



St Richard's
Hospice
Caring for life

Director of Business and Income Generation

Candidate
information

Date
20/07/2024



St Richard's
Hospice
Caring for life



Welcome from the Chief Executive

Dear candidate

Thank you for your interest in becoming the Director of Business and Income Generation with St Richard's Hospice.

I hope that you will find all the information you need within this pack and on our website (strichards.org.uk) to help you decide if you're the right person for this exciting role.

St Richard's is an ambitious charitable organisation. We've been delivering much valued, high quality care and support to people in Worcestershire for four decades, celebrating our 40th anniversary this year.

Our services reach thousands of people every year, providing much needed support to patients, their families and people who are important to them, whether that's in our purpose-built hospice in Worcester, out in the community or in people's homes. St Richard's has a reputation for excellence in palliative and end of life care.

It is a real privilege to work for an organisation which is held in deep affection by many thousands of people within our community; the care and support we provide is truly life changing and has reached right across Worcestershire into every community.

Being part of our hospice is hugely rewarding and fulfilling offering a great environment to grow and develop as a professional and leader.



St Richard's
Hospice
Caring for life

This is a challenging but exciting time to be joining St Richard's.

As we continue to navigate a world where things remain difficult for all charities, but with a clearly defined strategy in place for our charity, we will make sure we continue to be here for decades to come for anyone affected by an illness that cannot be cured, their loved ones and carers.

You will be joining us as we develop our hospice of the future that will have robust and diverse income generation enabling us to continue to deliver our care and support meeting the significant future demand on our services.

We have a strong income generation team of caring, creative and innovative thinkers who are committed to doing all they can to raise funds and awareness to make sure we can continue to provide the very best care for those in need.

We are seeking a candidate who can build from a solid base and help us realise our ambitions; someone who will inspire supporters, encourage people to spread the word about our vital work, and continue to build St Richard's.

The successful applicant will be a confident and natural leader who can communicate a compelling future direction for the Income Generation teams and has the ability to build strong relationships and motivate others to go the extra mile.

The Board of Trustees and I are committed to helping our colleagues realise their own ambitions and potential by supporting their personal development.

This role is perfect for a leader who is keen to advance their professional career whilst leading the development of our highly valued income generation functions.



St Richard's
Hospice

Caring for life

It's really important that the successful candidate shares St Richard's values and is as excited as we are about the opportunity to shape the culture and ethos of our services in what is a varied, challenging and exciting role.

This appointment could not be more crucial for St Richard's and we will be careful to select the right person to help us as we strive to provide the very best care and support to people we can.

We appreciate this is a really important decision for you too, so if you would like to know more, like to look around or have an informal conversation please do contact me on: 01905 763963.

Best wishes

Mike Wilkerson
Chief Executive

July 2024



St Richard's
Hospice
Caring for life

About St Richard's Hospice

St Richard's is an independent charity established in 1984. The hospice offers free, expert care and support for adults with an illness that cannot be cured, their loved ones and carers.

Each year we give free care and support to more than 3,100 patients, their families and bereaved people. The hospice has approximately 250 paid staff led by our Executive Team.

Our Trustees

The hospice is governed by the Board of Trustees who are unpaid volunteers appointed from a variety of backgrounds to provide the necessary expertise and experience required by the charity.

There are currently 15 Trustees, led by Chair, Jenny Cowpe. The Board of Trustees meets quarterly to review strategy and performance and has dedicated sub-committees for finance, income generation, clinical quality and workforce.

Our vision

Our vision, *Caring for Life, Together*, inspires our purpose to continue providing care and support for people with an illness that cannot be cured and supporting their loved ones with practical, emotional and bereavement support.



St Richard's
Hospice
Caring for life

Our values

Our values are caring, committed, compassionate and professional.

These values define our relationships with all those we care for and support; our colleagues and the wider community.



What people say about us



"The care you showed to my late husband was wonderful, compassionate and loving. I will be eternally grateful to you all.

