

Job Description

Job Title	Community and Events Fundraising Manager
Salary Range	£42k
Location	This role is flexible in nature, but does require a minimum of 40-60% on site at the Hospice
Direct reports	Events Fundraiser Community Fundraiser (Products) – a new vacant role Community Fundraiser (High-Value) Community and Events Fundraising Assistant – a new vacant role
Reporting to:	Head of Public Fundraising

1. Job Purpose and Scope

This is a new and important role within the Public Fundraising team. Having identified the potential for significant income growth in Community and Events at St Luke's, this role is responsible for delivering against targets and, initially, building up the Community and Events team through recruitment and structure to set the team up for success and enable that delivery.

You will be responsible for translating the wider Public Fundraising strategy into clear, deliverable Community and Events plans, setting and monitoring budgets with the Head of Public Fundraising, improving the use of data to drive decisions, improving efficiency and building relationships, and working across your team to ensure supporters receive great stewardship.

You will build a high-performing team, putting in place effective ways of working, performance management and a collaborative approach to working with others, building a "one team, one target" culture that puts our supporters and the services the Hospice offers at the heart of all we do.

A key focus of the role in its first year is to bring structure, accountability, and clarity to the Community & Events team, supporting them in improving planning that drives income growth.

2. Roles & Responsibilities

Management and team strategy

- Provide direction, support and leadership to a team of four direct line reports to deliver against objectives and activity plans, meeting agreed net income targets
- Implement the strategic recommendations and new ways of working from the Community and Events Fundraising Strategy Review
- Ensure clear planning cycles, activity/project plans and prioritisation processes are in

place across the team.

- Set individual and team objectives and KPIs that relate back to Public Fundraising strategy, monitor and review against these
- Embed an understanding of performance management, accountability and continuous improvement, ensuring individuals are clear on expectations and supported to deliver.
- Embed the use and value of data to drive decisions, automate processes, and deliver excellent stewardship.
- Manage workloads and capacity across the team, ensuring there is an appropriate resource allocated to each activity, both for planning and delivery
- Full responsibility for day-to-day line management and team operations, including 121s, team meetings and monitoring team capacity across TOIL/annual leave
- Ensure each team member has a full Learning and Development plan in place, assessing their skills, development areas and ambitions for development
- Work collaboratively with peers across the wider Fundraising, Communications and Volunteering teams to develop improved ways of working to increase collaboration and income
- Build a positive and effective team culture and work environment

Budget management

- Accountable for fundraising gross income target for Community and Events
- Track and monitor income across all Community and Events budget lines to support delivery of agreed plans and income growth objectives and ensuring risks are mitigated and/or flagged with the Head of Public Fundraising
- Work collaboratively with the Head of Public Fundraising to ensure financial insight is translated into practical actions for the team.
- Provide regular reports as needed for the Head of Public Fundraising
- With support from the Head of Public Fundraising, and in collaboration with your team, lead and deliver annual business plans
- Monitor and authorise income and expenditure, working with colleagues and suppliers as needed to ensure robust processes are in place.

Income Generation:

- Oversee operational delivery of each fundraising event, campaign or product, ensuring the responsible team members are delivering against their plans and objectives to meet income targets.
- Ensure all Community & Events activity is delivered to a high standard through effective planning, performance management and support of team members
- Support the development and implementation of new and improved Community & Events activities in line with audience and data insights and income growth plans.
- Ensure excellent supporter experience and stewardship across all Community & Events activity, working with colleagues to continuously improve supporter journeys.
- Lead on account management for a small number of specific high-value partnerships where it makes sense to sit with a more senior role
- High-level event support as needed
- Lead on the Community & Events Volunteer management project, with key support from the volunteer team and Community & Events Assistant
- Lead on effective cross-team working between Community & Events & Marcomms
- Liaison on wider cross-team strategy and working (in particular looking at the cross over and collaborative opportunities within In mem and corporate)
- Support the Community and Events team with the implementation and usage of the new database, ensuring decisions made are data-driven

Best practice and compliance:

