



JOB DESCRIPTION

JOB TITLE:	Head of Development
BAND:	8A
SALARY:	£50,952 to £57,349
HOURS:	37.5 Hours with some out of hours working
PLACE OF WORK:	Flexible/ Agile working with 50% time based in office
TYPE OF CONTRACT:	Permanent
DEPARTMENT:	RUHX – Charity Team
SPECIALITY / DIVISION:	Strategy Directorate
RESPONSIBLE TO:	Head of RUHX
ACCOUNTABLE TO:	Head of RUHX

RUHX is the working name of RUH Charitable Fund, the official NHS charity of The Royal United Hospitals Bath NHS Foundation Trust (RUH). In 2022 we changed our working name from “The Forever Friends Appeal” to RUHX to better reflect the extra-extraordinary work we fund and capture the exceptional commitment and generosity of our supporters who give us the power to do more.

At RUHX, we are more than a hospital charity. Since 1999 we have gone further to give every patient the extra extraordinary care they deserve, while supporting our staff to do what they do best and furthering innovation within our hospitals. We are out there in our community, collaborating with the people and organisations who drive real change. And we’re making sure that every penny we raise goes towards improving health, happiness and wellbeing for everyone in our community.

Our charity values are important to us, making sure we are all working towards the same goals, they shape our inclusive and diverse team culture and are in the DNA of all we do.

- **Creating comm-unity** - We bring people together, build trust, inspire others with empathy and compassion. We believe everyone matters, and we are more together.

- **Positively disruptive** - We are brave, bold and ready to shake things up if it helps us make our place healthier and happier for everyone.
- **Science with heart** – We put real people at the heart of all we do and bring out the human element in every story.
- **Exchange (Giving and taking)** – We invite others to join the conversation, share their own stories and give back as much as we welcome in.

## **Development background**

We are committed to securing philanthropic and charitable income to support staff and patient services at the RUH. The five key areas we support are medical equipment, patient & staff support, medical research, capital campaigns and 'where the need is greatest'. Our successful fundraising efforts are built on lasting relationships with philanthropists, corporate organisations, trusts & foundations, the local community, charity events, and individual supporters.

Our track record speaks for itself. We have effectively executed charitable projects and secured significant historical fundraising income, including a £10 million contribution to the £50 million Dyson Cancer Centre, set to open in Spring 2024. Other successful projects include the Dyson Centre for Neonatal Care, the RNHRD and Brownsword Therapies Centre, the Robotic Surgery campaign, Cardiovascular Research, and the Breast Unit redevelopment, among many others. As we plan our next major campaign, the post holder will play a crucial role as a member of the Senior Leadership Team (SLT), contributing to the campaign's successful delivery.

## **Why the City of Bath?**

Our offices are centrally located within the hospital site, situated in the World Heritage City of Bath—a place rich in history and surrounded by stunning scenery. Nestled in the Somerset countryside, Bath is home to iconic landmarks such as the Roman Baths, The Royal Crescent, and The Circus. Beyond its historical significance, Bath serves as a dynamic hub for business and innovation, attracting some of the most renowned and wealthy entrepreneurs, philanthropists, and business owners in the World.

With a thriving business community, outstanding educational institutions, beautiful surroundings and a growing tech sector, Bath offers ample opportunities for developing networks and enhancing RUHX's charitable income. In addition to developing nationwide prospects, the city also offers direct transport links to major cities such as London, Bristol, the rest of the UK and Europe- perfect for donor meetings and flexible working.

## **JOB SUMMARY: Head of Development**

The Head of Development will be a dynamic leader within the RUH and a charismatic ambassador externally. Responsible for leading the Development Team across all funding streams and personally managing a select portfolio of major gift prospects, the role will transform our approach to fundraising and philanthropy, delivering against demanding targets and key projects (research, patient & staff support, capital campaigns, medical equipment and 'where the need is greatest'). This is an exciting opportunity to help lead, grow and re-shape the Development Team and is a pivotal role within the SLT, reporting directly to the Head of RUHX.

The successful candidate will be the entrepreneurial force behind leading a team to grow income to £4m+ to support projects and campaigns across the RUH. You will be an experienced fundraising professional with a proven track record of delivering significant income across all funding streams and meeting challenging targets to deliver growth. As an innovative and strategic leader, you will focus on driving donor-centric partnerships, providing exceptional supporter experiences while bolstering exceptional stakeholder relationships.

The Head of Development will be an inspiring and compassionate leader, used to recruiting and motivating a high-performing team and operating a learning and development approach. A skilled communicator and influencer with exceptional diplomatic skills, you will have an ability to develop strong working relationships with staff, trustees, donors and other stakeholders. You will have extensive budget management and planning experience, and will be working closely with the SLT, the Director of Finance and the Charities Committee.

