



HEART OF KENT HOSPICE JOB DESCRIPTION & PERSON SPECIFICATION

Job Title:	Head of Fundraising
Accountable To:	Deputy Director of Fundraising and Communications
Department:	Income Generation
Location:	Hybrid role – Hospice and home-based
Responsible for:	A hands-on role responsible for growing the fundraising income needed for success. Leading a team of fundraisers across different disciplines you will find the winning balance in the portfolio for existing and new initiatives that help the charity reach income targets. An experienced fundraiser with an eye for detail, spotting trends and identifying risks you will lead the team to be confident and own their portfolio. Responsible for the growth, planning and delivery of all fundraising initiatives working alongside the communications team. Your number one goal is to grow our fundraising whilst building everlasting relationships with our supporters and delivering a first-class supporter experience.

The Role

- 1.1 This role is a hands-on, doing role, responsible for the day-to-day running of the fundraising function at the Hospice. The fundraising portfolio is both varied and diverse and the Head of Fundraising will be in amongst the team, leading the delivery and focusing on achieving and exceeding budget.
- 1.2 Working with the Communications Team to deliver integrated fundraising activity and developing outstanding supporter experiences.
- 1.3 Develop and deliver a truly diverse fundraising portfolio that meets the needs of our changing community and their future interests and needs.

2.0 Main Responsibilities:

- 2.1 Management and oversight of the Fundraising department. Reviewing portfolios, amplifying opportunities, and mobilising the fundraising team to achieve and exceed budget.
- 2.2 **Donor Engagement and Stewardship:** Work with the fundraising team to cultivate and nurture relationships with existing and prospective donors to deepen their engagement and support.

- 2.3 Work alongside communications & marketing to develop and **implement fundraising campaigns**, appeals, and events to inspire giving and achieve fundraising targets.
- 2.4 Steer the fundraising team to develop personalised stewardship plans to acknowledge donors, recognise their contributions, and ensure a positive donor experience.
- 2.5 Management and leadership of the four fundraising managers in the team in the following areas:
 - a) Support the development and growth of the Hospices **Individual Giving** portfolio, and the subsequent tactical plans and activity that underpins it.
 - b) **Corporate Partnerships**: Support the Corporate Manager in securing mutually beneficial partnerships that provide financial support, in-kind donations, volunteer resources, and other forms of support.
 - c) **Events**: Ensure cross promoting with other teams/departments to support and develop flagship event activity.
 - d) **Community Fundraising**: Oversee the opportunities and maximise the benefits for the Hospice - execution of all community fundraising events, campaigns, and community initiatives.
- 2.6 **Budget Management and Reporting**: Being accountable and overseeing the fundraising budget effectively, ensuring resources are allocated strategically to maximise return on investment (ROI) and impact.
- 2.7 Ensure that business as usual (BAU) fundraising income reaches annual budget of circa £2m
- 2.8 Ensure fundraising processes are maintained and compliance achieved and that all supporters receive exemplary supporter care and stewardship.
- 2.9 Ensure adherence to the various **Codes of Conduct** and legislation relevant to the role, including guidance from the Information Commissioners Office (ICO) and Fundraising Regulator.
- 2.10 Proactively build strong relationships and champion the awareness and importance of fundraising across the Hospice.
- 2.11 Ensure fundraising teams are using the Hospice's **fundraising database** (Raisers Edge) in a timely and accurate manner, recording interactions and opportunities.
- 2.12 Help produce reports as required by the Deputy Director of Fundraising and Communications.
- 2.13 Foster a culture within the team of high standards, exemplar supporter relationships and growth of our income. Encourage new initiatives and fresh thinking with maximising opportunities that offer the best return on investment.

3.0 **Person Specification**

- 3.1 Extensive and progressive experience in fundraising, fundraising product development, or related fields, preferably within the healthcare or nonprofit sector.

- 3.2 Have a pragmatic, creative and innovative approach to problem solving and decision making.
- 3.3 Excellent communication skills - both verbal and written - able to communicate and build relationships with an array of people.
- 3.4 Experience in developing fundraising products and supporter journeys.
- 3.5 Experienced in budget setting and ongoing budget management, including reforecasting and day-to-day budget management and reporting.
- 3.6 Experience with data analysis, and how to use this insight to progress future activity.
- 3.7 Enthusiastic and pro-active, with a can-do attitude.
- 3.8 Experience of and a passion for delivering high quality customer or supporter care while working efficiently and accurately.
- 3.9 Enjoy collaborating with other team members.
- 3.10 Excellent attention to detail.
- 3.11 Experienced in IT - using databases to log and keep information accurately up to date, in a timely manner (the Hospice uses Raisers Edge).
- 3.12 Excellent time management and organisation skills, to be able to manage multiple tasks at once.

4.0 **Education and Personal Development**

- 4.1 To participate in the Hospice performance review and appraisal process, which is known as Your Snapshot.
- 4.2 Attend all statutory and mandatory training and undertake training and development as identified through individual performance reviews.
- 4.3 To keep up to date with professional practice issues.

5.0 **Management**

- 5.1 To attend meetings pertinent to organisational and professional responsibilities.
- 5.2 To produce management/service reports as required.

6.0 **Communication**

- 6.1 To promote close working relationships and good communication links with colleagues at all levels throughout the Hospice.
- 6.2 To liaise with internal departments and a wide range of external organisations and individuals as appropriate.

7.0 **Clinical Governance**

- 7.1 To be aware of and comply with all Hospice and Statutory Policies and Procedures as appropriate.
- 7.2 To support the Hospice clinical governance programme.
- 7.3 To take personal responsibility for risk management in work and undertake to review practices and learn from experience.

- 7.4 To participate in the development, review and audit of quality standards and contribute to the process of continuous quality improvement throughout the Hospice.
- 7.5 To comply with the Hospice's policy and procedure in handling any complaints.
- 7.6 To maintain accurate up-to-date statistics as required.
- 7.7 Comply with Information and Data Protection requirements at all times.

8.0 **Health and Safety**

- 8.1 To take reasonable care of the health and safety of yourself and others that may be affected by what you do while at work, and to co-operate in the implementation of the Hospice's Health and Safety policy.
- 8.2 Ensure volunteers have a good understanding of and take responsibility for health and safety and maintaining security, and that all Hospice health and safety policies and procedures are adhered to.

9.0 **General**

- 9.1 To work as a member of the Hospice team, to foster the Team's caring mission and to have commitment to the cause of helping patients and their families/carers with palliative care needs.
- 9.2 At all times to behave in a manner befitting the post and professional dignity of the Hospice and ensure that the Hospice is positively represented to the public and other stakeholders.
- 9.3 To maintain an appropriate standard of confidentiality. Any disclosure of confidential information (including personal information kept on computer or other media) made unlawfully outside the proper course of duty will be treated as a serious disciplinary offence.
- 9.4 To commit to our culture framework which outlines how we expect everyone at Heart of Kent Hospice individually and as a team to ensure the best possible experience for our patients, their families, our supporters and our local community.
- 9.5 Champion best practice in equality diversity and inclusion in everything we do.
- 9.6 To preserve the confidentiality of information acquired by virtue of the position.
- 9.7 Have fun and challenge yourself at work, championing our values and behaviours and abiding by our policies and procedures.
- 9.8 To participate in the production of promotional material and support fundraising/volunteer events as appropriate.
- 9.9 To carry out such other duties which may reasonably be requested.

This job description is a broad reflection of the current duties. It may be amended and developed in the light of experience and will be the focus for objective setting in an annual appraisal.