



Message from Sarah Church – Chief Executive.

Hello and thank you so much for your interest in the role of Director of Income Generation for Phyllis Tuckwell.

We provide palliative and end of life care to around 2,000 people a year who are living with an advanced or terminal illness – supporting them and their families as they approach end of life. Part of that care is in our Hospice In-Patient Unit but, increasingly, more care is provided in the community, in people's homes and care homes. The Hospice belongs to our local community, it cares for and is funded by people.

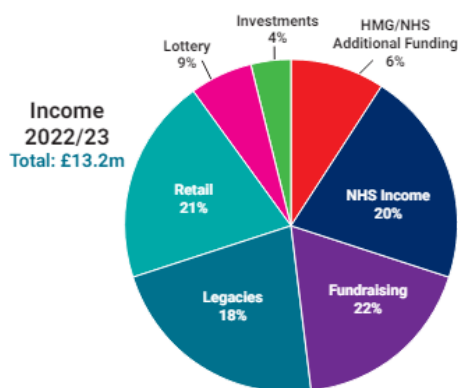
The Director of Income Generation has an essential role to play in making this happen because as we only receive a small grant of around 25% from the Government/NHS, we can only provide the care people need if we raise enough money each year.

With an ageing population we know that more and more people will need specialist palliative care – 80% of us in fact so meeting that growing need is a big fundraising challenge.

The next 5 years are really exciting for us as we're in the middle of building a new Hospice which will be a great launchpad for meeting future need. There is a real opportunity for the incoming Director of Income Generation to shape the ambition and delivery of our new 5 year strategy.

Our strategy's aspirations are still being finalised but we know we want to:

- Grow our services to help 1 in 3 people who need specialist care;
- Finish building our new Hospice and get it up and running smoothly and build back our reserves;
- Grow our pool of major donors and continue to build relationships across the community we serve;
- Build our regular giving and digital fundraising capability; and
- Continue to develop and expand our portfolio of activities.



We are interested in hearing from candidates who are dynamic and collaborative. You need to be able to work well as part of a senior leadership team, lead a skilled, experienced fundraising and retail team and get the best out of them, understand how to build strong working relationships with our communities, and be full of ideas for how we should develop our income generation to meet the future need.

I very much look forward to hearing from you and hope you will want to be part of our strong, positive leadership team. If you would like more information about the role or the chance to talk to me about it, please do drop me a line sarah.church@pth.org.uk

The Job Description and Person Specification follow:

JOB DESCRIPTION

POST:	Director of Income Generation
RESPONSIBLE TO:	Chief Executive
RESPONSIBLE FOR:	Head of Corporate, Community & Events; Head of Individual Giving; Head of Retail; Capital Appeal Manager; Innovation Manager; and I.G. Support Officer.
INCOME STREAMS:	Retail, Legacies, Individual Giving, Appeals, Trusts and Foundations, Corporate, Major Donor, Community and Events.

JOB PURPOSE:

Member of the senior leadership team with responsibility for leading a diverse portfolio of activities to generate income for the charity.

Together with other senior leaders and the Chief Executive, be responsible for the day-to-day management and operation of PT.

To sustain and develop a balanced, and diverse income generation portfolio, focusing on maximising income and developing enduring relationships with supporters and customers across our region.

Identify new and innovative income generation opportunities to ensure Phyllis Tuckwell continues to be financially sustainable and can fund future growth in service provision.

Ensure the integration of what we do and how we fund it is embedded across the organisation.

KEY RESPONSIBILITIES:

1.0 Management and Leadership

1.1 Provide direction, expertise, guidance, vision, and leadership to all teams on income generation activities, in a way that enables the teams to own the delivery of strategy and plans.

- 1.2 Ensure all targets within business plans and budgets, and key performance indicators are met.
- 1.3 Develop a clear supporter journey for all supporters of Phyllis Tuckwell. Ensure that this is implemented and monitored on a regular basis.
- 1.4 In conjunction with the finance team prepare the annual budget and business plan for all areas of Income Generation.
- 1.5 Produce updates and reports, tracking performance against strategy, operational plans and financial targets for Managers, Directors, and Trustees.
- 1.6 Working closely with the Marketing and Communications team, build strong relationships, both internally and externally, to maximise the profile of the organisation and maintain high levels of engagement.
- 1.7 Network extensively across the catchment and the sector building strong relationships and maintaining contacts in key organisations.
- 1.8 Promote the charity's services, acting as a spokesperson at outside events or to the media as required.
- 1.9 Ensure that data is kept accurate and secure and used to make data driven decision across the income generation teams.
- 1.10 Ensure all activities are compliant with regulating bodies, e.g. Fundraising Regulator, Gambling commission, ICO, HMRC etc.
- 1.11 Explore and develop innovative fundraising approaches, leveraging digital platforms, social media, and emerging trends to expand donor networks and reach new audiences.
- 1.12 Ensure that risks are appropriately identified and managed across income generation and marketing and communications activities.
- 1.13 Ensure that the importance of income generation is known across the charity and that across the organisation everyone understands their role in securing income.
- 1.14 Create effective relationships with senior management team colleagues, collaborating and working jointly as part of a high-performing executive team.
- 1.15 Encourage and facilitate creative thinking cross the income generation teams. Promote a 'can do' attitude to increase effectiveness, drive income and improve ROI.

