

JOB DESCRIPTION

TITLE OF POST:	Fundraising Business Partner
ACCOUNTABLE TO:	Income Generation and Communications Director
JOB PURPOSE:	The Fundraising Business Partner will play a vital role in driving income generation by working closely with key stakeholders across the organisation. This individual will provide expert fundraising advice, strategic planning, and management oversight to ensure the development and execution of fundraising initiatives. In addition to managing fundraising activities, the role will have management responsibility for a team of 6 fundraising professionals, ensuring high performance, alignment with organisational goals, and capacity building.

MAIN DUTIES & RESPONSIBILITIES:

1. Strategic Fundraising Management:

- Work closely with the Income Generation and Communications Director to: Develop and execute long-term and annual fundraising strategies, with a focus on diversification of income streams, including corporate partnerships, major gifts, community and event fundraising.
- Set income targets, create action plans, and track progress towards goals.
- Identify new fundraising opportunities and develop creative approaches to donor engagement and acquisition.
- Monitor and analyse market trends, competitor activity, and sector developments to inform strategic decision-making.

2. Team Leadership and Management:

- Manage and mentor a team of Regional and Event fundraising professionals, providing clear direction, performance management, and professional development opportunities.
- Ensure that the team works cohesively and efficiently to achieve income generation targets.
- Oversee the recruitment, training, and development of team members to enhance skills, knowledge, and capacity within the team.
- Foster a positive, results-driven working culture focused on innovation, accountability, and continuous improvement.

3. Income Generation and Donor Engagement:

- Oversee the planning and delivery of key fundraising campaigns, ensuring that they are well-coordinated, data-driven, and aligned with the organisation's strategic objectives.
- Work with the team to identify, cultivate, and steward relationships with major donors, corporate partners, trusts, and foundations.
- Collaborate with the marketing and communications teams to develop engaging donor propositions and impact reporting.
- Oversee the production of high-quality donor materials, proposals, and reports that clearly communicate the organisation's mission and impact.

4. Business Partnering:

- Act as a business partner to senior leadership, department heads, and external stakeholders to align fundraising activities with organisational goals.
- Develop and maintain strong working relationships hospice wide, ensuring effective collaboration and alignment on fundraising priorities.

- Provide insight and advice on fundraising strategies, market trends, and emerging opportunities to support income growth.
- Partner with finance and operations teams to ensure accurate forecasting, reporting, and budgeting for all fundraising initiatives.

5. Financial Oversight and Reporting:

- With the support of the Income Generation & Communications Director, develop and manage the fundraising budget, ensuring effective allocation of resources and maximisation of return on investment (ROI).
- Monitor and report on fundraising performance, ensuring income targets are met or exceeded.
- Provide regular updates to the Income Generation and Communications Director and senior leadership on the progress of key initiatives, financial forecasts, and risks.

6. Governance and Compliance:

- Ensure all fundraising activities comply with relevant legislation, best practices, and ethical standards, including data protection and GDPR requirements.
- Lead the development and implementation of fundraising policies and procedures to ensure consistency and transparency in operations.
- Represent the organisation at key external forums, industry events, and partnerships to raise the profile of the organisation and foster new relationships.

MANAGERS OF STAFF AT BLUEBELL WOOD ARE EXPECTED TO:

- Be a strong advocate in teaching and demonstrating Bluebell Wood's culture to your staff and those around you, embedding the vision of the hospice in everyone who works here
- Play a leading role in the organisation's strategy implementation, giving real focus to how your team plays a part in this
- Enthuse your team to be the best version of themselves, empowering people to succeed at their role
- Take part in inductions for new team members and for staff returning from long absence
- Lead and guide staff, providing the support needed to maintain morales and enable them to work effectively
- Supervise your staff through regular catch ups KPI and objective meetings and appraisals
- Lead from the front in team meetings, enthusing your staff to achieve the best
- Ensure information which relates to your team and colleagues is communicated and disseminated timely and effectively.
- Positively represent your own teams' messages through the relevant meeting platforms and group discussions.
- Undertake annual appraisals with your staff members, assisting them in the preparation of Personal Development Plans
- Support appropriate staff learning and development within your team
- Communicate effectively with your team
- Play a role in the recruitment of new staff within your area, once appropriate training has been given
- Manage sickness absence fairly and effectively
- Manage performance issues fairly and consistently, taking advice from the HR team where appropriate

