



Nottinghamshire Hospice

Job Description

Job Title	Public Fundraising Manager
Responsible to	Head of Fundraising
Hospice Band	Band 6
Salary	£38,000 per annum
Hours	37.5 hours per week, predominantly Mon-Fri
Team	Income Generation > Fundraising
Location/Base	Hybrid. Based from Nottinghamshire Hospice, 384 Woodborough Road, Nottingham, NG3 4JF with opportunity for home working.

JOB SUMMARY

Nottinghamshire Hospice delivers end of life care to people across the county. Our Hospice in your Home service is community based, and cares for patients and their families within their own home. Wherever possible, we enable people to die at home. Alongside our Wellbeing and Bereavement Services, we cared for 2,500 people across Nottinghamshire last year.

Our care is free at the point of delivery, but not without cost. Although we receive statutory income, we rely on donations from local people, businesses and foundations to continue to provide our services. Our Fundraising team is pivotal to that.

Over the past eighteen months, the organisation has recruited an entirely new Fundraising team who are working to a new Fundraising strategy. This includes ambitious growth for all fundraising streams, and we now need an experienced fundraiser to help us grow to the next level.

The Public Fundraising Manager will be that person. The role has three key purposes.

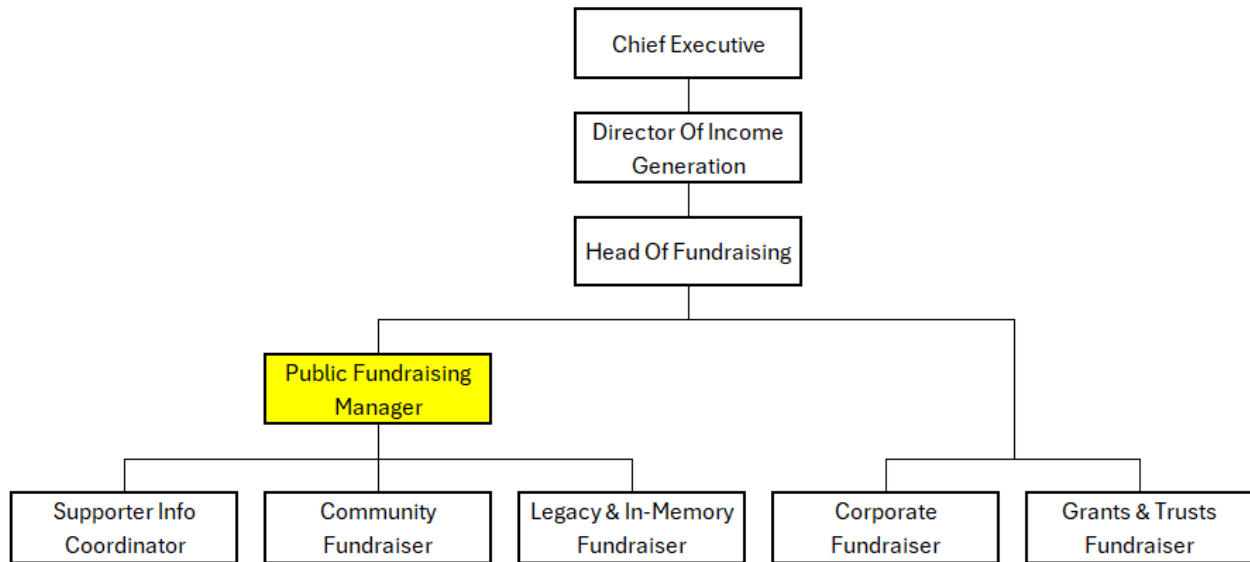
Firstly, the role is directly responsible for growing all individual giving income streams. The role will have direct responsibility for growing and retaining all individual giving income streams including regular givers, lottery players, and funeral donors. The role will also take mid-value donors through their donor journey.

Secondly, the role will provide leadership and support for our other public-facing income streams through line-managing our Legacies & In-Memorial Fundraiser, the Community Fundraiser and the Supporter Information Coordinator. The role will lead growth strategies for these roles, whilst working in an empowering way to motivate and inspire team members to drive income.

Finally, as the most experienced Fundraiser in the team, the role works closely with the Head of Fundraising, taking on projects which benefit all of Fundraising, and deputising for the Head of Fundraising when required.

