



## JOB DESCRIPTION

<b>Job Title:</b>	<b>Fundraising Officer</b>
<b>Division/Department:</b>	<b>Charitable Funds</b>
<b>Responsible to:</b>	<b>Sofia Sheikh – Head of Fundraising</b>
<b>Accountable to:</b>	<b>David Jenkins – Joint Charity Director</b>
<b>Band:</b>	<b>5</b>
<b>Hours:</b>	<b>37.5 Mon - Fri with evening and weekend on occasion</b>
<b>Location:</b>	<b>Primarily NPH with regular days at either CMH and/or EH*.</b> In order to meet the needs of the Trust's services you may be required from time to time to work at different locations to your normal place of work.

### Organisational Values

All staff employed by the Trust are expected to embody our 'HEART' values throughout their employment. The values describe how we interact with each other and our patients and underpin everything we do and say to achieve our vision:

**H**onesty - open and honest in everything we do

**E**quity – We're kind and caring, we act with fairness, and we're understanding

**A**ccountability – we will provide excellent care and ensure the safety and wellbeing of all patients

**R**espect – we treat everybody the way we would like to be treated

**T**eamwork – we work together to make improvements, delivering consistent, high quality, safe care.



## **JOB SUMMARY**

This role in the development of the London North West Healthcare (LNWH) charity will play a significant part in generating unrestricted charitable fund income for the charity to use in its various Trust wide grant programmes.

The Fundraising Officer will be responsible for increasing the income the charity receives in accordance with LNWH Fundraising strategy and London North West Healthcare University Trust (LNWHU) annual strategic plans. The post holder will be expected to be the main contact for fundraisers both internally withing the Trust and in the wider community. They will aim to sustain a fundraising income base for the charity to continue its work further.

The post holder will require proficient knowledge of fundraising and considerable energy and enthusiasm that will inspire the patients, visitors and local community to choose LNWH Charity as their preferred charity to support. They will also work with local businesses, staff and volunteer networks to develop fundraising initiatives, activities and events.

The Fundraising Officer will be required to have extensive knowledge of and proven experience in organising and co-ordinating fundraising activities ideally across multiple sites, recruiting, training, motivating and managing a volunteer workforce, marketing, database management, financial management and have excellent communication and relationship building skills in order to identify, develop and successfully conclude fundraising activities as per the fundraising targets set by LNWH Charitable Fund Management Committee and the LNWHU Trust Board.

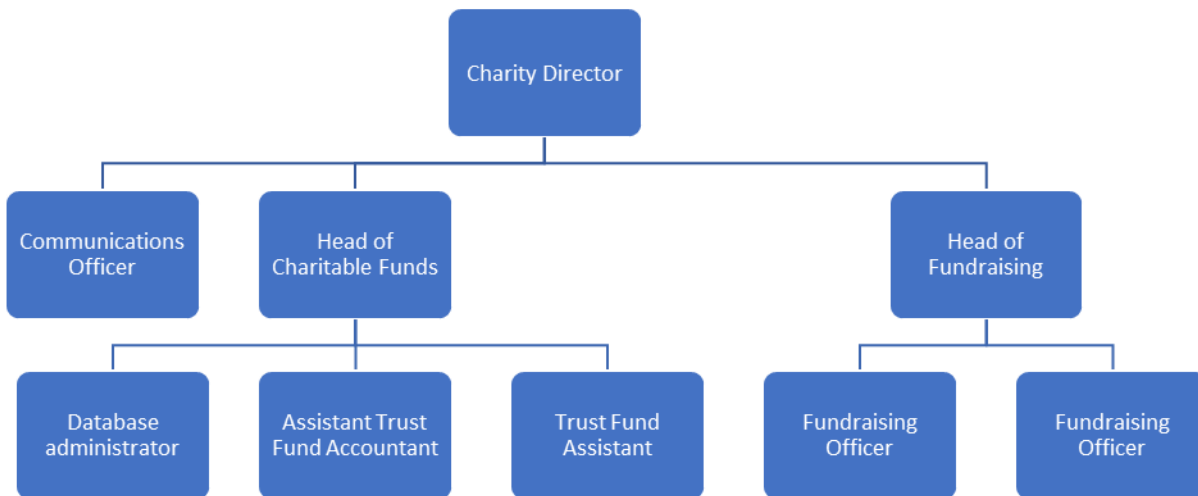
Decisive decision making within agreed parameters is key to the success of this role. The ability of the post holder using their own initiative and to deal with challenging situations is essential. The Head of Fundraising will empower the Fundraising Officer and the rest of the fundraising team within the overarching fundraising strategy in terms of planning and financial control.

