

Job description

Position	Head of charity
Grade	Band 8a
Location	Working alongside the communications team, based at The Princess Alexandra Hospital, Kao Park and some agile Working
Hours	Full-time (37.5hrs) permanent
Responsible to	Associate director of communications
Accountable to	Director of people, organisational development and communications

Our organisation

The Princess Alexandra Hospital NHS Trust (PAHT) provides a full range of general acute, outpatient and diagnostic services at The Princess Alexandra Hospital in Harlow, the Herts and Essex Hospital in Bishop's Stortford, and St Margaret's Hospital in Epping.

We employ 3,500 staff and serve a local population of around 350,000 people living in west Essex and east Hertfordshire, centred on the M11 corridor and the towns of Harlow, Bishop's Stortford and Epping. Our extended catchment area incorporates a population of up to 500,000 and includes the areas of Hoddesdon, Cheshunt and Broxbourne in Hertfordshire.

Our values

The Princess Alexandra Promise to our patients as identified by our 3 values which will contribute to improving our patient experiences:

Patient at heart – Always holding the patient and their wellbeing at the centre of our thoughts and efforts

Everyday excellence – Sharing and celebrating our successes, being honest when we get it wrong, giving us the ability to learn from both

Creative collaboration – Knowing strength comes from diversity, we combine our experiences, skills and talents, working together to find new and better ways to care

Our organisation

The Princess Alexandra Hospital NHS Trust (PAHT) provides a full range of general acute, outpatient and diagnostic services at The Princess Alexandra Hospital in Harlow, the Herts and Essex Hospital in Bishop's Stortford, and St Margaret's Hospital in Epping.

We employ around 4,000 staff and serve a local population of around 350,000 people living in west Essex and east Hertfordshire, centred on the M11 corridor and the towns of Harlow, Bishop's Stortford and Epping. Our extended catchment area incorporates a population of up to 500,000 and includes the areas of Hoddesdon, Cheshunt and Broxbourne in Hertfordshire.

Our charity

Our charity supports patients, our people and visitors at The Princess Alexandra Hospital, St Margaret's Hospital and Herts and Essex Hospital. The charity enhances patient care, purchases special equipment, improves facilities and invests in vital research that supports patients now and into the future.

Head of charity

The head of charity for the Princess Alexandra Hospital Charity will be responsible for raising the profile of the charity and maximising the fundraising opportunities. They will lead on developing a charity team with a strong mix of fundraising, legacy and event organisation skills and experience gained across the charity remit.

Alongside the growth of the charity structure, the role will develop and implement the fundraising strategy to build on this growth and engage with donors, fundraisers and The Princess Alexandra Hospital NHS Trust's (PAHT) people. This provide positive and pro-active opportunities to highlight the Charity and successfully raise its profile.

The head of charity leads on maximising the opportunities and engaging with our patients, visitors, corporate and community donors and our PAHT people.

Job summary

1. To implement and develop The Princess Alexandra Hospitals' Charity fundraising strategy to maximise charitable funds that will enhance the care for The Princess Alexandra Hospital NHS Trust's patients and people.
2. To develop and fund a charity team and lead on fundraising goals.
3. To develop relationships with, and secure financial support from, key high-value prospects, including corporate partners.
4. To establish, build and maintain strong relationships with networks and partnerships in order to maximise fundraising activity.
5. To manage and support all trust charitable fundraising activities including reporting developments and progress to the charitable funds committee

Scope and range

To be the charity specialist, providing expert and current advice on all aspects of charity leadership and best practice. The charity strategy is ready to implement and the next steps are to build on the groundwork established in the last few years.

Duties and responsibilities

1. Own the implementation and ongoing development of The Princess Alexandra Hospitals' Charity fundraising strategy for the trust
2. Identify and seek new funding streams from trusts and foundations to support the work of The Princess Alexandra Hospital NHS Trust through its Charity.
3. To initiate, manage and co-ordinate the charitable fundraising activities and associated grant applications; prepare and submit formal applications as and when appropriate and to manage any specific conditions attached to any grant or donation.
4. To manage the preparation, planning and execution of both large >£50k appeals and smaller fundraising appeals <£50k.
5. Lead the creation, development and implementation of fundraising initiatives, research, campaigns and events to support the fundraising strategy.
6. To work with the charitable funds committee to agree fundraising targets and provide advice to the committee.
7. Work collaboratively with clinical leads, assistant directors of operations and other colleagues within the trust (as relevant); patients and others to produce a compelling fundraising case for support.
8. Prepare fundraising documents and write, edit and prepare other support materials to maximise the introduction of the new charity brand identity.
9. To represent the trust externally to donors, potential donors and key contacts at meetings relating to funding applications
10. To lead fundraising campaigns targeted at the public to raise revenue into specific funds as well as general charitable funds.
11. To produce reports for the charitable funds committee as and when required.
12. To recruit, develop and oversee fundraising volunteers.
13. Approach, build relationships and liaise with funders, maintaining long-term fundraising relationships.
14. To be responsible for researching, identifying and developing a network of contacts and key supporters within the region who will support fundraising events/activities.
15. Develop a donor recognition policy and programme, including donor engagement events.
16. To build and maintain relationships with members of staff at all levels throughout the trust.
17. Manage an individual and organisational donor database that complies with the Data Protection Act and information governance requirements.