Above all, you will be dedicated to RUHX, the RUH and the NHS - committed to transforming patient care through a business-minded and innovative approach towards driving development.

#### **KEY RESPONSIBILITIES:**

- **Development**—The post holder will line manage a successful team of fundraisers and will be responsible for securing a team total of £1.5m per year. The Head of Development will manage a personal portfolio of major gift prospects and will be responsible for the identification and cultivation of potential donors, typically in the region of £250,000 and above, delivering a £1.5m a year.
- **Leadership & Management**- responsible for providing inspiring and innovative leadership and team management, nurturing a culture of ambition, support, and inclusion at RUHX. Ensure the alignment of the charity's vision, values, and behaviours while managing a high-performing Development Team, in line with best practice.
- **Strategy** - responsible for the strategic leadership and delivery of all development functions of the RUHX's income generation, in line with the charity's objectives and the Charities Committee.
- **Governance and Compliance**- responsible for ensuring RUHX's is compliant with all fundraising regulatory and legal obligations, including GDPR, The Fundraising Regulator and the Code of Fundraising Practice.
- **Financial & Risk Management**- responsible for leading and managing the Development Team to meet financial fundraising targets and oversee budgets. Working with the SLT, ensure timely updates to the Head of RUHX and Charities Committee, reporting on risks with recommendations.
- **External Relations and Communications**-working with RUHX Director and Marketing & Communications Team support with corporate communications, public relations, and brand consistency.

## **MAIN DUTIES & RESPONSIBILITIES:**

### **Development**

- Responsible for leading and managing the Development Team by embedding a donor-centric culture to secure £1.5m per year from the corporate sector, major donors, trusts and foundations, research grants and other funding bodies.
- Responsible for managing a select portfolio of prospects, develop solicitation strategies, deliver bespoke funding proposals and ask for gifts at £250,000 to the multi-million pound level.
- Responsible for ensuring Development income rises in a steady and sustainable manner year on year through the successful acquisition of new gifts.
- To work with the Head of RUHX, the Charities Committee and senior clinicians in securing leadership level gifts for RUHX.
- To understand donors' aspirations and to identify the most appropriate RUH projects to secure significant income.
- Working with the Director - responsible for delivering internal funding processes to decide on charitable projects, judging internal grant applications and monitoring/presenting impact. Support with quarterly the Grants Advisory Panel.
- Responsible for ensuring all donations are accepted in compliance with Charity Commission regulations and spent in accordance with the associated Gift Agreements and best practice.
- Responsible for networking and making connections with HNWI's, influencers, senior stakeholders, and senior volunteers, in collaboration with the Development team to lift RUHX's profile.
- Responsible for implementing a Development Advisory Board of influential and important philanthropists and senior volunteers to guide RUHX's fundraising efforts.
- Proactively build collaborative relationships with other charities supporting the RUH and other NHS charities within the BSW Together (ICS).
- Work closely with RUHX's Marketing & Communications team to promote fundraising activities– making RUHX the chosen NHS charity of choice in the South West.
- Responsible for maintaining the consistency of the RUHX brand, ensuring it is well presented, particularly in public areas within NHS Body sites, and maximise opportunities to increase public donations.
- Responsible for managing highly confidential and sensitive information.
- Ability to work outside of core hours and at weekends, when necessary, including to attend in-person events in the UK.

### **Leadership & Management**

- In the absence of the Head of RUHX, alongside the Head of Operations deputise as required on all aspects of running RUHX. To achieve this, the post holder will be expected to function at all levels and have authority for decision-making in the absence of the Head of RUHX as appropriate and in relation to their role and team.
- To effectively line manage and motivate the Development Team to achieve agreed goals and priorities.
- Establish and maintain a framework for professional fundraising development, including succession planning, training needs, and personal wellbeing initiatives.

- Responsible for recruiting and developing a new Development Team, in line with RUHX's current structures.
- Collaborate with the RUH's HR Department to execute recruitment and selection processes, sourcing candidates who are highly skilled, experienced, and/or committed to growth and development within the third sector.
- To evaluate and provide guidance to the Head of RUHX on the Development Team's structure, roles, recruitment practices, and resignations, ensuring alignment with national standards where applicable.
- Responsible for overseeing the individual performance of direct reports and evaluating the team's performance through annual appraisals and identifying development and training needs.
- Responsible for spearheading a positive team culture of ambition and development by implementing forward-thinking practices - including access to the best national and international third sector and corporate training programmes.
- Responsible for clear communication and the alignment of RUHX's vision, values, and behaviours among staff, volunteers, and stakeholders, fostering a culture of support, diversity, access and inclusion.
- Working with the SLT, integrate innovative approaches and technologies, such as Artificial Intelligence and CRM management into the team's fundraising practices to enhance both personal and organisational fundraising performance.
- Responsible for ensuring important and relevant RUH and RUHX information is regularly communicated to the Development Team on a regular basis.
- Develop relationships and communicate with RUHX stakeholders to demonstrate the impact of fundraising on patient and staff care.

