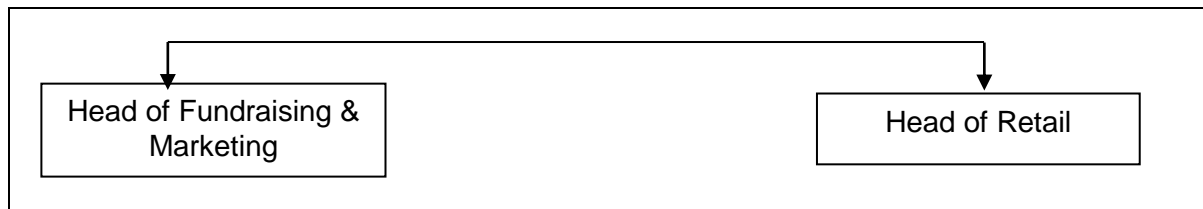


Job Description

1. JOB DETAILS	
Job title:	Head of Fundraising and Marketing
Accountable to:	Director of Corporate Operations
Location:	Valley Court, Barras Lane, Dalston
2. JOB SUMMARY	
<p>The post holder will be responsible for the leadership and success of fundraising and marketing for Hospice at Home Carlisle and North Lakeland by leading, supporting and motivating the fundraising and marketing team and developing, implementing and managing a fundraising and marketing and strategy that maximises income from events, appeals, grants, corporates, legacies and any other income opportunities and aligns with the Organisation's goals and vision.</p>	
3. ROLE OF ORGANISATION	
<p>To provide an expert and comprehensive Hospice service to enhance the experience of patients with cancer from diagnosis through treatments to palliative and end of life care and to others with progressive life threatening conditions. The service also supports relatives and carers providing care predominately in the home or within the local community.</p> <p>Hospice at Home is a charitable organisation working alongside and in collaboration with other specialist palliative care providers, local primary care services and Adult Social Care as well as acute settings and residential care.</p> <p>The service provides nursing care and support, respite, specialist services of Lymphoedema, Occupational Therapy, Family and Bereavement Support, Counselling and Complementary Therapy.</p> <p>The service utilises Registered Nurses, Nursing Associates, Assistant Practitioners, Health Care Assistants, Volunteers, Counsellors and Allied Health Care Professionals supported by administrative staff.</p> <p>Delivers a financial and income generation function which is sustainable and in line with regulatory and legal requirements. To provide a fundraising and marketing strategy in support of the charitable aims.</p>	
4. ORGANISATIONAL CHART	
<pre> graph TD A[Board of Trustees] --> B[Chief Executive] B --> C[Director of Corporate Operations] </pre>	



5. KEY WORKING RELATIONSHIPS

Internal

Chief Executive
Trustees
Director of Corporate Operations
Director of Clinical Services
Staff and Volunteers

External

General Public
Volunteers
Stakeholders
Media (Press, TV and Radio)
Grant Making Trusts
Corporates (including Hospice at Home Business Partners)
Clubs and organisations
Cumbria Hospice Alliance Representatives
Hospice Representatives (County, Regional and UK based)

The above list is not exhaustive and there will other external bodies that the post holder will have links to either as a one off or on-going basis.

6. DUTIES AND RESPONSIBILITIES OF THE POST

Fundraising & Strategy

- Lead and oversee all aspects of fundraising and marketing.
- Ensure Code of Fundraising Practice is followed and best practice and legislative compliance.
- Lead, motivate, develop and manage Fundraising and Marketing team in planning, managing, implementing and evaluating of an annual fundraising programme.
- Lead, support and motivate the team in their fundraising efforts.
- Chair regular Fundraising and Marketing meetings and attend and feed into both the Finance and Income Generation sub-committee and SLT meetings as required.
- Collaborate with the Volunteer Coordinator to have oversight for Fundraising volunteers, ensuring compliance with procedures.
- Research and identify systems and opportunities for expansion, continuous improvement, business development and growth with digital platforms and modernisation.

