description

- To agree targets with the Fundraising Manager; and to contribute to the development of the annual budget
- To assist in the fulfilment of the Commercial Directorate Strategy by supporting all colleagues for effective development of other income areas or teams that would benefit the overall income generation levels

## **Information Management**

- To work alongside the Fundraising Manager to ensure Management Information is produced to show in the impact of the team and ensure the team keeps the CRM database updated with appropriate information on prospects, relationship building and recent contact
- To work with the supporter experience team to develop, coordinate effective supporter journeys

## **General**

- To keep informed and up to date about the needs for Farleigh Hospice and the care provided by our clinical teams to effectively promote the work of Farleigh Hospice
- To identify and manage risks within the fundraising area, ensuring staff within the section have the necessary skills and understanding to undertake risk assessments
- To undertake any other reasonable duties as required by the Fundraising Manager or Commercial Director from time to time
- To lead on the monitoring and implementation of legislation and health and safety as it applies to each specific fundraising area but specifically events



# Leadership Responsibilities

- To role model the values of Farleigh Hospice and support others within the organisation to do so by recognising positive behaviours, challenging poor behaviour, encouraging and supporting change
- To communicate effectively with all staff across the organisation to promote one team, one vision and collaborate with colleagues as appropriate to deliver this
- To engage with organisational activities, providing feedback as required such as via staff surveys
- To maintain specialist knowledge, skills and attitudes required for the post
- To support and motivate staff to deliver their best through effective management of staff ensuring the performance and wellbeing of staff is maintained and compliance with professional registration, personal development and mandatory training
- To manage performance as well as identifying existing skills and competencies and ensuring that professional development plans are tailored to the changing capability requirements of the organisation
- To ensure appropriate staffing levels are in place through effective recruitment and rostering



# Leadership Responsibilities

## Project Leadership

- To support the fundraising team and volunteers with a view to:
  - Increasing the income from fundraising initiatives in the mid Essex area within agreed expenditure budgets
  - To source new opportunities within events and the local business sector
  - To lead on the development, implementation and execution of Farleigh led events
  - Increasing the efficiency of the fundraising operation
  - Agreeing targets and inspiring staff and volunteers to achieve these
  - Maximising opportunities for tax effective giving
- To lead those in your team on digital and sponsorship opportunities
- To lead on the programme for Farleigh Hospice's Fundraising Groups providing existing groups with the support and information they require and developing new groups to maximise income from group activities
- To manage a programme of community engagement through proactively sourcing and booking presentations and speaking engagements with local community and other organisations





# Leadership Responsibilities

- To ensure the appropriate recognition for supporters, including cheque presentations, full use of PR opportunities and the establishment of a range of acknowledgement events aimed at maintaining and developing support
- To lead on the programme of Farleigh Hospice collections, including street collections, home collection boxes and other collection boxes
- To liaise with the Communications, PR & Marketing Team ensuring local fundraising events, business and volunteer fundraising group functions and Farleigh led events are incorporated within the charity's website and promoted on all social media, and supply appropriately branded marketing collateral as required
- Work closely with the Fundraising Management Team to effectively cross promote the full range of support activities that can be undertaken by members of the community and businesses, including other fundraising products such as in-memoriam products, legacies, donations (regular and one-off), gifts in Wills, retail opportunities and opportunities for volunteering



# Service improvement

- To work within the quality improvement (QI) framework designed for your team
- To meet targets set and support the delivery of agreed key performance measures to ensure continuous improvement of services
- To work as part of the team to ensure procedures are effective and support the delivery of streamlined processes and procedures using quality improvement methodology
- To ensure quality improvement is 'everybody's business' and support and equip the team to use this approach
- To deliver a 'one team approach' reducing duplication and waste and providing a timely and efficient service
- To engage with the Farleigh Hospice local community by supporting placements/work experience/internships for local people



# Governance and Quality

- To support the development and effective use of systems and databases to support the delivery of service
- To ensure appropriate policies and procedures are accessible to staff in order to promote safe working systems
- To comply with health and safety, safeguarding and infection, prevention and control standards at all times, working within the Hospice risk assessment framework
- To have an awareness of diversity in order to meet individuals' cultural needs
- To adhere to the policies, procedures, standards and conditions of service of Farleigh Hospice relating to sickness and absence, conduct, Health and Safety, Data Protection, Equal Opportunities and any others that are relevant