### **Strategy**

- Responsible for delivering an ambitious Development plan that meets the RUH and RUHX's objectives – to benefit the patients of the RUH.
- Ensure the Development plan cascades from the overarching charity strategy.
- To understand and assess fundraising potential for key strategic priorities within RUHX and advise the Director and the Charities Committee on deliverable levels of philanthropic support for these priorities.
- To be a member of the SLT, providing input to strategic planning and team leadership for the wider office.
- Provide fundraising reports against agreed KPIs for the Director and Charities Committee as required.

### **Governance and compliance**

- Work closely with the SLT to ensure that all IT resources, recording systems, and property meet GDPR compliance standards, prioritising data protection and privacy across the Charity.
- Collaborate with the SLT to conduct regular audits of RUHX's activities, ensuring quality assurance and sound governance to comply with constitutional, regulatory, and legal obligations, including those set by the Charity Commission, Fundraising Regulator, the Code of Fundraising Practice, and the Department of Health.
- Responsible for being strategically aware and responsive to the Third Sector and NHS environment in which RUHX operates.

- To ensure that all the necessary charity policies and procedures are adhered to by all team members and volunteers.
- To ensure the Development Team and volunteers adhere to all policies relating to working with patients and their families.
- Responsible for supporting with charity audits ensuring that the resulting actions support sound charity practice, good governance and compliance.

#### **Financial**

- Responsible for efficient and robust financial management, risk reporting and meeting challenging financial targets.
- Responsible for working with the Finance Team to ensure timely updates to the Head of RUHX and Charities Committee.
- Responsible for working with the Finance Team to ensure all fundraising and financial transactions of the charity are properly authorised and recorded appropriately.
- Responsible for agreeing budgets and authorising charitable expenditure of the Development Team in accordance with the Standing Financial Instructions and Scheme of Delegations of the charity.

## **POLICIES AND EXPECTED STANDARDS**

The post holder is required to familiarise themselves with all Trust policies and procedures and to comply with these at all times. The Code of Expectations of Employees in particular set out what you as a post holder are required to follow at all times and you should study this carefully. Failure to comply with any of the Trust's policies may result in disciplinary action up to and including dismissal.

All staff must have an understanding of their responsibilities in relation to being accountable for knowing who is in and has access to their area of work. Staff must recognise the need to challenge appropriately and understand their duty of care relevant to their position within the organisation. Staff must be familiar with and understand the correct reporting process where there has been a potential breach.

## **OUR VALUES & BEHAVIOURS**

All staff are required to adopt and follow the Trust values and behaviours at all times. Our values and behaviours are:



New staff will be presented with a leaflet outlining the values and behaviours expected of them at trust induction.

## **CONFIDENTIALITY & INFORMATION GOVERNANCE**

All post holders must comply with all relevant legislation & Trust Policy with regards to Confidentiality & Information Governance, including the Data Protection Act (2018) ensuring that no information obtained through work is communicated to any persons other than those requiring it to complete their duties.

## **SAFEGUARDING ADULTS & CHILDREN**

All Trust staff have a responsibility to safeguard adults & children which includes an understanding of the relevant Trust & Local Safeguarding Adults & Children's Board Policies.

## **HEALTH AND SAFETY**

Employees must act at all times in line with relevant Trust Policies & the Health and Safety at Work Act (1974) to ensure a safe environment for patients, visitors and staff.

## **HEALTHCARE ASSOCIATED INFECTIONS (HCAIs)**

All Employees are responsible for ensuring that:

- your practice so far as is reasonably practicable, protects patients, staff and other persons against risks of acquiring HCAIs;

- where patients present with an infection or acquire an infection during treatment, that they are identified promptly and managed according to good clinical practice to treat the infection and reduce the risk of transmission.
- you follow all Trust policies, procedures and processes to meet the duties set out in the NHS Hygiene Code and assist in their full compliance by all staff within your department.