Marketing

- Lead, motivate, develop and manage the Fundraising and Marketing team to ensure that the Organisation, it's brand, services and profile is promoted positively at every opportunity in the local community, wider community, networks, press releases, contact with media and any linked or affiliated volunteer and social groups.
- Proactively develop new contacts, networks and methods to generate income from individuals, organisations, legacies, grants and corporate sponsors.
- Ensure appropriate use of social media, including Facebook, X (Twitter), Instagram

and LinkedIn to engage with supporters. (This list is not exhaustive)

- Oversee and ensure the performance and suitability of Social Media, websites and online platforms warranting that they are up to date, dynamic time & cost effective and fit for purpose.
- Drive and contribute to regular newsletters and e-newsletters providing information and illustrations of fundraising events.
- Actively promote regular communication with all internal and external stakeholders.
- Research and network to monitor market trends, external socio-economic forces and new opportunities to ensure forward thinking, expansion, continuous improvement, business development and growth.

Budget, Analytics & Reporting

- Manage the Fundraising and Marketing budget to ensure cost effectiveness and suitable budget allocation including in the procurement of promotional materials and equipment required to implement the fundraising and marketing strategy.
- Work with the Finance team to analyse and forecast income against budget and targets and compiling regular reports and assurance for the Finance sub-committee.
- Track performance whilst identifying risks and opportunities.
- Project plan aligning to the Organisational Business Plan and Strategy.
- Monitor, evaluate and feedback performance of fundraising activities.
- Provide regular reports, data and updates that enable the Chief Executive, SLT and Trustees to be fully aware of progress against agreed targets.
- Use data and analytics to inform decisions and enable continuous improvement.
- Ensure compliance with fundraising regulations such as the Code of Conduct for the Chartered Institute of Fundraising, GDPR and all other internal, external and ethical standards.

Leadership, Development & Operational Management

- Lead, motivate, develop and manage the Fundraising and Marketing team.
- Identify team resource and skills gaps and requirements to carry out recruitment as required.
- Manage by outputs ensuring robust project plans, timelines, key deliverables are in place and regular communication with the team to mitigate any issues arising.
- Foster a collaborative and high performance team culture with clear deliverables and objectives.
- Ensure the team maintain the supporter databases / CRM / any other data in line with GDPR and fundraising regulations.
- Take part in annual appraisals and regular management supervision
- Hold / gain 'Emergency at Work First Aider' qualification.
- Be part of the Fire Warden Team.
- Proactively seek regular opportunities for own personal/professional development.
- Manage risks and incidents, team absences, annual appraisals and other organisational people manager responsibilities including people processes.
- Ensure risk assessments are prepared for fundraising events which meet Health and Safety requirements & report any incidents/near misses in a timely fashion.
- Attend & support events as required.
- Identify, develop and maintain links with networks, supporters and other stakeholders internally and externally.
- Contribute to the implementation of the organisational strategy in respect of the marketing, communication and promotion plans.

This list is not exhaustive and may involve any other duties as reasonably required within the remit of the role.

7. WORK SETTING AND REVIEW
<p>The post holder works autonomously and will be free to act upon own initiative seeking supervision and guidance from the Director of Corporate Operations on areas where decisions are out with the role and responsibilities of the post holder. The post holder will report regularly to the Director of Corporate Operations and Chief Executive agreed projects and workload.</p>
8. INDIVIDUAL RESPONSIBILITIES
<p>The post holder is expected to</p> <ul style="list-style-type: none"> • Adhere to and champion policies and procedures and relevant legislation including the requirements of the any professional bodies • Attend and complete mandatory training as identified by Hospice at Home Carlisle and North Lakeland. • Adhere to and champion infection prevention policies, procedures, audits in line with the Health Act 2006, to actively reduce Health Care Associated Infections. • Act as an ambassador for Hospice at Home Carlisle and North Lakeland at all times with the highest level of professionalism and confidentiality.
9. CONFIDENTIALITY
<p>The post holder must maintain the confidentiality of information about patients,' staff and Hospice at Home Carlisle and North Lakeland's business in accordance with the Data Protection Act 1998 and Caldicott principles.</p>
10. HEALTH AND SAFETY
<p>Employees must be aware of the responsibilities placed upon them under the Health & Safety at work Act (1974), to ensure that the agreed safety procedures are carried out to maintain a safe environment for employees and visitors.</p>
11. RISK MANAGEMENT
<p>All staff have a responsibility to report all clinical and non-clinical accidents, incidents or near-misses promptly and when requested to co-operate with any investigations undertaken.</p>
12. EQUALITY AND DIVERSITY
<p>All employees of Hospice at Home Carlisle and North Lakeland have responsibility to:</p> <ul style="list-style-type: none"> • Act in ways that promote, support and value equity, diversity and inclusion. • Treat everyone with whom they come into contact with dignity and respect. • Act in ways that are in accordance with The Equality and Diversity policy, and Dignity in the Workplace policy.
13. SAFEGUARDING
<p>All employees have a duty for safeguarding and promoting the welfare of children and adults at risk. Staff must be familiar with the Safeguarding Policy and the process for</p>

