

# Digital Fundraising and Engagement Executive

## Candidate Information Pack

# Digital Fundraising and Engagement Executive

<b>Reporting to</b>	Head of Events and Supporter Engagement
<b>Line Manager to</b>	N/A
<b>Salary</b>	£34,943 per annum
<b>Contract</b>	Permanent Full time, 35 hours per week
<b>Based at</b>	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 expectation is that you will come to London 1 or 2 days each week (with one of these days to be a Tuesday) for team meetings, including a quarterly 'all staff' event. You can work remotely for the rest of the time. Equally, you may prefer to work from the office full-time.
<b>Closing date for CV &amp; supporting statement</b>	<b>5pm on Monday 22<sup>nd</sup> April 2024</b> (using HUK supporting statement document)
<b>Interview date/s</b>	Wednesday 1 <sup>st</sup> and Thursday 2 <sup>nd</sup> May 2024
<b>Contact for Questions</b>	About the process: <a href="mailto:recruitment@hospiceuk.org">recruitment@hospiceuk.org</a> About the role: <a href="mailto:g.roberts@hospiceuk.org">g.roberts@hospiceuk.org</a>

**“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 Reception & Office Co-ordinator**

You can read lots more about what it's like to work at Hospice UK on our website in the About Us section.

If you're reading this digitally you can [click here](#).

You can also view our [YouTube channel](#) and [Twitter profile](#).

# What will you be a part of when you work at Hospice UK?

Hospice UK is the national charity for hospice and end of life care. We work to ensure everyone affected by death, dying and bereavement gets the care and support they need, when they need it.

We believe that everyone, no matter who they are, where they are or why they are ill, should receive the best possible care at the end of their life. No one should die in avoidable pain or suffering.

Our mission is to transform the way society cares for the dying and those around them. To empower individuals, communities and populations to embrace the ethos of hospice care and extend its breadth and reach to improve everyone's experience of death, dying and bereavement.

Our ambitious strategy is the blueprint for how we can achieve the transformation that is needed and sets out the following four strategic goals:

- Extend the reach and enable hospice quality care to be delivered in any setting.
- Tackle inequality and widen access to hospice care.
- Work with communities to build capacity and resilience to care for those at the end of their life.
- Empower a strong, dynamic and responsive hospice sector.

## Our values

Like all organisations we have values but as Hospice UK we truly try to live them.

The infographic consists of five horizontal bars, each with a unique icon and a list of bullet points. The bars are colored blue, pink, green, orange, and dark blue from top to bottom.

- Collaboration:** Icon of three people in a circle. Text: "We will work in **COLLABORATION**".
  - We will seek new ways to engage and involve all relevant groups and individuals in our work.
- Compassion:** Icon of a heart with two people. Text: "We will work with **COMPASSION**".
  - We will respect and value the contributions of everyone.
  - We are passionate about our work for Hospice UK, and will act as ambassadors for what we do to inspire our supporters, and work for the benefit of our members and our wider community.
- Inclusive:** Icon of two people with arms raised. Text: "We will be **INCLUSIVE**".
  - We will promote a culture of generous sharing so our expertise benefits others.
  - We will all take responsibility for building a healthy and supportive culture for everyone.
- Innovative:** Icon of a person with stars above. Text: "We will be **INNOVATIVE**".
  - We will be open to new ideas and concepts, and will challenge the norm.
  - We will innovate by finding new solutions to grow and evolve.
  - We will develop and support innovation in others.
- Knowledgeable:** Icon of puzzle pieces. Text: "We will be **KNOWLEDGEABLE**".
  - We will share our expertise to inform, inspire and support others to grow.
  - We will learn proactively and seek opportunities to grow and develop ourselves.

# About the Role



## This role

Hospice UK has an exciting new fundraising strategy with a focus on digital fundraising and supporter journeys. We are looking to significantly increase our engagement with new and existing supporters across all areas of fundraising. This role will be responsible for maximising income, supporter recruitment and retention through digital channels, for both individual giving and events.

Reporting into the Head of Events & Supporter Engagement and working very closely with the External Affairs team you will deliver a cohesive and impactful approach to digital fundraising and supporter journeys.

This role will lead on recruitment and stewardship for a number of third-party challenge events as well as supporting on the optimisation of integrated digital campaigns and donor journeys. You will support on the development and refinement of our digital fundraising strategy to acquire new and existing donors to maximise income. You will also need to monitor and report on campaigns and appeals.

To be considered for this role, you will need to demonstrate a background in digital fundraising and a understanding of donor audiences and supporter journeys, as well as social media advertising and SEO.

## Your Line Manager

Your line manager will be Gemma Roberts. Gemma is Hospice UK's Head of Events and Supporter Engagement.