## **HEALTH & WELLBEING**

The Royal United Hospital is committed to promoting the Health & Wellbeing of its staff. The Trust is a smoke free site; smoking is not permitted anywhere in the grounds. The Trust has a Stress Management Policy, which staff should familiarise themselves with to ensure that they have adequate support for the management of their own, and their colleagues stress. The Trust has an onsite Employee Assistance Programme (EAP) which is available to all staff, offering support to staff & their families.

## **EQUALITY & DIVERSITY**

The Trust values Diversity and actively works towards promoting Equality both in terms of its healthcare provision and within its current and potential workforce.

## **PATIENT AND CARER EXPERIENCE**

The Trust continuously aims to improve the experience of patients and carers using the RUH. All staff are expected to follow the guidance contained in the Patient Experience Strategy for the RUH;

The 3 main points to remember are:

- 1) Communicate clearly with people;
- 2) Involve patients and carers in their care and with the hospital;
- 3) Seek out and use patient and carer feedback in all services.

Also refer to the Carer Policy, Respect behaviours and references to improving experience contained in policy and guidance; all staff will be aware of Equality and Diversity and will assist with accommodating people with special needs. Your individual behaviour can make a significant difference to patient and carer experience.

## **FLEXIBILITY**

This job description is intended to provide a broad outline of the main responsibilities only. The post holder is required to be flexible in developing their role in agreement with their designated manager. In addition they may be required by their manager to carry out any other duty commensurate with their banding and expertise.

## **DIMENSIONS**

The Head of Development role will be part of the newly formed Senior Leadership Team (SLT), will oversee the Development Team and drive strategic relationships and fundraising aligned with RUHX's strategic plan. Collaborating closely with all RUH staff within a Charity team of 16 and reporting to the



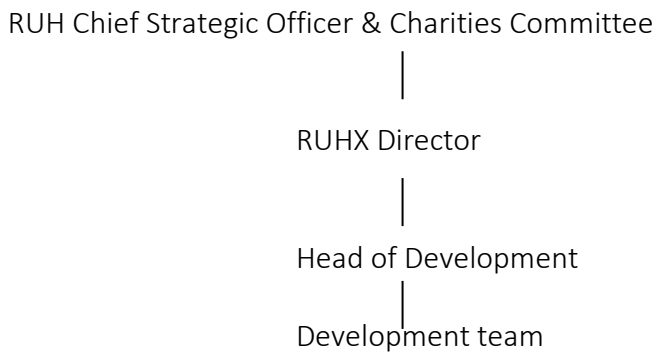
Head of RUHX, this role will the role works closely with all staff to implement and develop the RUHX Development strategy. Within a team of 16, The Head of Development has responsibility of the Development Team’s charitable income and expenditure targets , delivering a ‘Return on Investment’ figures (ROIs) based on sector benchmarks, the economic climate and the income requirement of the charity’s current projects. This role alongside the Head of operations will deputise for the Head of RUHX where and when appropriate.

The post holder will be responsible for securing an annual income of £2.5m and managing a budget of £400k and reporting to the Head of RUHX. The Head of Development is accountable to the Head of RUHX and is responsible for delivering regular reports and recommendations on RUHX’s fundraising position, fundraising activity, charitable expenditure, risk register, investments, and other policies.

The Head of Development will work as part of the SLT to create a robust process for prioritising and delivering future capital campaign appeals and other charity projects. Working collaboratively to agree clear and accurate expenditure forecasts, timetables and stakeholder commitments which ensure that fundraising can progress with confidence.

The post holder will have the opportunity to recruit, structure and line manage their own Development Team supported by allocated investment. The goal over the next three years is to expand the Development Team significantly, creating a fully operational charitable income arm within RUHX.

**STRUCTURE CHART**



**ANNUAL LEAVE ENTITLEMENTS:**

Length of Service	Annual leave and public holidays
On appointment	202.5 hours plus 60 hours (27 days + 8 days) pro rata for part time staff
After five years’ service	217.5 hours plus 60 hours (29 days + 8 days) pro rata for part time staff
After 10 years’ service	247.5 hours plus 60 hours (33 days + 8 days) pro rata for part time staff

**NOTICE PERIODS:**

Band	Notice Period
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Band 1 – 3	4 weeks
Band 4	6 weeks
Band 5 – 6	8 weeks
Band 7 – 9	12 weeks