This role requires an ambitious, self-motivated, and target-driven fundraiser who is ready to play a huge role in our vibrant and passionate fundraising team. The role will work collaboratively with creative colleagues in marketing to deliver engaging fundraising campaigns throughout the year, developing new and innovative approaches to fundraising.

ORGANISATION CHART



MAIN DUTIES & RESPONSIBILITIES

Individual Giving

- Take on direct responsibility for regular giving, individual giving, funeral donations, development of mid-value donors and lottery.
- Working with the Head of Fundraising, develop strategies for donor retention including a clearly defined donor journey for all income streams, which provides opportunities to develop donors from one income stream to another.
- Develop, build and implement direct fundraising campaigns that consider traditional and digital forms of fundraising.
- Utilise raw data to segment low/mid/high level donors, and apply tailored techniques to growing income from different groups.
- Drive new donor sign up to various income streams with innovative onboarding techniques and strategies.
- Develop innovative approaches to income streams, utilising technology and market best practice to inform approach.
- Develop communication plans for all elements of defined income streams, and successfully embed into fundraising operations.

Wider Public Fundraising

- Provide clear and positive management of the Legacy & In Memorial Fundraiser, Community Fundraiser and Supporter Information Coordinator.
- Create a high-performing team with high levels of team-work, cooperation, consultative working and motivation.
- Manage based on trust and openness that places empowerment at the heart of everything we do.
- Coach and develop all fundraising staff to flourish within their roles.
- To manage a team of staff including through the Hospice's appraisal and supervision process.
- Work closely with colleagues in other departments to ensure cross-team working is optimised, and all parts of the organisation work cohesively.

Strategic

- Working with the Head of Fundraising, develop fundraising strategies for the streams within role.

- Develop a strategy which focuses on retention of existing donors whilst also seeks new donors to engage with Nottinghamshire Hospice.
- Undertake research into fundraising activity across the charity and hospice sector. Utilise this research and knowledge to better inform the strategy and ensure Nottinghamshire Hospice takes an innovative approach to fundraising.
- Engage with donors and their families, whom are often experiencing recent loss and utilising our bereavement services, and ensure income generation takes an empathetic tone.
- Attend external events such as cheque presentations on a frequent basis.
- Highlight fundraising opportunities available to the Hospice to the Head of Fundraising, and work proactively to develop these opportunities.
- Keep up to date with fundraising, GDPR, information governance and other legal frameworks by which Hospice fundraising is governed.
- Drive performance to key performance indicators, both financial and non-financial, to ensure the full implementation and delivery of results.
- Work alongside colleagues in finance to ensure financial reporting is accurate, timely and valuable for audit and operational purposes.
- Work with the Head of Fundraising to develop policies and procedures for fundraising work.

General

- Work flexibly to the needs of the post including working evenings and weekends.
- Ensure Nottinghamshire Hospice's commitment to equality, diversity and inclusion is embedded in all areas of fundraising practice.
- Act as a champion for equality, diversity and inclusion, challenging poor or inappropriate practice in all areas of Nottinghamshire Hospice delivery of service. This is not restricted to the Income Generation team.
- This job description is a guide to the duties you will be expected to perform upon appointment. It is not an exhaustive list, and such duties may well be altered from time to time to meet changes in the Hospice's requirements. Any such changes will be commensurate with the grade of the post and will be discussed with the post holder prior to the changes being made.

PERSON SPECIFICATION

Essential:

- **Fundraising** - a fundraising qualification, degree equivalent, or experience from a fundraising role.
- **Individual Giving** - significant proven experience of successfully delivering substantial growth within individual giving income stream(s).
- **Financial** - target driven, with a proven experience of exceeding income budget.
- **Relationships** - ability to gain trust and establish rapport with individuals quickly, with a proven track record of cultivating relationships within a fundraising setting.
- **Communication** - proven experience communicating and influencing a range of internal and external stakeholders in a variety of formats.
- **Analysis** - proven experience of analysing data and information, drawing conclusions and making independent decisions.
- **Campaign project management** - proven experience in managing a fundraising campaign from formation to delivery in an organised way, in collaboration with other stakeholders.
- **Resilience** - proven experience of managing a busy workload with conflicting priorities, in a pressurised environment, with a can-do attitude.
- **Compliance** - proven knowledge of guidance and law governing charitable fundraising.
- **IT** - fully fluent in the use of all Microsoft Office programmes, email, internet browsers and a CRM system.

