

North Bristol NHS Trust

Job Description

Job Details

Job Title: **Individual Giving & Corporate Partnerships Manager**

Grade: **6**

Department: **Southmead Hospital Charity**

Directorate: **People**

Location/Base: **Southmead Hospital**

Job Summary

As the official charity partner of North Bristol NHS Trust, Southmead Hospital Charity (SHC) raises funds to support the healthcare services at Southmead Hospital, Cossham Hospital and in the Bristol, South Gloucestershire and North Somerset communities. From pioneering research, cutting-edge equipment, and healing spaces, to patient, family and staff support, donations make the biggest difference to patients and their families.

During 2023-24, donors, fundraisers, local businesses, and charitable trusts donated an incredible £1.7 million to support our local hospitals. Working closely with NBT colleagues, SHC delivered 501 projects to support patients, their families, and our 12,500-strong workforce.

The Charity supports five key areas across the Trust:



Research



Patient & family wellbeing



Staff support & training



Cutting-edge equipment



Enhancing buildings & spaces

This is an exciting time to work for an official NHS charity. We've got ambitious plans to grow our income and impact over the next 12 months, including launching a new fundraising appeal to support victims of stroke and neurological injuries. You'll work collaboratively across the team to identify opportunities to reach new audiences, maximise awareness and leverage our existing supporter base to help us reach our goal.

Job Summary

Working within our small and highly collaborative team you will have responsibility for delivering a programme of individual giving and corporate fundraising to increase activity and income from these sources.

Your primary focus will be on recruiting new donors, retention through a gold standard supporter journey and income growth for these vital areas of fundraising. Key responsibilities include working with the Communications and Marketing Lead to develop the grateful patients fundraising programme to drive new donor acquisition; developing the supporter journey to deliver enhanced stewardship and support upgraded giving; developing strategies to increase the number of regular givers to support financial resilience; working with the Communications and Marketing Lead to develop engaging appeals including our Christmas direct mail appeal; supporting the development of our staff payroll giving programme.

You will also be responsible for managing our Corporate Partnerships Officer to ensure income targets are met, developing strategies with the Head of Fundraising and Communications to ensure growth in this area.

You will need comprehensive knowledge of fundraising and a proven track record in delivering successful and innovative direct mail campaigns and strategies to increase awareness and raise income from individuals and companies.

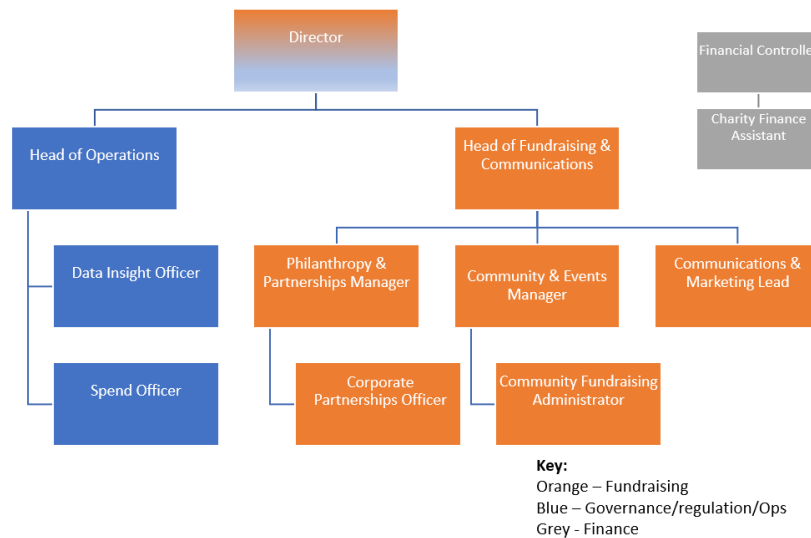
Key Relationships:Internal

- Charity staff
- Senior clinical staff
- Charity finance team

External

- Donors and fundraisers [who may be patients]
- Creative agencies
- Appropriate third-party organisations.

Organisation Chart/Accountability



Knowledge, Training, Experience And Skills Required

Knowledge

- Knowledge of fundraising management disciplines, in particular those employed in the corporate fundraising and individual giving, acquired through training and experience to degree level equivalent
- Knowledge of best practice in fundraising management including the management of income and expenditure budgets, fundraising/charity law and governance.
- Knowledge of the Information Commissioners Office, Charity Commission, Fundraising Regulator, GDPR and other data protection and governing bodies.
- Knowledge of marketing, communications and financial management.
- An understanding of the nuances, challenges and demands associated with NHS charities together with knowledge of NHS plans and targets.
- Sound knowledge of the Institute of Fundraising's Codes of Fundraising Practice.
- Knowledge of Bristol and the surrounding area and its influential groups/businesses.