Engaging with the varied community groups around the sites is integral to this role. This will include (but not exclusively) educational establishments, faith groups, health and wellbeing organisations, sports clubs, small local employers etc.

The Fundraising Officer must keep abreast of fundraising legislation, good practice, methodology and new funding sources.

Working closely with community groups, the ideal candidate will have an outgoing personality, be keen for direct contact with people, be good at motivating and be confident as well as a self-starter, able to work with minimal supervision and have a good grasp of using systems and platforms that assist fundraising (e.g. Eventbrite, JustGiving, Goodbox etc).

## **Structure**



## **KEY RESPONSIBILITIES**

### **Fundraising:**

- Lead, promote and co-ordinate local fundraising events and activities that are well planned, marketed and supported. This will require effective monitoring of the local charity environment and a visible presence within the community. Keeping within budget and reaching the desired target are key for this role.
- Nurture relationships with hospital staff to encourage creation of and participation in fundraising activities and events and lifting the profile of the charity internally.
- Support the Head of Fundraising in delivering the forthcoming projects and appeals and supporting where needed.
- Suggest and assist in the development of promotional materials in support of community activity.
- Working with the department leads and their staff to help them fundraising for their clinical areas. Meadow House hospice is a fund under LNWH as its



largest fund, special attention will need to be given to fundraising in a Hospice environment.

### **Donor stewardship:**

- Respond to enquiries from the public, volunteers and to requests for information and materials
- Ensure that communication with supporters is timely, warm and encouraging. All communications should reinforce how grateful we are for their support and the difference their kindness makes.
- Ensure that donor records are comprehensive and are kept up to date.

### **Data Management:**

- Ensure all information is recorded in full onto the Fundraising database in a timely manner.
- Data must be compliant with GDPR and Fundraising code of conduct.
- Report trends and communicate important information to the Head of Fundraising as and when required.
- Be able to gather information for KPIs and other measurables. Be confident working with data to present it in an understandable fashion.

### **Fundraising volunteers:**

- Recruit, supervise and support fundraising volunteers (volunteers are managed by the Trust Volunteer Department so a working relationship would be beneficial for the role), ensuring that their activities comply with best fundraising practice and legal frameworks. Volunteers are managed by
- Develop and train key volunteers capable of taking a more active roles.

### **Other**

- Work with the Head of Fundraising to ensure that all opportunities are taken to raise awareness of the charity, its supporters and the difference they make to patient care.



- Excellent organisational skills are required in order to prepare schedules that work across social media sites and the charity's website in conjunction with the communications manager to reach as wide an audience as possible.
- Help with the annual budgeting process, contributing income and expenditure projections of community fundraising.
- Provide regular monthly reports about fundraising activity, performance, supporters, volunteers and events
- Attend meetings hosted by NHS Charities Together and other fundraising organisations.
- Ensure all cash handling, banking and receipts are in accordance with current procedures after an event, liaising with the finance staff to ensure compliance.
- Be aware of the Fundraising Code of Practice and other legislation surrounding charities.

