

Corporate Development Executive (Commercial Team)

Candidate Information Pack

February 2025

Corporate Development Executive

The Commercial Department at Hospice UK focuses on creating and managing partnerships with over 70 businesses across various industries, generating significant financial support for the charity. This includes collaborating with many sectors such as finance, healthcare, insurance, digital to develop strategic, long-term relationships that go beyond transactional interactions.

The team oversees activities like conference exhibitions, report sponsorships, webinars, newsletters, and event participation, ensuring mutual value for partners and Hospice UK. Additionally, the department manages the Hospice UK Jobs Board, an income generating platform promoting career opportunities in hospice and end of life care, by creating marketing strategies and managing job listings.

| | |
|---|---|
| Reporting to | Corporate Development Manager (Commercial) |
| Line Manager to | N/A |
| Salary | £34,944 per annum |
| Contract | Permanent, full time (35 hours per week) |
| Based at | <p>The post holder will be contractually based at Hospice House, Britannia Street, London, WC1X 9JG. This role is eligible for the Hospice UK Hybrid Working Arrangement from the start of employment. Our office is a short walk from King’s Cross station in London.</p> <p>For this role, we need someone to come into the office at least one day a week, on a Tuesday. A day where all of Income Generation and Grants come into the office. You can work remotely for the rest of the time. Equally, you may prefer to work from the office full-time. We encourage all colleagues to visit member hospices to help inform our work and you may be able to work from there.</p> |
| Closing date for CV & cover letter | 12-noon on Monday 17 March 2025 |
| Interview date/s | <p>In person interviews at our office in Kings Cross on:</p> <p>Tuesday 25 and Wednesday 26 March 2025</p> <p>We aim to notify the successful candidate by Friday 28 March 2025</p> |
| Contact for Questions | <p>About the process: recruitment@hospiceuk.org</p> <p>About the role: p.scanlon@hospiceuk.org</p> |

You can read lots more about what it's like to work at Hospice UK on our website in the [About Us section](#) and on [YouTube channel](#) and [X \(Twitter\)](#).

What you'll be a part of at Hospice UK

Hospice UK fights for hospice care for all who need it, for now and forever. Our mission is to promote and protect hospice care for all who need it, for now and forever.

As the national champion for hospices, we fight to make sure hospice care is there for everyone, from every background. We fight to make sure hospices are able to deliver the best, most personalised care. We fight to make sure hospices can thrive - today and into the future.

We represent the community of more than 200 hospices across the UK. They do everything they can for children and adults living with long-term illness or approaching the end of their lives. So, we do everything we can to support hospices' incredible, invaluable work.

"As well as the open door policy I have with my line manager, Hospice UK also gives the opportunity for your voice to be heard."

Millie

Hospice UK's Office Manager

Our [ambitious new five-year strategy for 2024-2029](#) is the blueprint for how we can achieve the transformation that is needed and sets out the following three strategic priorities:

- To improve equity of access: we will work so people get the end of life care they need, and support hospices to reach those we know are missing out.
- To enhance quality care: we will support hospices to deliver individualised quality care amid rapidly changing demands.
- To achieve sustainability: we will fight for hospice services, making sure they are well-funded, governed and well-staffed long into the future.

We will only achieve these as a community, by being an outstanding organisation, and a great fundraising organisation.

Our values

We value working in collaboration and with compassion, we are inclusive, innovative and knowledgeable.

About the team



Your Team

Our Commercial team is made up of two team members; Corporate Development Manager (Commercial) and Corporate Development Executive and is part of the broader Income Generation and Grants directorate.

Together, we focus on sourcing and collaborating with partners whose skills and expertise can benefit hospices. By facilitating these connections, we help partners engage with local hospices in a purposeful way while also supporting the essential work of hospices across the UK.

Our Corporate Development Team works closely within and across the Income Generation and Grants Department. The focus in the team is on building partnerships with businesses, through commercial activity, fundraising and strategic support.