raising concerns about the welfare of anyone with whom they have contact. Staff must also ensure they receive the appropriate level of safeguarding children and adult training depending on their role within the organisation.

Staff are expected to access supervision and support from their line managers and/or the locality based safeguarding team when managing complex cases where applicable to their role.

14. INFORMATION GOVERNANCE

The post holder must keep up to date with the requirements of information governance; undertake mandatory training and follow policies and procedures to ensure that information is dealt with legally, securely, efficiently and effectively.

It is important that the post holder processes personal identifiable information only in accordance with the Data Protection Act notification to the Information Commissioner. The post holder must check with the Data Protection Officer before creating new systems to process person identifiable information to ensure that this is carried out within the scope of the Data Protection Act 1998 notification.

The post holder must manage the records they create or hold during the course of their employment in an appropriate way, making the records available for sharing in a controlled manner subject to statutory requirements and agreed security and confidentiality policies, procedures and guidelines e.g. Data Protection Act 1998, Freedom of Information Act 2000, Caldicott Guidelines NHS Confidentiality Code of Conduct 2003, and professional codes of conduct on confidentiality.

The post holder must maintain the confidentiality of information about service user staff and organisational business in accordance with the Data Protection Act 1998 and Caldicott principles.

It is likely that the post holder will be in contact with a form of information system, and therefore are responsible for implementing and maintaining data quality. The post holder, when making entries into records, must ensure that these are legible and attributable and that the record keeping is contemporaneous. It is essential that information recorded within records either on paper, in an electronic format or both paper and electronic is accurate, complete and relevant.

15. JOB DESCRIPTION AGREEMENT

Post Holder Name	Post Holder Signature	Date
Line Manager Name	Line Manager Signature	Date

PERSON SPECIFICATION

POST TITLE: Head of Fundraising and Marketing

Factor	Essential	Desirable
Qualifications	<p>Educated to A-level or equivalent.</p> <p>Committed to and evidence of own personal / professional development.</p> <p>Leadership / management qualification – CMI / ILM / CIPD – other.</p>	<p>Full Membership of the Institute of Fundraising, with a certificate in fundraising management or be prepared to achieve accreditation.</p> <p>Degree level qualification or equivalent in relevant field / subject.</p> <p>Project management qualification – Prince II, Agile, PMP / other.</p>
Experience	<p>Experience working in professional fundraising and / or marketing in the voluntary / charity sector with a proven track record.</p> <p>Experience of event and project management.</p> <p>Experience of leadership and people management.</p> <p>Experience of dealing with people from diverse backgrounds, both face to face and over the telephone.</p> <p>Experience of managing and working to budgets.</p>	<p>Experience of the Hospice movement.</p> <p>Knowledge of the geographical area covered by the service.</p> <p>Experience of culture change / change management.</p> <p>Experience of managing HR / People processes – appraisal, disciplinary, grievance, recruitment.</p>
Knowledge	<p>Knowledge of Institute of Fundraising guidelines, GDPR, Project Management, Health & Safety regulations and Risk Assessments.</p>	

Skills and Aptitudes	<p>Excellent computer skills which covers a range including, word, outlook, excel and other packages.</p> <p>Ability to work in isolation and as member of a team.</p> <p>Enhanced communication skills both verbal and written.</p> <p>Ability to delegate work effectively.</p> <p>Ability to negotiate.</p> <p>Self-Motivated.</p> <p>Ability to network within the area and outside the area.</p> <p>Champion and promote equality, diversity and inclusion.</p>	
Personal Circumstances	Ability to be flexible to the needs of the service.	
Other requirements	Car driver and access to vehicles	

PERSON SPECIFICATION AGREEMENT

Post Holder Name	Post Holder Signature	Date
Line Manager Name	Line Manager Signature	Date