### **General requirements**

- Adhere at all times to LNWH Charity's policies and procedures, and those of the Trust (as appropriate)
- Attend Trust held all-staff events.
- Ensure the effective and efficient use of the charity's resources.
- Ensure that all duties are carried out to the highest professional standard.
- Be aware of the responsibilities with regard to Health and Safety.
- Work occasionally at weekends and some evenings in order to fulfil the duties within a flexible working timetable (subject to agreement with the line manager TOIL will be offered)
- Ensure that all data is handled confidentially and with regard to GDPR, especially with regard to records of donors and volunteers.
- Have advanced Keyboard Skills and the ability to manipulate data to create accurate spread sheets, compose fundraising activity reports,



correspondences, and ensuring that the data held on the supporter database is accurate.

- The ability to switch between one task and another and meeting deadlines is essential.
- Respect the customs, values and spiritual beliefs of supporters, patients, carers and their relatives.



## **ADDITIONAL RESPONSIBILITIES**

Covid-19 full vaccination is a condition of employment for this role, unless a medical exemption applies. The successful applicant may have contact with vulnerable service users and we will therefore seek proof of being fully vaccinated during the recruitment process.

### **INFORMATION GOVERNANCE**

All NHS workers must abide at all times by the Confidentiality: NHS Code of Practice document issued by the Department of Health, and follow the relevant confidentiality and privacy policies specifically adopted by the Trust. Information relating to patients, employees and business of the Trust must be treated in the strictest confidence and under no circumstances should such information be discussed with any unauthorised person(s) or organisations. All information collected, stored and used must be done so in compliance with the Data Protection Act, the Freedom of Information Act (2000) and all relevant Trust Policy. Breaches of confidentiality or information governance protocol may lead to disciplinary action.

### **INFORMATION SECURITY**

All staff must adhere to the requirements of the Trust's Information Security Policy, which covers the deployment and use of all of the Trust's electronic information systems (i.e. all computers, peripheral equipment, software and data). In serious cases, failure to comply with the Policy may result in disciplinary action and could also result in a criminal offence.

### **HEALTH AND SAFETY AT WORK Act (1974)**

You are required to take reasonable care for your health, safety and welfare and that of other people who may be affected by your actions or omissions. These responsibilities apply at all times whilst you are at work or on duty and apply to all Trust premises and also whilst working in the community or on any other Trust business.

### **EQUAL OPPORTUNITIES AND EQUALITIES LEGISLATION**

It is the policy of London North West Healthcare NHS Trust that no user of service, present or future employee or job applicant receives less favourable treatment on the grounds of their sex, perceived or actual sexual orientation, marital status, race, religion or belief, age, creed, colour, nationality, national origin, ethnic origin, or disability, or on the grounds of their association with someone in one of these groups; nor is disadvantaged by any conditions or requirements which cannot be shown to be justified.

### **PATIENT & PUBLIC INVOLVEMENT**

Section 11 of the Health & Social Care Act 2001, places a duty on NHS organisations to involve and consult patients, the public and other stakeholders in the planning and ongoing development of services. It is the responsibility of each member of staff, clinical and non-clinical to appropriately involve and consult patients, the public and other stakeholders.

### **RISK MANAGEMENT**

You are required to contribute to the control of risk and use the incident reporting system to alert the Trust of incidents or near misses that may compromise the quality of services.

### **CORPORATE / CLINICAL GOVERNANCE**

It is the duty of every employee to fulfil their individual clinical governance responsibilities and their expected contribution to ensuring that the Trust complies with benchmarked standards for quality of clinical care.





## **INFECTION CONTROL AND HOSPITAL-ACQUIRED INFECTION**

Infection Control is everyone's responsibility. All staff, both clinical and non-clinical, are required to adhere to the Trust's Infection Prevention and Control Policies and make every effort to maintain high standards to infection control at all times thereby reducing the burden of Healthcare Associated Infections including MRSA. In particular all staff have the following key responsibilities:

- Staff must wash their hands or use alcohol hand rub on entry to or exit from all clinical areas and between each patient contact.
- Staff members have a duty to attend infection control training provided for them by the Trust.
- Staff members who develop an infection that may be transmissible to patients have a duty to contact Occupational Health.