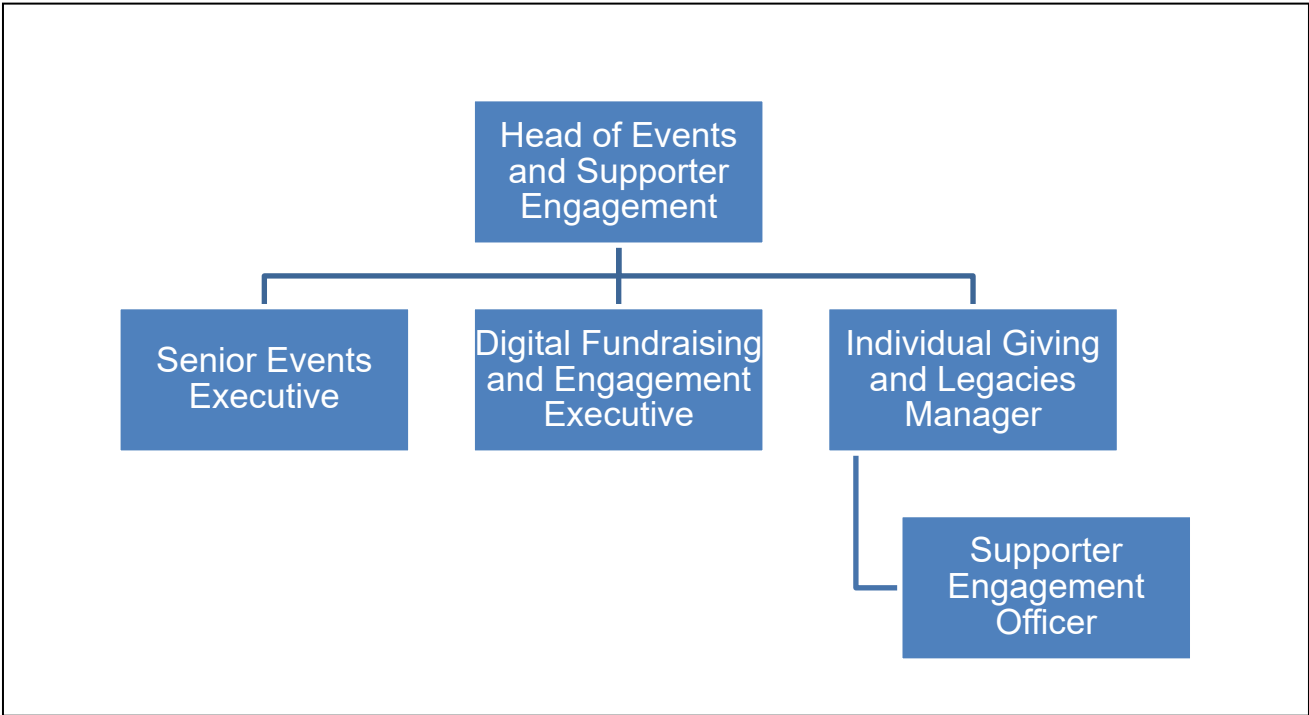
Gemma joined Hospice UK in 2016 and oversees the team that manages all of our fundraising challenge and special events, as well as individual giving, payroll giving, legacies and supporter journeys. Gemma worked for a local hospice in Hertfordshire (Rennie Grove Hospice Care) as Events Manager prior to starting Hospice UK, and has also worked for Cancer Research UK on their race for life series across the South West and South East of England.

Gemma's LinkedIn Profile: <https://www.linkedin.com/in/gemma-roberts-34366333/>

## Your Team

The Events and Supporter Engagement team forms part of the wider Income Generation Directorate. The team's focus is on raising funds from individuals through challenge and special events, digital fundraising, giving in memory, legacy giving, regular and payroll giving and one off donations.

The team also delivers a range of supporter engagement events and activities across the department and leads on supporter journeys and communications including the monthly newsletter.



## 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 your immediate team will be:

### External Affairs Team

You'll work closely with those in the External Affairs team when developing content for our marketing campaigns and supporter journeys, as well as ensuring the website is optimised for our supporters.

### Finance

Working with a variety of budget lines, you'll work closely with the Finance team to ensure all income and expenditure is processed accordingly.

### IT

You will work closely with the IT team to ensure our database and website are accurately kept up to date.

# About the Job



# Job Description

## Key Tasks & Responsibilities

- Lead on recruitment and stewardship for a number of third-party challenge events, including Great North Run, Swim Serpentine, Open Challenges and Sky Dives. This includes filling our pre-purchased charity places, as well as encouraging own place participants to fundraise for us.
- Lead on stewardship of general fundraisers for Hospice UK e.g. bake sales, head shaves, etc.
- Support the wider Events Team with recruitment for other challenge and special events.
- Lead on any digital fundraising events and activities, including virtual challenges and Facebook Fundraisers. Work closely with the External Affairs team and agencies to ensure their success.
- Work closely with the Individual Giving and Legacies Manager to build and drive donor acquisition and retention programmes. This includes pulling together content and testing with various audiences, reporting back on campaign KPIs, liaising with external agencies and developing strong supporter journeys.
- Drive the development and innovation in our fundraising products, user experience and way to give.
- Working with the External Affairs team, oversee day-to-day organic content on social media and ensure there is a pipeline of content that keeps supporters engaged.
- Support the Events and Supporter Engagement Team to shape and grow our digital fundraising presence across a wide range of products and platforms. This includes social media channels such as Facebook, Instagram, and 'X' (Twitter). Work with the External Affairs Team to ensure we are taking advantage of these platforms and that they are being used effectively to enhance our existing income streams.
- Act as content lead for all fundraising pages on the website. Collaborate with the website team to optimise website and landing pages for digital fundraising and engagement growth.
- Feed in content for SEO for all fundraising events and individual giving activities, working closely with the External Affairs team and external agencies to get this implemented.
- Work closely with the External Affairs Team and external agencies to deliver insight and tracking of digital activity for fundraising purposes and deliver detailed analytics on digital fundraising activity.
- To keep up to date with industry innovation. Testing new channels, content and messaging where possible to ensure that the correct mix is implemented.
- Support the Head of Events and Supporter Engagement to create, plan and implement supporter journeys across the wider fundraising team, that are digitally integrated, reflecting desired audience experience.