There will be a requirement to work flexibly and this may include some evening and weekend working.

Decisions and judgements

The post holder will:

- Work closely with the finance team to provide advice on charitable funds income and expenditure across the trust
- Work regularly with health care division leads and fund managers to ensure clear communication around available funds and that trust policy is adhered to
- Provide charity expertise and guidance on decisions around the fundraising focus for charity and offers made to fund by our donors
- Provide regular updates to the associate director of communications; director of people, organisational development and communications, and the charity trustee on fundraising

Every employee has a duty to take reasonable care of the health and safety of themselves and of other people who may be affected by their acts or omissions at work, and to co-operate with The Princess Alexandra Hospital NHS Trust to ensure that statutory and trust regulations are complied with.

Communications and relationships

- managing all communications around fundraising, including maintaining the fundraising sections of the website, using in-house communications' platforms and developing fundraising news updates and other relevant materials.
- managing and updating the Charity web pages providing an engaging portal for fundraisers, donors and supporters
- managing and developing the proactive use of Charity's social media presence to engage with established and potential donors and supporters
- working closely with the communications team to ensure that fundraising projects are publicised across the trust's geographical area and gain the recognition required to ensure their success
- working with the communications team to raise awareness of the Charity and publicise and take part in fundraising activities across the trust, both internally and externally.

Physical demands of the role

The role is office-based using a PC and screen. There is also ad hoc involvement in supporting the management and running of corporate events on and off site.

Most challenging parts of the role

- Managing conflicting priorities
- Wide range of demands on time and guidance
- Motivating others to fundraise

This job description may be subject to change according to the varying needs of the service. Such changes will be made after discussion between the post holder and the manager. All duties must be carried out under supervision or within Trust policies and procedures.

Person specification

Position	Head of charity
Grade	Band 8a

Evidence for suitability in the role will be measured via a mixture of application form, presenting and interview. Essential: E Desirable: D

Trust values	
Patient at heart – Always holding the patient and their wellbeing at the centre of our thoughts and efforts.	E
Everyday excellence – Sharing and celebrating our successes, being honest when we get it wrong, giving us the ability to learn from both.	E
Creative collaboration – Knowing strength comes from diversity, we combine our experiences, skills and talents, working together to find new and better ways to care.	E

Education and qualifications	
<ul style="list-style-type: none"> Degree level qualification or equivalent experience 	E
<ul style="list-style-type: none"> Experience/ability to engage with stakeholders/donors both individuals and organisations 	E
<ul style="list-style-type: none"> Business/management qualifications e.g. Certificate in Fundraising from Institute of Fundraising or equivalent experience 	E

Experience	
<ul style="list-style-type: none"> Previous experience of working in a corporate fundraising or relationships role or able to bring appropriate skills from an alternative organisation 	E
<ul style="list-style-type: none"> Event management experience 	E
<ul style="list-style-type: none"> Evidence of successful fundraising campaigns/appeals 	E
<ul style="list-style-type: none"> Budgetary and financial control experience 	E
<ul style="list-style-type: none"> Experience of major donor fundraising 	E
<ul style="list-style-type: none"> Proven track record of delivering against targets under pressure 	E
<ul style="list-style-type: none"> Experience of using a variety of fundraising techniques to raise substantial sums 	E
<ul style="list-style-type: none"> Ability to quickly build a variety of relationships 	E
<ul style="list-style-type: none"> Strong influencing skills 	E
<ul style="list-style-type: none"> Ability to quickly build a variety of relationships 	E

Skills and knowledge	
• Corporate and sponsorship management experience	E
• Established contacts with major and corporate donors	D
• Experience of working with volunteers	D

Personal qualities	
• Professional and knowledgeable	E
• Enthusiastic	E
• Compassionate and kind	E