



Southampton
Hospitals
Charity

Charity Registration Number: 1206909

Recruitment Pack

community and events fundraiser



Welcome

from Chief Executive



Thank you for your interest in the role of Community and Events Fundraiser. This is the first time that Southampton Hospitals Charity has recruited for this position, and it comes at an exciting time in the Charity's existence. I'm delighted that you may be considering making an application.

On the 1st of April 2024 the Charity went through a major organisational change, converting from an unincorporated charitable trust within the governance of University Hospitals Southampton NHS Foundation Trust (UHS) to an independent charitable company. In this new structure, we have moved all our people, assets, and systems outside of the NHS to be better placed to increase our impact and raise income substantially.

We are now looking to the future and the development of a new strategy to set out our vision for how we will grow our reach and impact and continue to deliver improvements to the care our local community receives. We raise funds to support our grant-making programmes which have the primary purpose of improving the care and experience patients receive when using the hospitals and services run by UHS.

We are looking to appoint a Community and Events Fundraiser who is dynamic and organised and can manage relationships with all walks of life. With donors who really want to give back after receiving help from the hospital this role is key to working not only within the hospital community but the wider audiences of people who may wish to support us.

We are looking for someone who is personable and organised and can prioritise as this role is busy but exciting.

We are on a new and exciting journey and if you think you have the passion, the experience, and the skills to help us on our way, we'd be delighted to hear from you.

Ellis Banfield
Chief Executive Officer

About the Charity

Who we are

Southampton Hospitals Charity works to improve the care and services provided by University Hospital Southampton NHS Foundation Trust. We make grants to support with improving patient care, clinical outcomes, the hospital environment, and pioneering research.

Our incredible supporters enable us to make a difference to thousands of patients every year. Our mission is to raise funds to support world class healthcare at University Hospital Southampton NHS Foundation Trust, and we work to ensure that donations have a real impact for patients, staff, and families.

Our impact

Every year we fund projects that make a difference to patients and families. Over the past 18 months we have supported with a wide range of initiatives, including:

Providing £1.5m towards refurbishing our children's trauma and orthopaedic ward

We recently funded the refurbishment of a ward within the Children's Hospital here at UHS.

The unit is one of only two trauma units in the South of England and treats around 1,200 children every year, from broken bones to providing life-changing surgery, as well as caring for children with cerebral palsy and neuromuscular disorders.

It was originally built in the 1970's, and had not been fully refurbished since then. We provided funding for the dark and outdated ward to be transformed into a modern world-class facility. The unit has been fitted with a new ventilation system, hygienic wall cladding and flooring.

In addition to the new infrastructure the unit, our funding meant the ward now features six en-suite bathrooms, larger patient bays and pull-down carer beds, allowing parents to have a comfortable overnight stay next to their child.

Parents can also now enjoy access to a new parent's room, providing a space for them to relax, connect to other parents and rest, and the ward now benefits from a purpose-built rehabilitation room, a first of its kind for the unit where previous patients had to use a shared space.



Funding our arts in hospital programme

Our arts programme has been designed to help enhance patient care and wellbeing by bringing together a creative mix of live arts programmes and workshops for patients, the refurbishment of spaces within the hospital and on-site art exhibitions to improve the hospital environment, creating less clinical settings, and reduce anxiety.

We have introduced mental health art programmes for patients of all ages right across our hospitals, including our dementia wards and teenage cancer unit. These sessions have including music therapy, as well as creative art sessions using clay, paint, and print mediums.

These art packages are for patients interested in individual art activities, our long-term patients, or those who have been in isolation for a long period of time.

Another part of our art programme in hospital is creating a more pleasant and soothing environment for patients, visitors, and staff. Our goal is to reduce the clinical atmosphere by bringing art into the wards and units, transforming these spaces into a place for comfort and healing.

One recent project has seen the introduction of artworks into the Nuclear Medicine Unit. We have been able to purchase stunning pieces of art which we have combined with new wall vinyls and furniture across the waiting areas, scanner rooms, injection rooms, and blood test stations. By surrounding patients with beautiful and engaging artworks, we aim to alleviate their fears and promote a more positive healing experience.

Having these creative spaces is crucial to enhance patient care through the transformational power of art.



Delivering our carer support service across our hospitals

Southampton Hospitals Charity delivers a Carers Support Service for unpaid carers accessing our hospitals.

As a Charity, we are committed to supporting patients, their families, and their carers, and our carers service is at the forefront of this. We aim to work closely with carers, offering emotional support and being an advocate for their involvement during the stay of their loved ones in the hospital.

We offer practical and emotional support for patients and their carers which includes assessments, signposting, a weekly carers café and meal vouchers for those needing to stay overnight with their cared for person.



Job description

Job title: Community and Events Fundraiser.

Reports to: Director of Fundraising and Marketing.

Direct Reports: No direct reports.

Role purpose

We are seeking a highly motivated and self-driven individual to join our Fundraising Team as the Community and Events Fundraiser. You will lead, plan, cost and deliver an exciting and varied community fundraising programme to grow income and a strong return on investment. You will need to work closely with the Director of Fundraising to shape the plans and resources required for the future.

The post holder will require a good knowledge of fundraising and considerable energy and enthusiasm that will inspire patients, visitors, hospital staff and the local community to choose Southampton Hospitals Charity as their preferred charity.



