

Role Profile

because
you matter

**St Nicholas
Hospice Care**

A Registered Charity No. 287773

St Nicholas Hospice Care is a local charity providing help, advice and support to people in West Suffolk and Thetford, who are facing dying, death and grief.

Job Role	Community Fundraiser
Department	Community Fundraising
Reports to	Community Fundraising Manager
Location	Bury St Edmunds Head Office and Clinical Site

Background Information

The Community Fundraiser is part of the Fundraising team that sits within the Income Generation Directorate

The purpose of the Fundraising team is to inspire, engage and retain supporters to maximise voluntary income for the Hospice.

We put our beneficiaries at the heart of what we do and strive to build lasting, value-driven relationships with our supporters. We do this by delivering a portfolio of engaging donation and fundraising opportunities.

Job Summary

- Be the face of St Nicholas Hospice Care in the local community, proactively seeking opportunities to engage with new and existing supporters.
- Ensure our supporters have the guidance and tools they need to make the most of their fundraising.
- Support the delivery of key fundraising initiatives and events to achieve income targets.
- Ensure fundraising volunteers are well-managed, valued, and that we continue to develop our network of support.

Key Accountabilities & Responsibilities

Strategy:

- Contribute to the development and implementation of the Hospice's wider income generation strategy, working with the Community Fundraising Manager to develop operational plans and budgets.
- Evaluate the viability of community fundraising activities and proactively 'horizon scan' to introduce new opportunities, which increase supporter engagement and community fundraising income.
- Maintain up to date knowledge of community fundraising trends, opportunities and risks.
- Carry out specific market research projects, as directed by Community Fundraising Manager

Operational delivery:

- Work with the Community Fundraising Manager to develop operational plans and budgets.
- Motivate and support a portfolio of individual supporters to fundraise for the Hospice, ensuring fundraising is maximised and supporters are retained.
- Proactively seek opportunities to build new fundraising relationships with individuals, groups and organisations in our community.
- Provide the highest possible standards of supporter care, in order to make the most of every interaction. Communicate with supporters in a prompt and professional manner, ensuring they feel acknowledged and valued.
- Maintain accurate and organised supporter records on our CRM database.
- Collaborate with the Marketing team to develop and deliver plans for the promotion of community fundraising products and activities.
- Recruit, manage and effectively support fundraising volunteers to help deliver community fundraising activities.
- Collaborate with the wider fundraising team to support other areas of income generation activity, as required.
- Follow processes and procedures to ensure that our fundraising activities are efficient, well-managed and delivered in line with best practice. Ensure best practice is adhered to by donors and supporters, providing tools and guidance as appropriate.
- Maintain an awareness of Hospice services and activities that may lead to potential fundraising opportunities.

Finance and governance

- Carefully manage income and expenditure relating to own area of responsibility, reviewing performance and making improvements to deliver income targets.
- Maintain an up-to-date knowledge of the Fundraising Code of Practice, GDPR and other legal and regulatory guidelines relevant to community fundraising.
- Champion best practice, ensuring that all relevant legal and regulatory compliance standards are met throughout all events fundraising activity.

Relationships

- Engage with the wider hospice and charity sector, learning from peers and sharing best practice.
- Build positive working relationships with all internal and external stakeholders, including colleagues, supporters, volunteers, event organisers and suppliers.
- Be flexible with regards to attending occasional meetings and events outside of normal working hours, including at weekends.
- Be an effective and supportive line manager to all direct reports. Ensure that they have a clear understanding of their role in delivering the Income Generation and organisational strategies.
- Proactively identify and facilitate training and development opportunities for self to ensure the skills and attitude needed to deliver against plans.
- Contribute to a positive, ambitious, solution-focused culture and champion a 'one-team' approach to achieving goals. Work with wider Income Generation colleagues to identify and maximise cross-selling and collaboration opportunities.
- Be responsible for the management and motivation of volunteers, both in advance and on the day at events. Ensure that they have clear roles and responsibilities, are productive, kept safe and have a positive experience of supporting the Hospice.
- Develop and maintain a sound understanding of St Nicholas Hospice Care's Vision, Mission, Values, strategic aims and case for support.
- Engage with the wider fundraising sector, learning from peers and sharing best practice.
- Act as an ambassador for St Nicholas Hospice Care, demonstrating professionalism and living our values. Represent the Hospice at local, regional or national meetings and events, as required.