- To maintain accurate and up to date information on the database that reflects the status of all supporters and maximises opportunities for supporter engagement
- Monitor progress against project plans using key agreed KPI's including recruitment targets, fundraising targets and average per head raised.
- Work with the rest of the Events and Supporter Engagement team to develop fundraising activities related to fundraising from individuals
- Work closely with the Corporate Development Team to engage partners with the challenge events portfolio.
- Work with the External Affairs Team to produce strong and compelling supporter communications, maximising the potential of digital channels for fundraising, supporter recruitment and engagement, and growing online donations
- Ensure all activities are in line with current legislation and best practice
- Monitor competitor activity and sector developments to identify new opportunities for supporter engagement and digital fundraising. This includes attending special interest group meetings.

**This role profile is not exhaustive and is subject to review in conjunction with the post holder and according to future changes/developments in the service. All job descriptions are non-contractual and give a sense of the broad scope of the role and so include a level of flexibility. Whilst they list some key tasks there will also always be tasks that arise and which can be reasonably expected of the role.**

**“Hospice UK grabs you in a way that few charities can. And that’s not just because of the work we do, which is so important. It’s because of the people, because you know they’re right there with you.”**

**Jamie**

**Hospice UK’s Digital & Web Product Manager**

# Person Specification

## Application Criteria

<b>Essential</b>	<b>Desirable</b>
Demonstrable experience in digital fundraising	Experience working with agencies and external suppliers
Understanding of using digital channels for marketing and stewardship activity and analysing results to improve activity	Demonstrated experience in working collaboratively with cross-functional teams or departments to achieve common goals.
An understanding of donor audiences and supporter journeys	
Demonstrable experience of high standards of customer care	
Demonstrated ability to think creatively and innovatively to drive fundraising initiatives.	
Attention to detail and ability to maintain accurate records and databases.	
Ability to communicate, verbally and in writing, with a wide range of audiences	
Willingness to work occasional evenings and weekends as required by events and fundraising activities.	
Proficiency in Microsoft Office suite and experience with CRM systems.	

# Terms & Conditions



# Terms and Conditions of appointment

Contract	Permanent
Salary	£34,943 per annum
Probation period	The probationary period is six months
Notice period	One month
Work Pattern	35 hours per week. 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. Every 5 year anniversary you'll receive 10 days bonus leave to use within 24 months.
Location	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. (see details about hybrid working at the end of this document)

**Appendices on following pages**

# About 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 staff 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, places and technology 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 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. We have a booking system to ensure that everyone gets an opportunity to do this when they need to.
- 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 business, 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 new team 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 new team 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 team 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

They all work alongside one another to maximise income for Hospice UK and support for local hospices through a variety of activities, campaigns and partnerships. Their aim is to create sustainable, diverse income streams to enable Hospice UK and local hospices to continue to develop and thrive.

## Operations

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

- Finance team - 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.
- The Facilities team - lead on ensuring that our office and wider means of working are running smoothly and allowing all our staff to have a welcoming, functional and enjoyable place to visit.
- People and Culture team - work to look after the people at Hospice UK from ensuring that new staff have everything they need (including managing the induction programme and creation of this document) working with managers to find new staff 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.
- 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.
- ICT, digital and data team - 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.



## Our Impact

You will join a successful and dynamic organisation.

- We work with our 200+ hospice members around the UK to provide outstanding hospice care for 300,000 adults and children every year.
- During the pandemic, Hospice UK secured nearly £400 million in emergency funding for the UK's hospices to help keep them running and take the burden off the NHS.
- We support local hospices by giving out more than £1 million each year in grants to help them improve care for people in their local communities.
- Around 200,000 people come to our website every year for advice, guidance and support about end of life care, dying and grief.

For further information please read our most [recent impact report](#).

## Our Business Plan

The Business plan sets out our key priorities under our strategic objectives, and it is organised around six key themes:

1. To embrace our role as an informed, responsive and inclusive national body and voice for the UK hospice sector, providing a strong core membership offer to all of our members.
2. To develop and offer in-depth support and advocacy around the key challenges facing the hospice sector in 2023/2024.
3. To promote equitable access to care and support for all those facing death, dying and bereavement in the UK.
4. To implement a 'continuous improvement' approach to all aspects of our operations and culture.
5. To manage our finances and other assets optimally.