

Job Description

WISHH Charity

Job Title:	WISHH Charity Chief Executive
Band:	8a
Accountable To:	Wishh Trustees
Reports To:	WISHH Charity Chairman

Job Summary

- To act as the senior contact and liaison between the Charity and the Hospital Trust.
- To manage all operational activities of the charity according to the strategic direction of the Board.
- To be responsible for developing and overseeing strategic management of the Charity, including fundraising.
- To take the lead in developing an ambitious fundraising strategy that is aligned with strategic priorities and will deliver to set targets.
- To be responsible for managing the Charity's fundraising, ensuring financial growth and stability; thus ensuring that the Charity can do more to benefit Hull Hospitals.
- Lead and manage the WISHH Charity on a daily basis, ensuring it operates to the highest standards of performance and governance.
- To manage and identify risk affecting the Charity.
- Build and maintain excellent internal and external relationships on behalf of WISHH, creating a constructive presence within the hospitals and the wider community.
- Develop and promote the brand of WISHH across the district.
- Manage a team of staff and volunteers.

Duties and Responsibilities

Communications

- Strong and varied communication, presentation, analytical and report writing skills for dealing with and articulating complex and sometimes sensitive key messages and information to a wide audience, including Trustees, Hospital Executive, hospital staff, local organisations, business leaders, major donors, the Charity Commission, patients, visitors and their families, as well as volunteers.
- The skill to maximise any media opportunities, giving statements when appropriate and representing the Charity at Stakeholder events.
- The ability to engage with high profile individuals to secure new avenues of funding in a competitive fundraising environment.
- The skills to build trust and confidence through highly developed persuading and influencing skills.

Knowledge, Training and Experience

- Educated to post graduate degree level or equivalent qualification in a relevant subject.
- Leadership/management or project management qualification or equivalent experience to degree level.
- Specialist fundraising and/or marketing qualifications or equivalent experience
- Significant proven experience in fundraising with evidence of generating significant levels of philanthropic income of all types
- Experience of marketing and fundraising strategy development
- Senior operational and strategic leadership experience with Board exposure.
- Experience of successful development and implementation of business plans and business cases.
- Experience of managing effective relationships across a wide range of stakeholders, Senior executives, committees and Boards.
- Proven success of devising, implementing and maintaining major donor recruitment, with evidence of clear strategies to meet set targets and outputs.
- Experience of internal/external partnership working at a senior level, with a proven track record of successful persuading, influencing and negotiating.
- Ability to forecast, set and control budgets.
- Experience of managing a successful, well-motivated team, with experience of managing performance, training and development and staff wellbeing. Experience of managing volunteers is an advantage.
- Substantial proven experience of report writing and presenting complex information in a simple, concise and engaging way.
- Experience of policy and procedure development.
- Detailed knowledge and understanding of issues, opportunities and policy affecting health, public services and the charity sector, including governance and regulatory aspects.
- Ability to calmly resolve diverse and complex problems.

Planning / Organisational and Analytical Skills

- Ability to process and analyse highly complex data and formulate meaningful reports, anticipating problems, appraising risks and making effective decisions. Utilising appropriate analysis and presentation software.
- Strategic thinker with a data-driven approach to decision-making and problem solving.
- Ensure all governance requirements are appropriately considered and organisational arrangements in place to enable the Charity to comply with all Charity Commission, Companies House and other requirements.
- Ability to work at a senior executive level, exercising sound judgement and decision-making, being suitably operationally, politically and commercially astute.
- Excellent management capabilities with exceptional organisational skills and clarity of judgement.
- Excellent planning, co-ordination and prioritisation skills with the self-driven ability to undertake competing tasks and to work to tight deadlines.
- Ability to lead projects, delivering on time and to set budgets.
- Proven success in organising a team to deliver against set targets.
- Ability to respond effectively to multiple priorities and tight deadlines
- Able to take the lead and facilitate new initiatives/changes
- Demonstrates the ability to make sound judgments and generate new ideas in complex situations.

Physical Skills

- Advanced physical skills required to effectively operate all office IT systems

Patient Care / Clinical Services

- No responsibility for care, but some contact with patients, their relatives, friends, carers and patient groups in relation to charitable giving.
- The skill to manage relationships with the above and recognise the importance of valuing all of the relationships in a positive manner and to be sensitive to the needs of individuals.
- Sensitively handle all aspects of the charity that risk reputational damage.

Policy and Service Development and Improvement

- Response for setting the strategic vision for leading a charitable entity that works closely with the NHS Trust yet is independent.
- Responsible for developing, implementing and maintaining all WISHH systems, policies, processes to ensure regulatory compliance and high quality, efficient service delivery.
- Responsible for assessing and managing organisational risk and reporting to the Board.
- Innovative and creative in developing opportunities to put to the board of trustees, for the financial and reputational advancement of the charity.
- Maintain a high level of understanding of developments within the external fundraising environment relating to charity legislation and Charity Commission regulations and professional best practice from the Institute of Fundraising and Fundraising Standards Board.