Experience

- Proven track record of achieving fundraising income targets and delivering successful campaigns.
- Experience of developing strategies and robust planning.
- Experience of donor centric communications and marketing.
- Experience of leading and motivating teams to achieve success.

- Significant experience of working across a range of teams from volunteers to senior staff, building collaboration and effective relationships at all levels, to build cooperation required across an organisation to move a project forward.
- Experience of promoting the cause of the Charity via persuasive, motivational written cases for support and appeals: receiving and presenting highly complex, sensitive information on potential projects where collaboration and cooperation is required from donors to secure funding agreement and public speaking to formally present projects to potential donors.
- Experience of providing complex donor and grant reporting, including analysis of performance data, qualitative and quantitative assessment of projects, and compelling and engaging writing style.
- Experience of handling highly sensitive donor information in a legally compliant and respectful way.
- Experience of face-to-face fundraising with donors at all levels.
- Experience of planning, prioritising and managing a number of projects simultaneously.
- Experience of working in a complex organisation and understand how to effectively stakeholder manage key relationships.

Training

- Education to degree level or equivalent level of experience, plus further experience or training and management experience to masters Level in fundraising/sales field.
- Evidence of continual professional development.
- Working towards CIOF Certificate in Fundraising desirable.
- Membership of the Institute of Fundraising desirable.

Skills

- Specialist networking skills with the ability to relate to a wide and varied donor base.
- Skilled at developing and leading complex projects with costs, timetables and projections.
- The ability to work within a team.
- Excellent presentation, negotiation and communication skills.
- Skilled at database applications, Microsoft and presentation packages.
- Proven ability to work to tight deadlines and under pressure.
- Ability to communicate empathetically with grateful patients and their families, with the ability to work collaboratively and effectively with NBT staff at all levels.

Personal attributes

- Strong work ethic with high standards of delivery.
- Fun and collaborative approach.
- A passion for the NHS and healthcare.
- Self-motivated and outcome driven.
- Absolute commitment to the vision and values of the cause.
- Energetic, passionate and tenacious.
- Confident, assertive, resilient and flexible.
- Demonstrate creativity and an innovative approach to work.
- A self-aware leader.
- Willingness to undertake some unsociable hours including some weekend work.

Main Duties & Responsibilities Of The Post

General

- In collaboration with the Charity Director and Head of Fundraising & Communications, develop and lead a strategy for corporate fundraising and individual giving.
- Lead, motivate and inspire your direct line report to exceed agreed financial targets and KPIs across existing income streams to excel.
- To lead on the development of individual giving and corporate fundraising.
- Support the Director and Head of Fundraising & Communications to ensure that a donor-centric approach is at the core of all activity and that high standards are developed and maintained throughout the Charity team.
- Provide the Director, Head of Fundraising & Communications and all team colleagues with detailed updates through regular team reports.
- Ensure that all cash handling, banking, donor acknowledgement and receipts are kept in accordance with charity best practice.
- Keep up to date on all new governance regulations issued by the Charity Commission, Fundraising Regulator and Information Commissioner's Office.
- Maintain and develop relationships with key stakeholders.

Individual Giving

- Lead on planning, delivery and strategic development of the individual giving programme of individual gifts, regular giving and mid-level donor fundraising, to achieve income growth.
- Develop campaigns and campaign materials, including copy writing and sourcing and identifying content, such as appeals, newsletters and acquisition campaigns to engage supporters.
- Work as part of a wider cross-organisational team to deliver integrated campaigns, taking on relevant tasks and responsibilities to ensure the effective and successful delivery of a campaign.
- Support the planning, delivery and evaluation of a range of campaigns including warm DM, integrated appeals and digital communications.
- Analyse and segment existing individual donors to deliver appropriate, quality personalised tiered stewardship which deepens relationships and increases loyalty and value.
- Work with the Director and wider team on the development of a grateful patient programme to drive donor acquisition.

Corporate fundraising

- Support the Head of Fundraising & Communication's strategy and programme of work with corporate relationships, helping to initiate and develop long term relationships with the aim of securing financial and "in kind" support.

Line management

- Lead the Corporate Partnerships Officer in the strategic development of corporate fundraising, to achieve income growth.
- Coach and develop your direct line report to excel.
- Motivate you team to reach its full potential through development, training and supervision via the NBT appraisal system and appropriate HR policies.
- Undertake future recruitment as required.
- To be a part of leading a culture that is ambitious, supportive and successful.

Other

- Adhere at all times to the Charity's policies and procedures.
- 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.
- To be responsible for managing delegated budgets linked to individual projects.
- Manage staff involved in specific events and projects which will include volunteers and external agencies.
- Ensure that all data is handled confidentially and is compliant with the Data Protection Act, especially with regard to records of donors and volunteers.
- Will have to meet and work with members of the public at fundraising events.
- Will have to work from other locations as and when necessary.
- Will have to work some evenings and weekends as and when necessary (time off in lieu agreed).