## **SAFEGUARDING CHILDREN AND VULNERABLE ADULTS**

We all have a personal and a professional responsibility within the Trust to identify and report abuse. The abuse may be known, suspected, witnessed or be limited to raised concerns. Early recognition is vital to ensuring the patient is safeguarded and any other people (children and vulnerable adults) who may be at risk. The Trust's procedures must be implemented, working in partnership with the relevant authorities. The sharing of information no matter how small is of prime importance in safeguarding children, young people and vulnerable adults. As an employee of the Trust you have a responsibility to ensure that:

- a) you are familiar with and adhere to the Trusts procedures and guidelines for safeguarding children and vulnerable adults
- b) you attend safeguarding awareness training and undertake any additional training in relation to safeguarding relevant to your role.

## **STAFF COMMITMENT TO PATIENT CARE**

You are expected to ensure that patients' needs, experience and safety come first and to treat patients, carers, visitors, and colleagues with dignity and respect.

## **HEALTH RECORDS**

Clinical staff must keep accurate and clear information which is essential for the proper care of patients. Clinical and non-clinical staff who handle or use, case notes are individually responsible for the confidentiality, tracking, filing and good order of the case note at all times as outlined in the Medical Records Policy and the Information Lifecycle Management Policy. For further information refer to; Department of Health website-*Records Management; NHS Code of Practice- 2006*

## **NHS CONSTITUTION AND CODE OF CONDUCT FOR MANAGERS**

Staff are required to act in accordance with the legal duties and expectations relating to their responsibilities to the public, their patients and colleagues set out in section 3b of the NHS Constitution and pages 98-109 of the Handbook to the NHS Constitution. For Managerial staff, including anyone with supervisory responsibility, the core standards of conduct set out in the NHS Code of Conduct for NHS Managers (2002) or any subsequent amendments.

**This list is only an indication of the main tasks required to be performed. It is not an exhaustive list of duties and responsibilities and may be subject to amendments to take account of changing circumstances.**

**The Trust reserves the right that you may be required to undertake such other duties and/or hours of work as may reasonably be required of you commensurate with your grade at your normal place of work or from another location within the Trust.**





## PERSON SPECIFICATION

Job Title: Fundraising Officer

Division/department: Charitable Funds

REQUIREMENT	ESSENTIAL	DESIRABLE
<b>Education/ Qualifications</b>	<ul style="list-style-type: none"> <li>Degree level or equivalent experience</li> <li>CloF membership</li> </ul>	<ul style="list-style-type: none"> <li>Other fundraising experience</li> </ul>
<b>Knowledge &amp; Experience</b>	<ul style="list-style-type: none"> <li>Extensive knowledge and experience of creating and delivering high profile community fund raising activities</li> <li>Data collection, recording within fundraising CRM and use within confines of data and fundraising regulators</li> <li>Experience of creating complex work plans, keeping to budget and managing them within agreed parameters.</li> <li>Strong interpersonal skills and ability to relate with donors and staff</li> <li>Ability to work to tight deadlines and manage multiple tasks</li> <li>Knowledge of and skills in fundraising platforms including MailChimp, JustGiving, Eventbrite or similar/ or open to learning.</li> <li>Leadership skills to motivate and inspire supporters</li> </ul>	<ul style="list-style-type: none"> <li>Substantial experience in a similar role or organisation</li> <li>Knowledge of NHS charities</li> </ul>
<b>Skills, Abilities and Attributes</b>	<ul style="list-style-type: none"> <li>Self-starter</li> <li>Motivated</li> <li>Creative</li> <li>Self-confident and able to present</li> <li>Innovative with a 'can do' attitude</li> <li>Independent thinking</li> <li>Decisive</li> <li>Work autonomously</li> <li>Strong user of Microsoft 365</li> </ul>	<ul style="list-style-type: none"> <li>Experience of using Harlequin fundraising CR</li> </ul>



REQUIREMENT	ESSENTIAL	DESIRABLE
<b>HEART Values</b>	Demonstrate commitment to Trust HEART values – Honesty, Equity, Accountability, Respect, and Teamwork.	