Our diverse portfolio spans across four key areas:

- Commercial
- New Business
- Partnerships
- Compassionate Employers (workplace wellbeing programme)

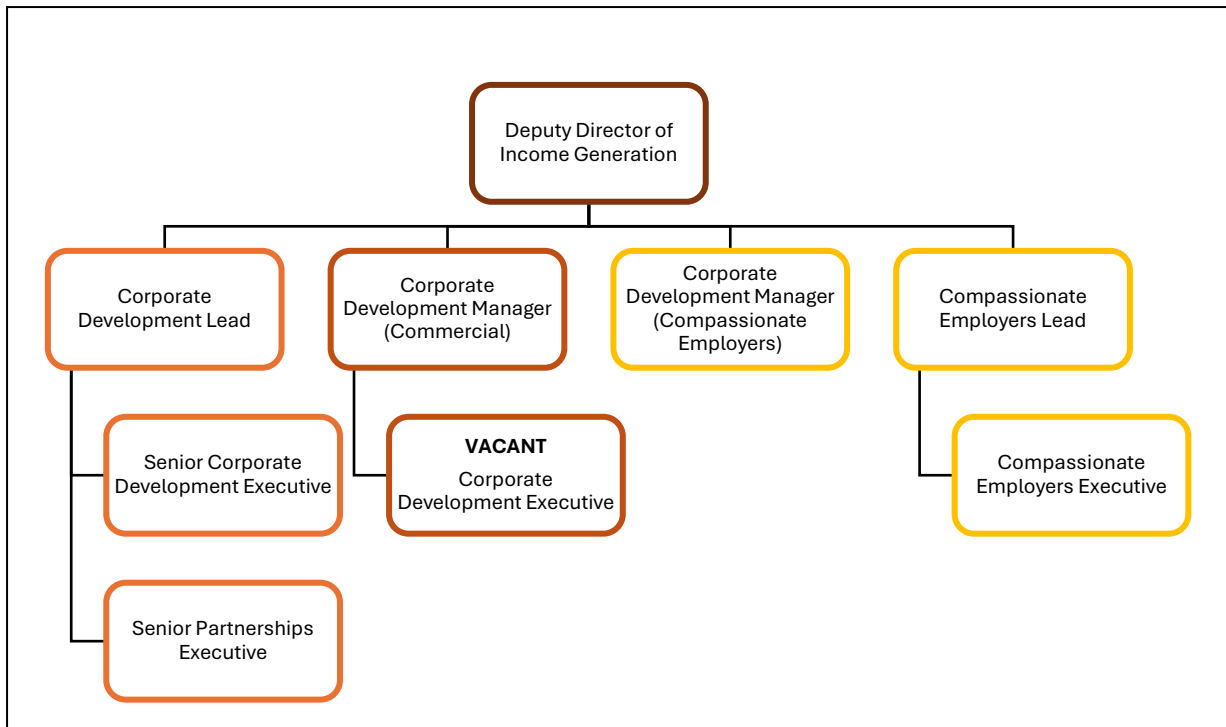
Our Income Generation and Grants Department engages people through emotional story-telling, connecting people to our cause, giving them the opportunity to support us in different ways and helping them to feel proud to make a difference. We aim to create a culture where income generation is embedded in the DNA of our organisation and everyone is proud of fundraising. We have a 'one team, one dream' mentality.

There are 22 people in the Income and Generation and Grants Department, and nine people in the Corporate Development Team.

“I’ve joined Hospice UK nearly four years ago and thoroughly enjoyed my time with the charity. I had the opportunity to work in various roles within the Income Generation team, contributing to impactful projects and fundraising efforts for a great cause. The sense of community and compassion at Hospice UK, both towards the cause and employees, stood out to me. As I leave, I’ve gained valuable experiences and made lifelong friendships.”

Cristina Fantechi,

Corporate Partnerships Executive



Your manager

Your line manager will be Paula Scanlon, Corporate Development Manager (Commercial). Paula joined Hospice UK in July 2022 and has developed from an executive to a manager within this time.

Paula comes from a Sales and Marketing background:

“Working for Hospice UK still feels like a total pinch me moment, even after almost three years! The people here are amazing, my immediate team is full of wonderful humans, and we are all genuinely passionate about the work we do and the difference we are making.”

Paula’s LinkedIn Profile: <https://www.linkedin.com/in/paula-scanlon/>

Other teams

No team is an island and none of us are as effective without each other’s support. To find out more about the other teams at Hospice UK and get an idea about the size of the organisation, please see the appendix at the end of this document.

