



## Job Description

### Director of Fundraising and Marketing

<b>Hours:</b>	Full time 35 hours per week, but applicants seeking flexible or part-time hours (28-30 hours minimum) are encouraged to apply. Postholders are expected to be flexible, working evenings and weekends as required.
<b>Responsible to:</b>	Chief Executive Officer
<b>Responsible for:</b>	Fundraising & Marketing Team including Data & Insight
<b>Direct Line Reports:</b>	Director of Partnerships & Programmes (Associate member of the Senior Management Team) Head of Public Fundraising Head of Brand & Marketing Data & Insight Manager

### Scope of the role

To provide leadership, strategy and direction for Bristol & Weston Hospitals Charity (BWHC) fundraising, marketing and communication activities in support of voluntary income growth ambitions.

To develop the fundraising and marketing teams to deliver a balanced, efficient and sustainable portfolio of income generation activity, developing new sources of income generation as appropriate to achieve the charity's strategic objectives.

Drive the growth of profile and awareness of BWHC's work and impact.

As a member of the senior management team, to help drive BWHC's overall strategic direction and its overall management to deliver its mission.

### Principal duties and responsibilities

#### Strategic leadership

- Develop, implement, monitor, evaluate, and be accountable for the charity's fundraising, brand, marketing and communications strategies
- Act as the organisational expert on all income generation, fundraising and marketing issues, providing advice and guidance to senior colleagues and to the trustees

- Ensure that all income generation is undertaken in an effective and efficient way, maximising the return on investment to the charity and optimising the balance of income streams
- Work with senior leadership in the charity and the hospitals to ensure that all income generation undertaken responds to patient need and benefit, and reflects the priorities of the charity, the partner NHS Trust and other beneficiaries.
- As a member of the Senior Management Team, play an active and integral role in developing the organisational strategy, budgets and shaping the future direction of the charity.
- Act as the charity's lead on fundraising regulatory compliance including GDPR and gambling.

### **Generate income**

- Be accountable for all appeals, capital or revenue, for the charity, ensuring they reach their targets
- Prepare and be accountable for the delivery of fundraising and marketing operational plans and budgets, reviewing, revising and maximising the return on investment
- Develop, manage and evaluate comprehensive budgets which provide performance information for the senior management team and trustees, and ensure that there is shared ownership of budgets within the fundraising team
- Research and develop business cases for investment in new or growing areas of income generation, and associated infrastructure.
- Manage the implementation of new income generation programmes and evaluate their effectiveness
- Play an active, hands-on role with the charity's most significant supporters, ensuring that excellent relationships are cultivated and maintained, effective asks are made, ultimately maximising income
- Create a donor-centric culture within the organisation, implementing accurate and robust systems to allow donor cultivation and ensure that the potential of every relationship is maximised

### **Lead the team**

- Provide strategic direction to all areas of fundraising and marketing, nurturing team members to develop knowledge and expertise, developing a solution-focused approach to all work
- Lead, inspire and motivate the fundraising and marketing teams to maintain a high performing, engaged and workforce committed to delivering excellence for the organisation
- With the Director of Finance & Operations, champion and deliver effective cross-team and collaborative organisational working, being visible, energetic and participative
- Ensure all parts of the organisation understand fundraising and marketing
- Represent the charity externally and within the health environment in conjunction with the CEO and Director of Finance & Operations
- Lead by example, embodying the charity's values at all times

### **Manage staff and processes**

- Develop, coach, inspire and motivate direct reports and the whole of the team to deliver their objectives and develop their own skills and expertise in their roles
- Hold regular one to ones with direct line reports ensuring effective performance management of the entire team with a robust and timely system of appraisals and performance management, ensuring every member of the team understands their objectives and works in a focused way
- Champion best practice, ensuring that all legal standards, policies, compliance and standards are not only met but exceeded throughout all fundraising and marketing activity
- Embed a learning culture within the organisation

### **Design and implement strong engagement, marketing and communications**

- Lead the development of BWHC's marketing and communications strategies, and engaging, creative communications
- Lead and build the BWHC brand, ensuring a clear and distinctive brand proposition and engaging brand identity
- Oversee all marketing and communications activities, ensuring that they are fully integrated into the charity's priorities
- Act as a key external spokesperson, play an active role in building the organisation's profile locally, regionally and nationally
- Proactively engage and work in partnership with UHBW staff across the hospitals to build awareness and understanding of the charity's work and impact, maximising strategic integration between the two organisations.
- Communicate effectively, internally and externally, ensuring a flow of communication across the organisation, sharing information, success and good practice
- Work with senior colleagues and senior volunteers to ensure that the charity can reach all key audiences to successfully achieve its strategic goals

### **Governance**

- Attend and prepare reports, papers and other supporting documentation for relevant Charity Board of Trustees and Committee meetings.
- Together with the CEO and Director of Finance & Operations, act as a key signatory and authoriser, including grant approvals, payment runs and payroll as appropriate.

Due to the dynamic nature of the sector we work in, job descriptions are subject to review. Jobholders are expected to be flexible and may be required to undertake duties which are not described in those above, including working at events or representing the Charity during evenings or at the weekends as required. Reviews will be undertaken when necessary by line managers in consultation with post holders.

## Person specification

### Skills, Knowledge, Experience & Education

- Demonstrable track record of income generation and delivery of substantial and sustainable income at a senior level
- Demonstrable track record of growing income from a variety of sources
- Experienced strategic leader; able to set clear direction, inspire, coach, manage, motivate and develop teams
- Confident and experienced budget holder; able to budget, forecast, interpret and act appropriately on latest financial and statistical information
- Fully conversant with best practice in fundraising and charity fundraising legislation and codes of practice
- Exceptional written and verbal communication ability; highly developed listening skills; able to present credible, engaging and compelling business cases and cases for support verbally and in writing or presentation format
- Strong understanding of communications and marketing with demonstrable experience of developing communication/marketing strategy to drive income generation and awareness
- A good understanding of the changing healthcare landscape and the role of the NHS
- Evidence of Continuing Professional Development in relevant area.

### Behaviours

- An inspiring leader, able to set out a clear vision for income generation and able to develop and implement the plan to achieve it
- Exceptional relationship-builder; strongly networked with track record of network building
- Evidence of developing successful connections and relationships with both external and internal stakeholders
- Highly self-motivated; proactive, ambitious and results-driven
- Ready to seize new opportunities, research and source new ideas
- Credible negotiating and influencing skills
- Strong analytical, interpretative, evaluative and decision-making skills
- Creative thinker and problem solver; willing and able to collaborate with team, across teams and others; able to facilitate and engage others in generating creative ideas and solutions
- Ability to listen, harnessing everyone's strengths and getting the best from the team

### Desirable

- Experience of running large scale appeals
- Experience of running a charity lottery
- Experience of developing/running trading opportunities for income generation
- Degree or management qualification in fundraising or appropriate alternative
- Membership of relevant professional body