# Team Responsibilities

- To maintain professional competence through adherence to a lifelong learning philosophy and to promote a culture of learning and professional development within the organisation
- To support the fundraising team and volunteers with a view to:
  - Helping increase the income from fundraising initiatives in the mid Essex area within agreed expenditure budgets
  - Sourcing new opportunities within our local community
  - Assisting in the development, implementation and execution of Farleigh led and third party events
  - Increasing the efficiency of the fundraising operation
  - Agreeing targets and inspiring staff and volunteers to achieve these
  - Maximising opportunities for tax effective giving



# Financial and performance management

- To carry out all service provision within the defined budgets
- To account for financial spend and escalate where appropriate
- To support the Fundraising Manager and Commercial Director in the financial management of the Fundraising division and to maximise efficiencies
- To support and participate in business planning for future service provision
- To ensure business continuity plans are in place for the areas responsible for and communicated to the whole team
- To ensure sufficient staffing at all times to deliver a service or event
- To ensure those you line manage are supported to achieve set objectives and goals through effective performance management



## DIVERSITY & INCLUSION

- They're more than just words for us. They're the hard-and-fast principles guiding how we build our teams, cultivate leaders and create a Hospice that's the right fit for every person inside of it.

## EQUAL OPPORTUNITIES

- Farleigh Hospice operates an Equal Opportunities Policy and expects staff to have a commitment to equal opportunity policies in relation to employment and service delivery.

## SAFEGUARDING

- Farleigh Hospice is committed to safeguarding and promoting the welfare of children, young people and adults, and expects all staff and volunteers to share this commitment.



# Person Specification

How will you be tested    A = Application                    I = Interview                    T = Test  
 Requirements of the post    E – Essential                    D – Desirable

<b>Education/ Qualifications</b>	<ul style="list-style-type: none"> <li>Educated to degree level or equivalent experience in the field of fundraising or suitable professional background</li> </ul>	E	A/I
<b>Experience</b>	<ul style="list-style-type: none"> <li>Demonstrable experience within fundraising</li> <li>Relevant operational experience within the fundraising sector and knowledge of the broader range of fundraising sectors</li> <li>Relevant and recent experience of leading on the organisation of events</li> <li>Relevant experience of digital fundraising sector</li> <li>Relevant and recent experience of supporting individuals to maximise income from an event or activity</li> <li>Experience of managing risks demonstrable by experience of undertaking risk assessments and/or undertaking relevant training</li> <li>Experience of effective time management and prioritising conflicting priorities successfully</li> <li>Experience of public speaking to groups</li> <li>Experience of motivating people and gaining their commitment through either a work, voluntary or social based activity</li> <li>Experience of working as part of a team</li> <li>Effective people management skills demonstrable by line management experience of either staff or volunteers, including remote management</li> </ul>	E	A/I



# Person Specification

<b>Skills/Ability/ Knowledge</b>	<ul style="list-style-type: none"> <li>• IT and computer skills with knowledge of Microsoft Office and CRM packages to produce appropriate reports and financial information</li> <li>• Good communication skills (listening, spoken and written) in order to inform, train, encourage, negotiate and solve problems both face to face and at a distance</li> <li>• Evidence of flexible interpersonal skills with an ability to work with diverse groups and individuals across a range of ages</li> <li>• Ability to work on own initiative</li> <li>• Good local knowledge of the mid Essex area</li> <li>• Knowledge of the Hospice movement and Farleigh Hospice in particular</li> <li>• Commitment to continuing professional development evident through training in fundraising or through certified membership of professional body</li> </ul>	E E E E D D E	I I I I I I I
<b>Qualities/ Attributes</b>	<ul style="list-style-type: none"> <li>• Passionate about Hospice Care and enthusiasm for the vision of the organisation</li> <li>• Team player who can work as part of our One Team ethos</li> <li>• Flexible approach to work, with ability to work out of hours on occasions</li> <li>• Fit and able to manage and support the set-up of events</li> </ul>	E E E E	I I I I
<b>Other Requirements</b>	<ul style="list-style-type: none"> <li>• Ability to work flexibly, undertake duties outside of normal office hours and weekend working across the year</li> <li>• A full driving license</li> <li>• Experience working with volunteers</li> <li>• Access to a reliable vehicle for work related travel (expenses will be paid)</li> </ul>	E E E E	I I I I





# Benefits

- Employee Assistance Programme (24/7 advice line/counselling and cash plan)
- Occupational maternity pay
- Free Parking \*on most sites
- Death in service plan
- Pensions (Scottish Widows/NHS pension scheme) subject to eligibility
- Lunch Facilities \*on most sites
- Training and development opportunities
- Pleasant working environment
- Generous annual leave allocation

**Name:**

**Date:**

**Signed:**