Your Key Relationships

At times you’ll work with all colleagues across Hospice UK as we all have specialisms to share with one another, but the most important working relationships outside Income Generation and Grants will be:

External Affairs: member engagement and communications teams

Within the External Affairs Department, you will work closely with the member engagement team and communications team to create social media and marketing strategies for our exhibitors and sponsors participating in conferences. Additionally, you will coordinate sponsorships and advertisements for e-newsletters, webinars and Hospice UK Jobs Board.

Programmes Department

You will collaborate closely with the Programmes Department to coordinate and support conferences, ensuring smooth engagement with our commercial partners. This includes managing their participation as exhibitors at conferences, sponsors of reports, and speakers at webinars.

About the job



Job Description

This role will support the Corporate Development Manager on all of Hospice UK's Commercial Partnership activity. This involves helping to build relationships with more than 70 businesses across all industries, to secure £350k+ for Hospice UK.

You will communicate and work directly with organisations from healthcare, insurance, digital, sustainability and more, who want to collaborate with hospices on a range of different products and services. You will help the Corporate Development Manager to steward each company with a personalised communications plan to help move them from transactional to long term strategic partnerships, where organisations return each year and sponsor multiple projects.

Our Commercial partners exhibit at our conferences, sponsor reports, speak at webinars, support our newsletters and attend our events. You will also support our Hospice UK Jobs Board. You will support the creation of a marketing and sales plan to ensure the Jobs Board can reach its potential and lead on the day to day management of job postings. This is an income-generating platform that promotes career opportunities within hospice and end of life care.

This role will suit someone who is already working in sales (doesn't need to be third sector) or has an interest to grow their skills in this area and a willingness to learn. Our Commercial team over the years has been built on people from travel, conference and health sales backgrounds. The role does include administrative tasks.

Key tasks and responsibilities

Generate revenue through all our commercial partnerships

- Meet or exceed agreed income targets
- Create and send invoices for all conferences, webinar and commercial activity and follow up where needed
- Support the business plan for Hospice UK's commercial business
- Foster and maintain strong relationships with stakeholders, regularly communicating to understand their experiences, challenges, and feedback regarding our offerings, to help grow partnerships
- Help to develop and implement plans for our existing commercial partnerships, upselling where possible, from one-off transactional agreements to long term strategic partnerships
- Support the Corporate Development Manager to create and implement a marketing strategy for all commercial opportunities

- Grow and develop your sales experience, leading on sales pitches where appropriate

Supporting conferences and events, focusing on our National Conference

- Help to identify, approach and secure exhibitors for our portfolio of conferences to meet agreed income targets
- Lead on our communications and marketing materials e.g. website, mailchimp, posters, leaflets
- Grow and maintain strong knowledge of the conferences/events market - using competitive analysis of other conferences to meet the needs of our exhibitors
- Work with our Conference and Events team to fulfil all conference/event sponsorship and exhibitor sales, ensuring every one of our partners has an outstanding and commercially valuable experience with Hospice UK

Managing the Jobs Board

- Support the development and growth of the Jobs Board
- Collaborate with Corporate Development Manager and External Affairs team to support with the development of a market-leading Jobs Board platform
- Build relationships with relevant contacts at local hospices to deliver, upsell and cross-sell our Jobs Board packages
- Manage the day to day of the jobs board, including data and analysis, posting jobs board, and recruiting new job seekers

Commercial partners

- Help to identify and research new prospects for our conferences/events
- Work with Corporate Development Manager to upsell/cross-sell commercial packages to our existing portfolio of all existing partners
- Support with data and content to help produce well-written sponsorship proposals and presentations
- Continuously review opportunities to ensure they meet partners' needs whilst delivering the required revenue

Cross team working

- Work closely with other teams across External Affairs, Programmes and Operations to optimise opportunities for our partners

- Develop strong relationships with key contacts at local hospices and to maximise all opportunities to engage hospices with Hospice UK corporate partnerships. To involve them in financial and social impact reporting of partnerships, where relevant.
- Cross sell other income generation streams where possible, including our range of events, challenges, payroll giving, individual giving, conferences and other corporate programmes
- Work with relevant teams to identify funding opportunities across Hospice UK

Additionally, the post holder will be expected to:

- Attend events (sometimes in evenings and weekends) to represent Hospice UK
- Work collaboratively across teams to help generate leads for events, major donors, and individual giving
- From time to time, the post holder may be required to support other partnerships as necessary
- Undertake any other tasks that may reasonably be requested as part of the Income Generation department