Working Conditions / Effort

- Working with supporters who have a direct link with the cause.
- Working with patients who may benefit from Charity support.
- The work is office based, with agile working.
- Light or occasionally moderate physical work, such as carrying equipment for workshops or to meetings, may be required.
- There will be a frequent need to complete work to tight timescales.
- The workload will be varied and unpredictable, so initiative is required to prioritise, resolve problems, undertake analysis or follow up enquiries and obtain information from other colleagues.
- The post holder must be confident in using Windows based IT systems e.g., Word processing, Outlook, Excel.
- The post-holder will be involved in negotiations regarding various issues.
- Working with interruptions and tight deadlines.
- Working with all stakeholders in the Trust to ensure the most efficient and appropriate provision of services.
- Remaining focused and calm under pressure
- The post holder will be required to work outside of normal office hours occasionally.
- The role will involve some driving with a need to be mobile within the community.

NBTCARES



NBT Cares. It's a very simple statement; one which epitomises how everybody across our organisation goes the extra mile to ensure our patients get the best possible care.

NBT Cares is also an acronym, standing for caring, ambitious, respectful and supportive – our organisational values.

And our NBT Cares values are underpinned by our positive behaviours framework – a framework that provides clear guidance on how colleagues can work with one another in a constructive and supportive way.

Improving the patient experience through your work

Patients are the most important people in the health service and are at the centre of what we do. Patients and carers are the 'experts' in how they feel and what it is like to live with or care for someone with a particular illness or condition. The patients' experience of our services should guide the way we deliver services and influence how we engage with patients every day in our work.

All staff should communicate effectively in their day to day practice with patients and should support and enable patients/carers to make choices, changes and influence the way their treatment or care is provided. All staff, managers and Board members should work to promote effective patient, carer and public involvement in all elements of their work

We have a duty to involve, engage and consult with patients, carers and families about plans for health facilities and the provision of our services. North Bristol NHS Trust wholeheartedly embraces the principles of patient partnership and has made clear its commitment to involve patients in key aspects of its work.

Infection control

Compliance with all infection control policies and procedures will form an integral part of the practice of all staff working in a clinical environment. Each staff member will be responsible for familiarising themselves with the Infection Control Manual in the clinical areas and on LINK the Trust's Intranet site. Staff must keep up to date with new policies and subsequent implementation in practice.

Staff must seek support and advice from Infection Control in all instances where cross infection is likely to have occurred or when managing situations involving patients with infections where guidance provided in the Policies is not applicable.

All staff must contact the Occupational Health Dept if they are suffering from any form of infection which may put patients and other staff at risk.

Commitment to health and safety, no smoking, equal opportunities and harassment and bullying

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.

Commitment to health and safety, no smoking, equal opportunities and harassment and bullying (cont.)

No-Smoking Policy

As an NHS employer, the Trust has a duty to its staff and patients to protect them from the health hazard that smoking represents. Consequently, in line with the public health white paper, *Choosing Health*, the current policy will be that smoking will not be permitted anywhere on Trust property including all buildings, grounds and within leased/owned vehicles of the Trust. This applies to all staff, patients and visitors of the Trust. Failure by staff to comply with this requirement may result in recourse to the disciplinary procedure. Employees also have a responsibility to remind members of the public, visitors and other staff to refrain from smoking on Trust premises and to inform the appropriate manager if they witness repeat non-compliance.

Equal Opportunities

North Bristol NHS Trust has given its full commitment to the adoption and promotion of the key principles of equal opportunities contained within current legislation and the Trust's 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, human resources department or trade union/professional associations.

Copies of the Equal Opportunities Policy are available in the Personnel Policies and Procedures file in every department and on the intranet.

Harassment and Bullying

We believe that all people, whether staff, patients or visitors, are entitled to an environment in which the dignity of the individual is respected.

We are also firmly committed to promoting an organisational culture which values diversity and equality of opportunity and to preventing discrimination in all aspects of its employment practices and services. We regard harassment and bullying as totally unacceptable forms of behaviour that will not be tolerated or condoned.

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 Trust's Policy on raising concerns about Health Care Services as may be amended from time to time. Breaches 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 Trust in any dealing they may have with Trust employees, their representatives, the media, general public or other organisations in which he/she may come into contact.

However, as a public body, the Trust has a requirement to publish particular information. Therefore, 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 Trust 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.

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Safeguarding

North Bristol Trust are committed to safeguarding and promoting the welfare of children, young people and adults and to protecting them from all risks of harm. The organisation expects all staff to work to national and local children and adult safeguarding policies and procedures. The trust expects all staff and volunteers to be dementia aware and to support the care of people with dementia. All staff are expected to share this commitment and meet the competencies relevant to their role.

Job Description Agreement

Completed by.....

Authorised by..... Date.....

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 Trust's requirements. Any such changes will be commensurate with the grade of the post and will be discussed with the postholder prior to the changes being made