2.0 Training and Development

a) Team

- 2.1 Ensure the IG team receive appropriate training and development to assist them in their individual and team roles in order to improve efficiency and team morale.

b) Personal

- 2.2 Keep abreast of developments across the voluntary sector and to develop effective networks within the hospice movement and other organisations as appropriate.
- 2.3 Identify appropriate personal development needs and agree with the Chief Executive so as to keep up to date with the range of professional and personal skills required by the post.

Safeguarding, Equality, Diversity and Inclusion

Role holders are required to understand their responsibilities in the safeguarding context, ensuring that Phyllis Tuckwell reduces the risk of harm or abuse of adults and children at risk.

You are required to

- adhere to Phyllis Tuckwell’s Safeguarding Policy (held on the NEST), which supports the local authority’s multi agency safeguarding policy, the law (Care Act 2014) and Mental Capacity Act 2005 (including Deprivation of Liberty Safeguards).
- inform the appropriate PT professional where there is concern that an adult or child may be at risk of harm, abuse, or neglect.

Phyllis Tuckwell is committed to an Equal Opportunities approach, valuing, and respecting everyone as individuals, with diverse opinions, cultures, lifestyles, and circumstances.

This job description is underpinned by Phyllis Tuckwell’s philosophy, culture, and core values, which actively embrace diversity and inclusion and promotes total team spirit.

This job description is current and subject to yearly review in consultation with the jobholder. It is liable to reflect and anticipate necessary changes to support the PT strategy.

PERSON SPECIFICATION - Director of Income Generation

Criteria		How assessed
Qualifications	<p>Educated to degree level or evidence of significant relevant experience, together with evidence of continuing personal and professional development.</p> <p>Management qualification in fundraising.</p>	<p>CV Interview Presentation</p>
Knowledge & Experience	<p>Extensive specialist knowledge and experience of income generation at Director level.</p> <p>Significant experience of developing IG strategy, thinking ahead and setting clear direction with proven track record of leading and implementing fundraising strategies.</p> <p>Demonstrable success in generating significant levels of income and sustained growth across a diverse spectrum of funding streams.</p>	<p>CV, Interview, Presentation skills, Saville Wave Professional Styles: on-line</p>

	<p>Building on success the ability to evaluate types of initiatives and programmes within the scope of this post and initiate, develop and deliver new ones.</p> <p>Strong business acumen with evidence of decision making based on commercial awareness and sound business practice.</p> <p>Experience of working at a senior level in a role which requires organisation wide, cross-functional strategic perspective on issues, challenges and opportunities.</p> <p>Experience of engaging and influencing different audiences, understanding and responding to their needs and motivations.</p> <p>Excellent understanding of audiences with the ability to articulate a clear case for support and influence significant giving.</p> <p>Proven management and leadership experience and experience of empowering teams to achieve results.</p> <p>Experience of managing budgets, planning, forecasting and analysing performance.</p> <p>Demonstrable track record of leading high performing teams, motivating and achieving effectiveness.</p> <p>Able to use, develop and analyse data and key performance indicators to analyse trends and increase effectiveness/income.</p> <p>Familiar with regulating bodies including Code of Fundraising Practice, Gambling Commission, General Data Protection Regulations (GDPR).</p>	
<p>Skills, competence and qualities</p>	<p>Demonstrable experience of building and developing effective relationships and partnerships internally and externally.</p> <p>Experience of engaging and influencing different audiences as well as responding to their needs and motivations.</p> <p>Excellent interpersonal and communication skills (written, spoken and presentation) with the ability to engage effectively with, and influence multiple stakeholders, internally and externally.</p> <p>Ability to work with people of different backgrounds, internally and externally and committed to equality, diversity and inclusion.</p> <p>Flexible and able to work outside office hours.</p> <p>Able to work under pressure, set priorities and meet deadlines.</p>	<p>Interview, Saville Wave Professional Styles: on-line</p>

	<p>Can do attitude, inspirational and empowering, able to work under pressure and meet deadlines.</p> <p>Ability to develop a positive, productive and collaborative relationships with Trustees, staff, volunteers, healthcare partners and supporters.</p> <p>Sense of humour.</p> <p>Builds strong and productive relationship based on trust and respect.</p> <p>Works well as part of a team and collaborates well with people at all levels.</p> <p>Empathy for the mission, vision and values of PT.</p> <p>Driving licence and willingness to travel to fulfil requirements of the role.</p>	
Using Information & Systems	Excellent working knowledge of Microsoft suite, Blackbaud Raisers Edge or similar CRM, Retail EPOS systems, e.g. Cybertill.	CV

Further information can be obtained from Sarah Church, Chief Executive Officer on **01252 729400** or **sarah.church@pth.org.uk**.

To apply online please visit www.pth.org.uk/careers. If you are unable to apply online please contact HR on 01252 729408 or recruitment@pth.org.uk

Closing date for receipt of completed applications: Thursday 30th May 2024

This post is subject to a Disclosure and Barring Service check.

Phyllis Tuckwell is an Equal Opportunities employer. We are committed to promoting a diverse and inclusive culture and welcome applications from all sections of the community.

Phyllis Tuckwell, Waverley Lane, Farnham, Surrey GU9 8BL. www.pth.org.uk