This role is not exhaustive and is subject to review in conjunction with the post holder and according to future changes and developments in the service

Person specification

Application criteria below:

| Essential | Desirable |
|--|---|
| Experience in sales (third sector, private or public), or an appetite and eagerness to learn on the job | Strong attention to detail |
| Excellent organisational and time management skills, with the ability to prioritise and juggle conflicting demands | An approach to mirror our values: collaborative, compassionate, inclusive, innovative and knowledgeable |
| Demonstrable people skills, with the ability to work effectively with others, both internally and externally | Creative and innovative approach to identifying, developing and creating new marketing materials |
| Self-motivated and self-sufficient, with the ability to manage your workload and that of direct reports | Experience using creative digital platforms like Canva and Mailchimp |
| Highly developed and effective verbal, presentation and written skills | Knowledge of online marketing and advertising techniques |
| Experience of performing market research and competitor analysis | |
| Experience using databases, having experience in sales databases would be beneficial and MS Office | |

Terms & Conditions



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|-----------------------------|---|
| Contract | Permanent |
| Salary | £34,944 per annum |
| Probation period | Six months |
| Notice period | One month |
| Work Pattern | 35 hours per week (5 days). We are passionate believers in working in a hybrid manner that suits you. See the appendix at the end of this document for more details. |
| Pension | You will be auto enrolled into our pension scheme which is at 4%. Further contributions can be made to the scheme and Hospice UK will match contributions of up to 7% of your gross salary. |
| Life Assurance | Is provided upon start date at three times salary, subject to acceptance by our insurers |
| Simplyhealth Scheme | A cash plan scheme, which provides payments towards everyday healthcare treatments for example dental, optical etc. up to a policy limit. All employees will be covered under level three of the scheme. |
| Cycle to work scheme | Loaning of a cycle via a salary sacrifice scheme. |
| Season ticket loan | An interest free loan is available after the completion of probation. |
| Holiday | 25 days in the first year, increasing to 27.5 days in the second year of service and 30 days in the third. The leave year runs from 1 January to 31 December. |
| Location | You will be contractually based at Hospice House, Britannia Street, London, WC1X 9JG. The Hospice UK Hybrid Working Arrangement is available from the start of your employment. Ideally, we are looking for someone to come into the office in London on a Tuesday each week. A day where all of Income Generation come into the office. You can work remotely for the rest of the time. Equally, you may prefer to work from the office full-time. We encourage all colleagues to visit member hospices to help inform our work and you may be able to work from there. |

About Hospice UK

A photograph of a window with a brick building reflected in it. The window has a logo for Hospice UK. The word "hospice" is written in a light blue, lowercase, rounded font. To the right of "hospice" is a bright yellow sunflower with a dark brown center. To the right of the sunflower, the letters "UK" are written in a light green, uppercase, rounded font. Below the "hospice" text, there is a small black square with a white letter "G" inside it.

hospice UK

Hybrid working at Hospice UK

At Hospice UK we have been hybrid working for a long time and believe that it's important to let individuals work in a way that makes sense for them. Everyone is different and we have colleagues who love being in the office with everything that brings as well as having whole teams based in all corners of the country.

We recognise that you are an individual and you have a way of working that is best for you. We'll always do our best to accommodate that.

We believe:

It's based on trust. We trust you to choose the best times and places to match the work you do, your personal preferences and to balance this with your own needs and the needs of your team.

- Work is an activity and not a destination. Work is not simply desks in an office that people are required to be at from 9 to 5, a few days a week.
- Community, collaboration and connection are part of who we are at Hospice UK, and we know they are important for your wellbeing. We will continue to provide safe office spaces for you to collaborate and connect with each other.
- Hospice UK recognises that physical presence does not always equal great performance. Your performance will be evaluated on the impact you have and the outcomes you deliver, not solely on being at the office all the time.
- We know that there might be times when, even if you'll generally be working remotely, that you feel that being on site is crucial, such as when you first start working at Hospice UK or have started a new role.
- Hybrid working is open to everyone who has a suitable role regardless of how long they have worked for Hospice UK.