There will be a requirement to travel within work time to different locations to meet external contacts attend external meetings etc and having own transport will be required with a valid driving license and 'business use' motor insurance at the post holder's expense.

Desirable:

- **Leadership** - proven experience of leading, managing, and coaching individuals and/or teams.
- **Motivation** - proven experience of motivating and inspiring others to achieve

WORKING CONDITIONS

- Working at a VDU/PC for a large part of the role.
 - Frequent interruptions with staff enquiries and telephone calls.
 - Liaise effectively with all levels of staff.
 - Communication within team and other agencies as necessary.
 - Sitting in same position for periods of time.
 - Busy workload.
 - Based in historic building therefore lift not available.
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HEALTH AND SAFETY, CONFIDENTIALITY & EQUAL OPPORTUNITIES

HEALTH AND SAFETY / SECURITY

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 respective line managers. Similarly, it is each person's responsibility to ensure a secure environment and bring any breaches of security to the attention of their managers.

INFORMATION GOVERNANCE

Nottinghamshire Hospice is required to maintain compliance with the NHS Information Governance Toolkit. All staff must ensure compliance with the requirements for information management and security. Should a breach occur all staff are required to report it immediately to their Line Manager and the Data Protection Legislative Controller.

INFECTON CONTROL

Nottinghamshire Hospice has its own policy for Infection Control. All staff must keep up to date with the new policies and subsequent implementation in practice. All staff must contact their Line Manager if they are suffering from any form of infection with may put patients and other staff at risk.

NO-SMOKING POLICY

Nottinghamshire Hospice has its own smoking policy which details the Hospice is a non-smoking organisation. The policy applies to all staff at all times.

EQUAL OPPORTUNITIES

Nottinghamshire Hospice has given its full commitment to the adoption and promotion of the key principles of equal opportunities contained within current legislation and Equal Opportunities Policy. All staff hold personal responsibility for the application of this policy on a day-to-day basis and should not undertake any acts of discriminatory practice during the course of their employment. Similarly, all staff have a responsibility to highlight any potentially discriminatory practice to their Line Manager, trade union/professional associations. Copies of the Equal Opportunities Policy are available in the Personnel Policies and Procedures file.

PERFORMANCE REVIEWS

The Hospice is committed to regular performance appraisal (including setting objectives for review annually) and agreement of personal development plans for all staff to enhance their ability to fulfil the requirements of their post.

CONFIDENTIALITY AND FREEDOM OF INFORMATION

Information relating to patients' records, diagnosis and/or treatment of patients, staff records, or information concerning contracts, tenders and other commercially sensitive matters etc. are considered to be confidential and must not be divulged without prior authority other than in accordance with the provisions of the Policy on raising concerns about Health Care Services as may be amended from time to time.

All information held by Nottinghamshire Hospice is subject to the General Data Protection Regulations 2018. You will be required to observe Nottinghamshire Hospice policy on the data Protection applicable to your role, functions and wider organisation requirements.

Breaches of the regulations or any aspect of confidentiality will result in disciplinary action and may result in dismissal. Managers are also required as a condition of this Contract to represent the views of the Hospice in any dealing they may have with employees, their representatives, the media, general public or other organisations in which he/she may come into contact.

In addition to the above confidentiality requirements, you must also comply with all aspects of the law concerned with information handling. For this purpose, the relevant legislation is the Freedom of Information Act 2000. This Act places a legal duty on all staff to comply with the rights of the public to access information.

Any altering, destroying or concealing of information held by the Hospice with the intention of preventing the legitimate disclosure of all or part of that information will result in disciplinary action, and may result in dismissal.

JOB DESCRIPTION AGREEMENT

This job description is a guide to the duties you will be expected to perform immediately on your appointment. It is not an exhaustive list, and such duties may well be altered from time to time to meet changes in the Hospice's requirements. Any such changes will be commensurate with the grade of the post and will be discussed with the post holder prior to the changes being made.