Nothing was too much trouble, you are the best people in the world. Thank you from the bottom of my heart."

"Wonderful wonderful staff who become extended family during our time with St Richards. Grateful beyond words"





St Richard's
Hospice
Caring for life



Job description: Director of Business and Income Generation

Accountable to: Chief Executive

Job summary

As Director of Business and Income Generation, you will be a vital member of the St Richard's Hospice Executive Team to lead the teams that generate our income and build and develop relationships across supporters, donors, fundraisers, customers, employees and volunteers.

You will develop, shape and deliver the Income Generation strategy to ensure:

- we grow sustainable income streams to underpin our services
- the people in Worcestershire know how they can offer their support to St Richard's, helping us to ensure our care and support reaches more people in the future and is sustainable.

Main duties and responsibilities

Leadership and management

Sustain and develop a dynamic, high-performing, effective Income Generation team focused on ensuring collaboration and efficiency across all income generation activities, maximising return on investment through effective targeting, ownership and reporting mechanisms.



St Richard's
Hospice
Caring for life

Act as a role model, providing visible, inspiring and effective leadership that motivates, empowers and drives continuous improvement in line with strategic priorities. Address issues of concern in a timely manner whilst demonstrating and influencing good management practices.

Contribute to the organisational financial and budget-setting process balancing the need to invest in resources whilst ensuring long-term sustainability.

Be accountable for the management, development, quality assurance and cost-effectiveness of all income generation departments.

Lead and embed cultural change within the operational delivery adopting a business and commercial focus to build revenue streams beyond existing techniques, establishing sustainable, new and innovative concepts and initiatives.

Strategic

Develop and implement a comprehensive income generation strategy to deliver the required contribution to St Richard's charitable activities aligned to the overall goals of the charity.

Champion a culture of creativity within St Richard's to explore and develop fresh and unconventional income generation strategies that go beyond traditional methods.

Lead on developing and delivering our ambition to build the profile of St Richard's to both ensure more people know about and reach out for care and to inspire more financial and voluntary support from the members of our communities.



**St Richard's
Hospice**
Caring for life

Executive

Work closely with the Chief Executive and Board to review and refine the hospice's Income Generation strategy and communicate the hospice's vision to internal and external audiences.

Work collectively with the Executive Team on the relationship with the Board of Trustees and attend Board meetings and relevant Board Committee meetings.

Liaise closely with the Director of Finance and Information in the consideration of changes to existing or new activities and seek sign-off prior to progressing developments from the Executive Team, Board and Committees.

Work with the Executive Team contributing to the development and delivery of the overall strategic intent and long-range financial forecast being responsible for the day-to-day management and operation.

Develop the policy framework and ways of working that support the delivery of strategic objectives keeping abreast of best practice in the sector.

Be responsible for the relationship with appropriate statutory regulators (e.g. Fundraising Regulator, Trading Standards, Gambling Commission, Charity Commission) to ensure compliance with any mandatory regulation / legislation.



**St Richard's
Hospice**
Caring for life

Departmental

Supporting the departmental leads to develop and deliver the strategy for Fundraising, Retail, Business Development, Communications and Marketing.

Work closely with the Communications and Marketing team ensuring income generation is included in media plans, contributing to media campaigns to ensure they align with the agreed income generation focus.

Propose, monitor and deliver ambitious annual departmental budgets for business and income generation working with departmental leads to develop credible, robust delivery plans.

Create a high-quality supporter experience that drives acquisition and retention of supporters for St Richard's maximising the lifetime value of each supporter through exceptional stewardship.

Motivate and engage a great team, creating a culture of ownership and accountability for achieving income generation goals.

Attract, recruit, and retain top talent within the business and income generation teams, building a diverse and skilled workforce.



St Richard's
Hospice
Caring for life

Person specification

Essential criteria

Education and training

A Master's degree in a relevant field or extensive demonstrable and successful experience in income generation, business development or a related field, with a proven track record of achieving ambitious goals.