- Be a champion for the importance of Fundraising not just for income generation, but as part of our Hospice strategy
- Cultivate and maintain strong relationships internally, and externally in the community
- Ensure the Community & Events team operates in line with all relevant regulations and best practice, embedding compliant processes into day-to-day delivery. This will include (but not limited to) GDPR, Data Protection, PECR and the Fundraising Code of Practice.
- Network with peers and experts within the sector to ensure we are working in line with best practice and sector trends
- Keep informed and up to date about the needs of the Hospice and the care provided by our clinical teams to effectively promote our work

EQUAL OPPORTUNITIES

Comply with and promote St. Luke’s Hospice Equal Opportunity Policy and avoid any behavior which discriminates against colleagues, potential employees, patients/clients or their families on the grounds of sex, marital status, race, age, belief, color, nationality, ethnic or national origins, religion, disability, creed, class, gender or sexual orientation.

MISSION & CORE VALUES

All Hospice staff are expected to work in line with St Luke’s Mission & Core Values as these precepts act as a value base which directly influences how all work activities are undertaken. The ethos of the Hospice should be apparent in the behaviors and attitudes of all employees as the work they undertake, whether it is direct or indirect care is ultimately for the benefit of patients. The Mission and Core Values are an integral part of all job descriptions, the probationary period and performance and development reviews.

OTHER

St Luke’s Hospice is committed to Equal Opportunities for all present and potential members of staff and patients. Therefore, St Luke’s Hospice expects all employees and volunteers to understand, support, and apply this policy through their working practices which requires all individuals to be treated with respect, dignity, courtesy, fairness and consideration.

This job specification may be modified in the light of development and changing circumstances, according to the needs of the service, and in consultation with the post holder. The post holder should be prepared to undertake any further duties that arise as the post develops. All members of nursing staff may at times be required to work in other parts of the Hospice, commensurate with the roles and responsibilities laid out in this job description.

Person Specification

ATTRIBUTE	ESSENTIAL	DESIRABLE
Education & Qualifications		Fundraising qualification
Knowledge and Experience	Direct experience of effective line management and supporting team members to demonstrable success Direct experience of Community and/or Events	Leadership experience, in a Fundraising Management position

	<p>Fundraising, with a thorough understanding of these key income areas.</p> <p>Experience of leading and improving team performance within a busy fundraising environment.</p> <p>Experience of implementing structured plans, KPIs and performance, managing resources and timelines for effective delivery.</p> <p>Demonstrable understanding of excellent supporter care and stewardship and using resources appropriately to deliver this</p> <p>Understanding of effective budget management and tracking</p> <p>Experience of using a CRM database to monitor income, trends and supporter insight</p> <p>A baseline knowledge of the fundraising regulatory environment including data protection, Gift Aid and the Fundraising Code of Practice</p>	<p>Knowledge or experience into other areas of Public Fundraising such as In Mem or Corporate.</p> <p>Knowledge or use of Beacon</p> <p>Detailed knowledge of the fundraising regulatory environment including data protection, Gift Aid and the Fundraising Code of Practice</p>
<p>Skills / Personal attributes</p>	<p>Strong interpersonal skills with the ability to motivate and inspire a broad range of stakeholders</p> <p>The ability to work strategically, seeing the big picture as well as paying attention to detail</p> <p>Empathetic leadership style, with an ability to give and receive constructive feedback, and being able to flex between coaching or directive styles in order to deliver results</p> <p>Strong planning and prioritisation skills</p> <p>Budgeting skills – able to advise on and manage budgets for a range of areas and activities</p> <p>Excellent written and verbal communication skills</p> <p>Competent/advanced user of Microsoft Office (Word, Excel, Powerpoint, Outlook)</p>	<p>Experience of preparing strategic plans</p>
<p>Additional Requirements</p>	<p>Are able to travel to the Hospice, and attend events or meetings within our catchment area – some of which may be at unsociable hours. This may look like having your own transport, or a commitment to using public transport to ensure attendance on site, and at events/meetings as needed.</p>	

	Commitment to upholding the St Luke's Hospice values	
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Employees signature:..... **Date:**.....

Line Managers signature:..... **Date:**.....