Working hours and keeping in touch

We want to empower you to flex the times you work so you can balance your home life around the needs of your role. We trust you to manage your own time and make sure you do the hours you are contracted to do. However, there are some important things we would like you to be aware of:

- We may ask you (with enough notice) to be available at certain times to meet the needs of the charity, and to physically be in the office to collaborate or attend training.

- If you choose to work early or late, perhaps during unsociable hours, please be courteous and respectful to your colleagues. We don't normally expect our people to respond to emails or calls during unsociable hours, nor should you.

Hybrid working should not be used as a way of carrying on working when you are sick, often called 'presenteeism.' If you are ill, then you need to take time off.

About our teams

Every single person at Hospice UK is a vital part of making our amazing organisation function. None of us can do it alone.

As time goes on, you'll find out more about what colleagues in other departments do, but for now, here's an overview of the individual teams and how, with you, they help Hospice UK change the world.

External Affairs

This department brings together our communications and campaigns work, our policy, advocacy and influencing work, and our membership engagement function.

Our job as a department is to be the bold national voice of the hospice sector, representing its interests, campaigning and lobbying on its behalf, and improving public understanding of what hospices do and just how important they are.

We're here to make sure as many people as possible, from all walks of life, can access high quality end of life care - no matter who they are, where they are, or why they are ill.

Working closely with our 200+ hospice members, we have a strong track record of winning campaigns on their behalf, most notably in recent years by securing close to £400m in emergency support for the hospice sector during the Covid-19 pandemic.

Our focus now is ensuring that hospices can meet ever increasing demand for their services, with well-funded and well-staffed hospices across the UK.

Programmes

This department brings together the projects and networks we deliver with and on behalf of our 200+ members, and our health, charity and academic partners. Our projects aim to increase the reach of hospice care to underserved communities. Our networks bring together colleagues and experts in many different roles to share and learn from each other.

We run conferences and masterclasses, including our flagship annual national conference. And we work with hospice leaders to tackle together some of the key issues impacting funding, workforce and service delivery across the four nations of the UK.

Our work is often overseen by clinicians and underpinned by the national evidence we analyse and the data we collect from hospices.

Income Generation and Grants

The Income Generation department raises money for Hospice UK through events, major donors, trusts, individual giving, legacies and corporate partnerships.

The Grants team secures funding from grant-making organisations and then distributes it to hospices via managed grants programmes.

The department is made up of five teams:

- Events and Supporter Engagement
- Major Giving
- Corporate Development
- Compassionate Employers
- Grants.

These teams all work alongside one another to maximise income for Hospice UK and support for local hospices through a variety of activities, campaigns and partnerships.

Our aim is to create sustainable, diverse income streams to enable Hospice UK and local hospices to continue to develop and thrive.

Operations

Operations enable Hospice UK to be an outstanding organisation, supporting and enabling the whole charity to achieve its objectives by providing resources and modern ways of working. We ensure that the best and most skilled staff can contribute to us being a great membership body. Hospice UK needs to be a super place to work to attract diverse talent and we are determined to foster a positive culture and employee experience.

The operations team is made up of our internal support teams:

- **People and Culture** work to look after the people at Hospice UK from ensuring that new colleagues have everything they need (including managing the induction programme and creation of this document) working with managers to find new colleagues and develop the teams they have. Alongside this they make sure that we focus on wellbeing of all the

staff at Hospice UK and are always here when anyone needs to know how to find support.

- **ICT, Digital and Data** supports Hospice UK's vision, mission and strategic priorities by providing technology that helps us all to work efficiently and effectively. They also collaborate with teams across Hospice UK to improve the services that we provide to the hospice sector, members of the public and others.
- **Project ECHO** stands for the Extension of Community Healthcare Outcomes. A learning methodology leverages videoconferencing technology to share knowledge, best practice and provide support across various settings to increase the capacity of resources. This short [Project ECHO animation](#) provides an introduction to how the methodology can develop communities of practice and support the wider health and social care sector.
- **Finance** manage all the income and outgoings for the organisation, ensuring that we use the funds we receive from our supporters in a way that will give the most benefit.
- **Facilities** lead on ensuring that our office and wider means of working are running smoothly and allowing all our colleagues to have a welcoming, functional and enjoyable place to visit.
- **Regulatory and Contracts Manager** - not an employee but works closely with the operations team, and in particular ensures any contracts or agreements we enter into with external organisations are fit for purpose.