Key Working Relationships

- Donors and supporters – with a particular focus on individual donors and community fundraisers
- Volunteers – with particular reference to supporting income generation activities and the ambassador programme
- Patients and families - providing excellent supporter care to our beneficiaries and demonstrating our impact
- General public – provide information, support and guidance on giving and fundraising
- Fundraising team colleagues – providing leadership, directing activity and sharing best practice
- Marketing team colleagues – working collaboratively on strategic communications for fundraising
- Wider hospice colleagues – to understand the scope of our work and build our case for support

Job Scope

Decision making level	<ul style="list-style-type: none"> • Empowered to take decisions on operational delivery of delegated community fundraising activity, as directed by the Community Manager. • Responsible for proposing new engagement opportunities and making recommendations on the viability of existing activity, referring final decision to Community Manager for sign off.
Financial resources	<ul style="list-style-type: none"> • To work with the Community Manager to achieve the Community Fundraising Budget. •
Other resources	<ul style="list-style-type: none"> • Oversight of the content and production of digital and printed collateral and communications for donors and supporters. • Responsible for content of supporter information for event participants e.g. emails, letters, enews.
People management	<ul style="list-style-type: none"> • Supervision of volunteers & fundraising committees.
Legal, regulatory and compliance responsibility	<ul style="list-style-type: none"> • Responsible for ensuring all Public Fundraising activities are carried out in line with relevant legislation and best practice guidance, including but not limited to Fundraising Regulator Code of Practice, Gambling Commission, Charity Commission, CQC standards.

Person Specification

Knowledge, qualifications and experience

Essential	Desirable
<ul style="list-style-type: none"> • Experience working in a front facing customer service/ relationship management role. • Experience working to financial targets. • Good IT skills with working knowledge of all MS Office packages. • Experience of working with CRM databases and the use of data insight to inform activity. 	<ul style="list-style-type: none"> • Has worked in a Hospice or healthcare environment. • Professional fundraising qualification. • Experience in volunteer management • Has developed, tested and launched new fundraising events. • Experience of developing and delivering marketing plans. • Knowledge of fundraising compliance and best practice and Data Protection regulations

Skills and abilities

Essential	Desirable
<ul style="list-style-type: none">• Empathy with the work and values of St Nicholas Hospice Care. Sensitive to the issues and concerns facing those living with dying, death and grief.• Displays integrity, honesty and respect for others.• An effective communicator who builds positive relationships with key stakeholders. Able to handle challenging situations and people with tact and diplomacy• Good numeracy, analytical skills and comfortable working with data.• Well-organised and thorough, with good attention to detail.• Strong time and project management skills. Able to manage competing priorities and meet deadlines.• Resourceful and able to cope with unplanned situations. Remains calm under pressure.• Excellent teamwork skills and willing to work collaboratively to achieve team goals.• Positive, enthusiastic and ambitious. Able to lead by example and motivate others.	<ul style="list-style-type: none">• Maintains an up to date knowledge of the sector, with the ability to spot trends and respond to opportunities.

Other

- The role will require attendance at events outside normal working hours, including evenings, weekends and extended hours. Time off in lieu will be available, by agreement with the line manager.
- The role may require occasional lone working and/or responsibility for managing lone working of other team members.
- The role may require occasional travel and overnight stays.

Standards and Expectations

Policies and Procedures

All Hospice employees are expected to follow policies, procedures and guidance as well as professional standards and guidelines.

Confidentiality / Data Protection

You should be aware of the confidential nature of the Hospice environment and/or your role. Any matters of a confidential nature, relating to patients, carers, relatives, staff or volunteers must not be divulged to any unauthorised person. You should make yourself aware of the requirements of the Data Protection Act and follow hospice procedures to ensure appropriate action is taken to safeguard confidential information.

Health and Safety

You are required to take reasonable care for your own health and safety and that of others who may be affected by your acts or omissions and you should ensure that statutory regulations, policies, codes of practice and safety and good house-keeping rules are adhered to, attending training as required.

Safeguarding and Mental Capacity Act

All employees have a responsibility to safeguard and promote the welfare of adults, children and young adults. It is essential that all safeguarding concerns are recognised and acted on appropriately in line with the policies and training. You must ensure you always act in the best interests of any person lacking mental capacity.

Infection Control

All employees have personal responsibility for Infection Prevention and Control practice. You should ensure you are familiar with, and comply with, all relevant Infection Control policies and training for minimising the risk of avoidable Infection.

Equality and Diversity

We recognise and encourage the valuable contribution that people from all backgrounds and experiences bring. You will treat all individuals on the basis of merit and without prejudice.

Volunteer Assistance

The Hospice has the advantage of being supported by many volunteers. If a volunteer is assigned to assist you at any time, you will still retain responsibility for the requirements of this job and at all times you will be expected to treat volunteers with respect and value their contribution.

Job Description

This job description is not intended to be restrictive and should be taken as the current representation of the broad nature of the duties involved in your job and needs to be flexible to cope with the changing needs of the job and the Hospice.

Values

Our core values guide the way we work together to care for our people and support their loved ones. Our values, which are rooted in the charity's early days, create our culture and are a combination of all our actions, behaviours and decisions. **Our values are Compassion, Accountability, Respect and Equity.**

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