Experience

- Extensive demonstrable experience in income generation, fundraising, retail, marketing, business development, or related roles, with a proven track record of achieving income targets in a not-for-profit or healthcare environment.
- Experience of developing and delivering high-level strategy.
- Experience of managing budgets, planning, forecasting and analysing performance.
- Experience in leading, developing and motivating high-performing teams to achieve income generation success.
- Experience of working with a Board of Trustees and Committees.
- Experience of working as part of a Senior Leadership / Executive Management Team responsible for operational delivery and financial sustainability.
- Experience of working across an organisation, outside of line management, to deliver significant progress.



St Richard's
Hospice
Caring for life

Knowledge

- Knowledge of the charity fundraising environment and the relevant legal and regulatory frameworks.
- Familiar with regulating bodies including Fundraising Regulator, Gambling Commission, Charity Commission and the UK General Data Protection Regulations (GDPR).

Skills and abilities

- Strategic, long-term thinker with a proven track record of developing and implementing successful long-term income generation strategies aligned with overall fundraising goals.
- Strong financial skills and numerical analysis with the ability to produce credible effective data or reports and discuss details with confidence.
- A critical thinker who utilises data and trends to make informed decisions, analyses results to identify areas for improvement, and embraces a continuous learning mindset that values both successes and failures.
- A change maker who constantly seeks to deliver improvement, progress and quality through innovation and external learning.
- A confident, inspiring and natural leader who can clearly communicate a compelling future direction and complex ideas in a clear and concise way for the Income Generation and Communications and Marketing teams.
- Champion of the supporter, donor and customer with the ability to understand their needs and aspirations and create belonging to a cause or mission.
- Resilient with the ability to deal with high pressure and difficult situations whilst supporting and maintaining the confidence of others. Ability to identify problems and work quickly to find long term, practical and diplomatic solutions.



St Richard's
Hospice
Caring for life

Personal qualities

- A team player who thrives in collaborative environments and excels at building strong relationships across all departments.
- Someone who motivates and inspires others to go the extra mile.
- Trustworthy, supportive colleague with the ability to put the needs of St Richard's and our patients and families ahead of personal goals.
- Ability to work some unsocial hours.
- Ability to travel throughout Worcestershire.

Desirable criteria

- Membership of a relevant professional body.
- Knowledge of hospices.



St Richard's
Hospice
Caring for life

How to apply

For a discussion, or to arrange a visit to St Richard's, please contact Mike Wilkerson, Chief Executive:

✉ Mwilkerson@strichards.org.uk

☎ 01905 958177

For general information please contact the People Services Team:

✉ recruitment@strichards.org.uk

Applications can be made directly via a form on our website:

🌐 www.strichards.org.uk/latest-jobs/director-of-business-and-income-generation/

Closing date: Monday, 19 August 2024

Interview date: Tuesday, 27 August 2024



St Richard's
Hospice
Caring for life

Terms of appointment

Here at St Richard's we're united in a common goal, and that's providing the very best care for patients living with an illness which cannot be cured and their families.

Everything we do focuses on helping our patients live as well as possible, and supporting their loved ones.

And we'll look after you too because we know our people make St Richard's what it is.

Whatever your age, gender, religion, disability status, sexual orientation, ethnicity or family circumstances, you'll be treated with fairness and respect.

Choose your career with St Richard's and enjoy the following benefits:

- Competitive salary
- Generous annual leave of 28 days plus bank holidays
- Fantastic team where everyone is welcomed and empowered to give their best
- Supportive management – keen to develop you
- Benenden Healthcare offering diagnosis, treatment, 24/7 GP and mental health advice lines, discounts etc.
- Opportunities for flexible working and family friendly policies
- Fabulous subsidised on-site café
- Pension scheme and opportunity to continue NHS pension for clinical staff
- Free Will writing service