Financial and Physical Resources

- Responsible for ensuring all necessary processes, procedures and financial systems and document controls are in place for the proper running and administration of the charity.
- Working closely with the hospital Trusts designated Financial Accountant to ensure robust accounting and financial reporting arrangements are in place and reporting correctly. Includes cash handling,
- Is the budget holder for the WISHH charity
- Required to forecast, set and control budgets.
- Ensure that the charity's fundraising policies, and procedures remain in line with national best practice to ensure our legal and financial compliance.
- Ensure a robust and transparent process for funding requests, allowing evaluation and approval in a timely and efficient manner.

Leadership / Management Responsibilities and Development

- Responsible for operational management of the WISHH Team dealing with performance, training, development, well-being, task allocation, evaluation, target setting and continuing professional development.
- Responsible for recruitment, appraisal, staff management and career development.
- Overall responsibility for the volunteering scheme.

Information Resources

- Responsible for all statutory and regulatory returns on behalf of the Charity.
- Ensuring statutory and regulatory compliance with all data records and record keeping.
- Ensure all statutory requirements for handling personal data in line with the Institute of Fundraising code of practice and ensure highest standards of ethics through oversight of robust data / data management, systems for acknowledging donations and research.

Research, Audit and Innovation

- Undertake research activities, including surveys to inform the Charity of key issues, opportunities and satisfaction that will underpin its overall strategic priorities.

Freedom to Act

- Responsible for the day-to-day operation of the Charity within regulatory requirements
- Implementation of the Trust Board's strategic decisions.
- Able to work autonomously and collaboratively

<p>Physical Effort</p>	<ul style="list-style-type: none"> • Physical effort is light with a combination of sitting, standing and walking required. • Requirement to move and set-up promotional and display equipment and materials. • Current UK driving licence and access to a vehicle due to a requirement to travel as part of main duties. • Ability to work in various locations across the district and occasionally outside of the area,
<p>Mental Effort</p>	<ul style="list-style-type: none"> • Frequent requirement for sustained focus and concentrated effort. There will be high level demand to meet deadlines, manage conflicting priorities, problem solving, report writing and planning at a high level, relationship management and team management. • There is a requirement to have a flexible approach recognising that activities could switch from detailed analysis, strategic planning to discussions with individuals (for example, donors, patients, their families or hospital staff).
<p>Emotional Effort</p>	<ul style="list-style-type: none"> • Requires the ability to cope well with receiving distressing or sensitive information from donors, patients or their families, particularly with regard

	<p>to death, terminal illness or life-limiting diagnosis.</p> <ul style="list-style-type: none"> • Additionally, where there is a requirement to impart unwelcome news to stakeholders
Working Conditions	<ul style="list-style-type: none"> • Out of hours working will be required to attend events, meetings including travel in the local area and occasionally further afield. • Most time will be spent in a normal office environment, with some time spent across the hospital sites.

Health and Safety

In addition to the Group's overall responsibility for your health and safety you have a personal responsibility for your own health and safety. As such you are required to inform your line manager of any safety issues that you identify, that could affect you or others in the workplace. You must co-operate with management and colleagues at all times in achieving safer work processes and workplaces, particularly where it can impact on others.

As an employee you will be trained in the correct use of any equipment provided to improve safety and health across the Group. You are required to use the equipment when necessary and as instructed which will include checking the equipment is safe to use, prior to its use and must report any defects immediately to your line manager.

You are responsible for the implementation and adherence to Group safety policies and procedures for areas within your remit.

You are required to ensure suitable and sufficient risk assessments are completed for all areas within your remit. The controls identified must be evaluated and implemented where necessary.

You are required to review all risk assessments periodically and particularly when staffing and/or equipment changes, monitoring the effectiveness of any control measure implemented.

You are to ensure suitable and sufficient equipment is provided to sustain the health and safety of staff, patients and visitors to areas within your remit.

Infection Control

In addition to the Group's overall responsibilities under The Health and Social Care Act 2008 Code of Practice for healthcare, including primary and adult social care on the prevention and control of infections (revised December 2010) for your safety, you have a personal responsibility to ensure your work adheres to this Code in the delivery of safe patient care within the organisation. This code relates to ALL Group staff and contractors working within the organisation who are employed to ensure this level of care is provided.

As an employee you will be trained to ensure adherence and compliance to the various Infection Control policies within the Group.

Sustainability

To actively support the Group's goals for sustainability by encouraging and adopting sustainable ideas and practices.

Safeguarding

The Group has a duty and is committed to safeguarding all service users and provide additional measures for adults and children who are less able to protect themselves from harm or abuse. As an employee* you have an individual responsibility to contribute to the detection, reporting and prevention of abuse to safeguard those in our care (Section 11 Children Act, 2004, Human rights Act 1998, Equality Act 2010 Mental Capacity Act 2005 Care Act 2014) and are accountable to ensure that you know how to respond when you are concerned for the safety of a child, young person or adult at risk. The Group will assist you in this process by providing training, guidance and advice. There are corporate safeguarding teams who can be contacted for advice, support and safeguarding supervision. All concerns must be reported as per Group Safeguarding Policies which are available on the Intranet. Every member of staff must undertake regular mandatory safeguarding training at a level relevant to the role

This job description is not meant to be exhaustive. It describes the main duties and responsibilities of the current post. It may be subject to change in the light of developing organisational and service needs, and wherever possible change will follow consultation with the post holder.

Organisational Chart

Job Title: Chief Executive – WISHH Charity

Department: WISHH Charity