Key tasks and responsibilities

Hospital engagement and community relationships

- To create and increase awareness of fundraising for Southampton Hospitals Charity across all University Hospital Southampton sites working closely with the Marketing and Communications team.
- To foster effective and productive relationships with key stakeholders including consultants, doctors, nurses, care group managers etc.
- To ensure visibility of fundraising materials including poster sites and leaflet holders in the hospitals, community etc. and ensure they are kept up to date and relevant.
- To create a Fundraising Hub out of Unit 2 by driving supporters and stakeholders to the office to build a real sense of community spirit and a hive of fundraising activity.
- To be proactive in seeking out new fundraising opportunities, relationships, and networks.
- To develop, support the delivery of and evaluate a strategic supporter journey and stewardship journey across the community fundraising programme focused on generating net return and supporter retention.
- To lead on researching and developing trust and charity networks to acquire new supporters in the communities served by the Trust based on audience insight and analysis.
- To build and maintain relationships with supporters through face to face, telephone, email, and written correspondence with the aim of securing financial and “in kind” support.
- To have an insight led approach to our activities, regularly analysing data and gathering supporter feedback.
- To Develop a comprehensive pipeline of fundraising opportunities such as adopted charity of the year for regional shows and events, mayors and golf captains.
- To be the first point of contact for groups and individuals organising community activities to raise money for SHC, motivating and encouraging them to raise as much money as possible.
- To proactively research and identify influential individuals in schools and community groups to build and develop relationships and gather support for key campaigns.
- To appropriately support all community fundraising activities - Thank and report on how money is spent and provide high levels of supporter relationship management which will result in long term support.
- To liaise and manage relationships with external suppliers such as 3rd party event organisers, event companies and venues.

Key tasks and responsibilities (continued)

Other

- To be responsible for the input and maintenance of the fundraising database and ensure records are kept up to date in a timely, accurate and consistent manner.
- Be aware of income and expenditure budgets working to ensure all activity achieves a return on investment of 3:1.
- To be aware of the changing external environment to pick up on opportunities and keep abreast of current trends, circumstances or topical issues that will enhance the event or the charity.
- To keep up to date with guidance and best practice from the Fundraising Regulator and Chartered Institute of Fundraising.



Person specification

Knowledge and experience

- Experience of increasing income through successful community, events, corporate or volunteer fundraising programmes or equivalent transferable experience from another sector.
- Experience of successful project management including planning and delivering projects within budgets and on time to meet departmental, team and personal objectives and KPIs.
- A proven track record of delivering an excellent customer/supporter stewardship experience.
- Experience of managing multiple projects and budgets.
- Demonstrable experience in using data insight and analysis to inform decision making.
- Excellent IT skills including using Excel, Word, Outlook and Power Point as well as experience of administering and maintaining dedicated supporter CMS databases.
- Knowledge of a Fundraising Database and knowledge of fundraising regulations e.g. GDPR.

Skills, abilities, and behaviours

- Excellent interpersonal and negotiation skills with the ability to motivate and influence people.
- Ability to build personal, meaningful relationships with colleagues, customers, supporters and donors.
- Ability to adapt quickly and be solutions focussed.
- Ability to prioritise and manage a demanding workload and work on several priorities at once: ability and willingness to adapt to changing workloads and priorities.
- Ability to work as part of team and to use own initiative.
- Knowledge and experience of using a CRM database (we use Beacon).
- Excellent communication skills with an ability to prepare and deliver compelling presentations and engage with a wide range of audiences.
- Good written skills with the ability to communicate with different stakeholders.
- Self-driven and results orientated with a positive outlook and clear focus on supporters.
- Willingness to work hard and attend, where necessary commitments outside normal office hours.
- A Full UK driving license and access to a car.

Terms of appointment and how to apply

Reports to: Director of Fundraising.

Salary: £30,000 pro-rata.

Hours: 37.5 hours per week.

Contract: Permanent.

Pattern of work: We offer hybrid working to provide flexibility for our staff. As part of this approach, the required time working in the office for this role will be dependent on contractual hours. For this role 2 to 3 days would be required in the office.

Place of work: Southampton General Hospital, Tremona Road, Southampton SO16 6YD.

Benefits of working here:

- Between 5% and 10% matched pension contribution.
- 28 days paid annual leave (plus bank holidays), pro-rata according to contracted hours.
- Generous enhanced maternity, paternity, and adoption leave schemes, alongside statutory entitlements.
- Access to Occupational Health support.
- Employee benefits package via Vivup.

How to apply:

For an informal discussion about the role please contact Sally Hillyear, Director of Fundraising and Marketing - sally.hillyear@southamptonhospitalscharity.org

To apply, please send the following to Alex West, Business Manager - recruitment@southamptonhospitalscharity.org

- Your CV (no more than three sides).
- A supporting statement (no more than two sides) that sets out why you think this role is the right move for you and how you meet the knowledge and experience criteria.

Interview date: As applications received.

Interviews will be held on a rolling basis during the advertised period and Southampton Hospitals Charity reserve the right to close the vacancy early and make an appointment at any stage of the application process.

Closing date: 9.00am, Monday 11th November.





University Hospital Southampton

At Southampton Hospitals Charity, we bring people together to raise life-changing funds for University Hospital Southampton.

From specialist services to pioneering research, our incredible supporters enhance care, experience and outcomes for thousands of patients each year. For more information or to make a donation, contact us on:



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Southampton Hospitals Charity

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Southampton Hospitals Charity UK



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Charity registration number: 1206909