**PERSON SPECIFICATION**

<b>CRITERIA REQUIRED</b>	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
<b>Qualifications &amp; Training</b>	<p>Educated to first degree level or equivalent level of working at a senior level in fundraising.</p> <p>Evidence of continuing professional development.</p>	<p>Relevant post graduate qualification or experience in Fundraising / Marketing / Management/Sales or equivalent.</p> <p>Member of Institute of Fundraising or equivalent professional body.</p>
<b>Knowledge &amp; Experience</b>	<p>Proven experience in a senior leadership and management role within a charity or non-profit organisation, particularly within fundraising and/or philanthropy.</p> <p>A proven track record in fundraising with a strong natural drive towards getting out into the field and a demonstrable ability to lead a team to ask successfully for significant gifts.</p> <p>Evidence of securing six figure major gifts and meetings with HNWIs, trusts and/or corporates.</p> <p>Extensive knowledge of fundraising across all income streams, especially philanthropy.</p> <p>Experience of managing team members and volunteers including devising policies, recruitment, induction and training.</p> <p>Exceptional fundraising project and campaign management experience.</p> <p>Experience of creating strategic plans, setting and managing income and expenditure budgets and managing performance.</p> <p>Sound working knowledge of the legal and regulatory framework within which charities operate including fundraising regulations and GDPR.</p> <p>Experience of building excellent relationships with internal and external stakeholders at all levels.</p> <p>Experience in championing diversity, inclusion, and staff wellbeing and managing change.</p>	<p>Experience of working in the NHS or similar large complex public sector or non-profit organisation.</p> <p>Sound knowledge of managing large capital campaigns.</p> <p>Sound knowledge of the NHS and in particular an understanding of the RUH and the RUHX, its mission and the need for external funding.</p>

	<p>Highly numerate and literate, with excellent presentational skills.</p> <p>Evidence of being in tune with the latest fundraising trends and technologies.</p> <p>Computer literate with excellent knowledge of (MS) office systems, CRMs and good keyboard skills</p>	
<b>Values</b>	<p>An entrepreneurial and innovative mindset.</p> <p>Values and respects others, treats everyone as an individual, is non-judgemental.</p> <p>Proactively seeks and values the opinions and diversity of others.</p> <p>Motivated to be kind, supportive and compassionate.</p> <p>Helps and co-operates with colleagues.</p> <p>Pro-active and takes responsibility.</p> <p>Willing to learn, open to change.</p> <p>Motivated to make a difference in whatever way they can.</p> <p>Takes pride in themselves, their appearance, their role and where they work.</p>	
<b>Specific Skills</b>	<p>Ability to persuade, influence and negotiate effectively with senior clinicians and HNWI's.</p> <p>Strong strategic thinking, analytical and business skills.</p> <p>Good communication, including public speaking/presentations skills.</p> <p>A positive and ambitious mindset towards teaching, training, and developing teams.</p> <p>Encourages teams to work collaboratively, focused on donor-centric practices and targets.</p> <p>Believes in teaching, but equally practices listening and learning from the contribution of others.</p> <p>Ability to delegate, coach and develop team members.</p> <p>Ability to deliver against competing priorities and deadlines while also directing the work of teams/individuals.</p> <p>A forward-thinking approach with a focus on innovation, technology advancements, internal training and attractive working practices.</p>	

	<p>Strategic thinking – ability to anticipate and resolve problems before they arise.</p> <p>Problem solving skills and ability to respond to sudden unexpected demands.</p> <p>Ability to analyse complex facts and situations and develop a range of options.</p> <p>Plans and organises a broad range of activities, formulating and adjusting plans to reflect changing circumstances.</p> <p>Utilising autonomy to make decisions with the ability to provide clear independent advice to others.</p>	
<p><b>Physical Skills &amp; Effort Emotional Effort</b></p>	<p>Enthusiasm for networking &amp; developing strong working relationships.</p> <p>Ability to champion RUHX and its fundraising within the RUH and lift its profile as the hospital charity.</p> <p>To be the fundraising voice of RUHX delivering public speeches and media interviews where required.</p> <p>Sound emotional intelligence with the ability to manage conflict, maintain communication, demonstrate empathy, and execute confidentially with team members, patients, family members and supporters.</p> <p>Confident and tenacious approach towards the fundraising process e.g. ‘the chase’ and ‘making the ask’.</p> <p>Ability to work towards deadlines and a resilient attitude towards challenges.</p> <p>Ability to perform manual handling duties, e.g. Supporting team to set up fundraising events and equipment as necessary.</p> <p>High standard of personal presentation</p>	
<p><b>Requirements due to Working Environment</b></p>	<p>Ability to work effectively with frequent in-depth concentration, managing pressure and frequent extended interruptions to deal with urgent requests and responding to unexpected and / or difficult organisational events.</p> <p>Ability to work out of hours on a regular basis.</p> <p>Ability to travel off-site around the RUH catchment, as and when required to attend meetings / events etc.</p>	

	Adaptable attitude and be prepared to work out of regular hours and to travel.	
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