

Job Title:	Hospital Engagement Manager
Reporting To:	Director of Philanthropy
Salary:	£39,428 - £50,450
Hours:	37.5 hours per week
Duration:	Permanent
Location:	Alder Hey Children's Charity (based within the hospital), Liverpool Office based with occasional working from home

Job Purpose:	<p>This pivotal role acts as the bridge between Alder Hey Children's Charity and the hospital community. You will inspire NHS colleagues and families to engage with the charity, embedding philanthropy into the hospital culture and helping deliver Alder Hey's 2030 vision.</p> <p>As Hospital Engagement Manager, you will build strong relationships with NHS colleagues, patients, their families and volunteers to increase awareness, engagement, and fundraising activity. By developing strategic partnerships and delivering training, you will enable grateful families to support the charity in ways that are meaningful to them, driving sustainable income growth across multiple fundraising streams.</p> <p>From inspiring patients and families to support their local hospital charity to engaging clinicians on how the charity can enhance their ward or department, you will bring energy, enthusiasm, and exceptional communication skills to foster a culture of giving across our hospital.</p>
Main Duties/Tasks	<p>Relationship building, advocacy and engagement:</p> <ul style="list-style-type: none"> • Act as a passionate and professional ambassador for Alder Hey Children's Charity, championing the hospital's vital work and the transformative potential of philanthropy. • Build strong, trust-based relationships with assigned hospital teams, meeting regularly to increase understanding of the charity and the role of philanthropy in supporting families and improving care. • Serve as the first point of contact for NHS colleagues introducing families or opening networks to potential donors. • Spot strategic opportunities for increasing NHS colleague and family engagement. <p>Programme delivery, training and internal collaboration:</p> <ul style="list-style-type: none"> • Lead delivery of the Grateful Patient Plan, implementing key activities to increase staff engagement and donor referrals. • Deliver training sessions for Trust colleagues to build confidence in supporting fundraising and patient family philanthropy (<i>training will be provided</i>). • Collaborate across the charity to ensure donor referrals are managed appropriately and messaging is consistent. • Develop a strong working relationship with the Grants and Impact team to stay

	<p>informed about projects in key areas.</p> <p>Marketing, communications and visibility:</p> <ul style="list-style-type: none"> • Work closely with Marketing and Communications colleagues to increase charity visibility across the hospital site through branding and internal communications. <p>Performance monitoring, systems and compliance:</p> <ul style="list-style-type: none"> • Monitor and report on KPIs, including number of clinicians engaged, new donor prospects identified, and increase in funds raised for assigned departmental projects. • Maintain accurate records of all interactions and ensure compliance by updating the CRM (Salesforce) promptly. <p>Other Duties:</p> <ul style="list-style-type: none"> • Be an outstanding advocate for Alder Hey Children’s Charity in line with the core values of the organisation. • Be an active and supportive member of the Alder Hey Children’s Charity team, contributing to the team’s development and working collaboratively with colleagues and volunteers. Attend and support on events run by the fundraising teams where required. • Any other reasonable duties as required by your line manager.
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Person Specification

	Essential	Desirable
Qualifications, Knowledge and Experience	<ul style="list-style-type: none"> • Proven experience managing complex stakeholder relationships in a professional setting (e.g., healthcare, charity, corporate, or agency environment). • Experience delivering training or presentations to groups. • Strong understanding of engagement, relationship management, communications, or marketing principles. • Experience of efficiently managing and delivering a demanding and varied workload. • Strong track record of customer relations. 	<ul style="list-style-type: none"> • Experience of fundraising or income generation within a charity or healthcare setting. • Experience using CRM systems (e.g., Salesforce) for relationship management. • Knowledge of NHS structures or hospital operations.
Skills and Attributes	<ul style="list-style-type: none"> • Commitment to principles of equity, diversity, and collaborative working • Excellent interpersonal, listening, and influencing skills, with the ability to build trust-based relationships at all levels. • Strong networking and relationship-building skills. • Proactive, adaptable, and solutions-focused approach. • Excellent organisational and time management skills. • Ability to work effectively both independently and as part of a team. • Excellent communications skills, both verbal and written across a range of audiences. • Ability to build strong working relationships. • Self-motivated and positive attitude with the ability to work under pressure in a fast-paced environment. • Ability to work in a logical and organised manner and remain focused while adapting quickly to shifting priorities and emerging demands. 	<ul style="list-style-type: none"> • Strong presentation and facilitation skills.

	Essential	Desirable
	<ul style="list-style-type: none"> • Ability to work effectively as part of a team as well as independently. • Understand the necessity of dealing carefully and within data protection legislation, with sensitive and confidential matters, including handling both personal and business critical information. • Excellent IT skills including Microsoft packages. 	
Additional requirements	<ul style="list-style-type: none"> • Committed to continuing professional development. • Strong interest in working for a children’s health charity. • An understanding of and commitment to the values of Alder Hey Children’s Charity. • Willingness to get involved with activities across the Charity. 	<ul style="list-style-type: none"> • Willingness to occasionally work outside of normal office hours.

Our Values

Here at Alder Hey Children’s Charity, our values guide the way in which we work. By being courageous, working together, being passionate about our work, and making sure that we are creative in what we do, helps us to deliver the support necessary so that our hospital can continue to deliver the very best care for our young patients and their families. Our values are:

Courage: we try new things and take risks to innovate and drive forward new ideas. We have the courage to speak up and take a stance. We are accountable, responsive and responsible. We are unstoppable.

Together: we work together as one team, sharing our knowledge and learning. We work in partnership with patients, families, supporters and colleagues. We are respectful, celebrate diversity and empower each other to achieve our aims.

Passion: we are passionate about what we do and why we do it. We work together to share and grow. We inspire others.

Magic: we are fun, creative and child led. We create special moments, provide little extras and go further for our brave young patients.

In April 2025, the charity adopted a four-day working week policy, meaning staff previously working 37.5 hours a week are now working 30 hours a week to enable a four-day working week. We are confident that by embracing a more flexible and balanced approach to work, we can continue to create a thriving and fulfilling work environment while driving growth and success for our charity.

Note: This job description is intended to outline the general nature and level of work performed by employees within this role. It is not exhaustive and may be subject to change or modification as required by the needs of Alder Hey Children's Charity.

Alder Hey Children’s Charity will make every endeavour to make any reasonable adjustments for applicants who require assistance in carrying out their duties due to a disability. Alder Hey Children’s Charity is committed to equal opportunities and positively welcomes applications from all sections of the community. Alder Hey Children’s Charity is committed to safeguarding children and vulnerable adults.

The post holder will be required to complete an enhanced DBS disclosure check.