MANAGERS OF VOLUNTEERS AT BLUEBELL WOOD ARE EXPECTED TO:

- Recruit a team of volunteers to assist with the running of the department
- Manage, coordinate, supervise and train the volunteers
- Ensure a sufficient number of volunteers are engaged in order to maintain the expected level of service
- Complete working spreadsheets on a weekly/monthly basis, including planned absentee and holiday cover
- Allocate appropriate work schedules to volunteers, to meet the needs of the business
- Carry out effective inductions for new volunteers in your team
- Lead and guide volunteers, providing the support needed to maintain morale and enable them to work effectively
- Supervise your volunteers appropriately in their day-to-day work and actively work to recognise the work that they do
- Ensure your volunteers have access to some personal time with you on a regular basis
- Ensure that your volunteers have an annual opportunity to reflect on their volunteering role with you
- Support appropriate volunteer learning and development within your team
- Communicate effectively with your volunteer team

GENERAL

- Abide by the Health & Safety at Work Act
- Adhere to policy and procedures around safeguarding children and young adults
- Respect confidentiality applying to all Hospice areas
- Work within Hospice policies and procedures
- Demonstratable understanding and application of the provisions of GDPR
- Comply with the Hospice no smoking policy
- Participate in and contribute to team meetings
- Co-operate and liaise with colleagues
- Behave in a professional manner at all times
- Act as an ambassador for Bluebell Wood Children's Hospice, reflecting the objectives and values, and to always work in the best interests of the charity.
- Demonstrate a commitment to their own development, to take advantage of education and training opportunities and develop their own competence
- Support and encourage harmonious internal and external working relationships
- Make a positive contribution to fundraising and raising the profile of the Hospice

This job description is not exhaustive. It will be subject to periodic review and may be amended following discussion between the post-holder and employer.

Date of issue: Oct 2024

Review date: Nov 2025

PERSON SPECIFICATION

CRITERIA	STANDARD	E or D*	MEASURED BY
Qualifications/ Training	Good levels of literacy, numeracy and general education (<i>please specify levels of education if required</i>)	E	A,C
	A qualification in communications, PR or marketing	D	A,C
Experience	Proven experience in developing and delivering successful fundraising strategies across multiple income streams (e.g., events, corporate partnerships, community fundraising).	E	A,I
	Strong understanding of fundraising principles and practices, including corporate partnerships, events, and donor engagement strategies	E	A,I
	Experience in managing and motivating teams to achieve financial targets.	E	A,I
	Excellent stakeholder management and business partnering skills, with the ability to influence and engage senior leaders.	E	A,I
	Strong financial acumen and experience in managing budgets, setting income targets, and monitoring performance	E	A,I, P/T
	Strong written and verbal communication skills, with the ability to present complex ideas and data in a clear and compelling way.	E	A,I, P/T
	Proven ability to identify new opportunities and develop innovative fundraising strategies.	E	A,I
	Experience in the nonprofit or charity sector, specifically within income generation.	D	A,I
	Experience with business partnering models in fundraising or a similar capacity.	D	A,I
	Experience in securing major gifts or managing high-profile corporate partnerships.	D	A,I
Skills/Knowledge	Strong strategic thinking with the ability to develop long-term fundraising plans that align with organisational goals	E	A,I, P/T
	Excellent communication and presentation skills, with the ability to convey empathy and storytelling effectively.	E	A,I, P/T

	Knowledge of donor CRM systems and data management practices.	E	A,I
	Ability to manage multiple projects simultaneously and meet deadlines.	E	A,I, P/T
	Knowledge of fundraising compliance and legal regulations, including GDPR and data protection.	E	A,I
	Proficiency in data analysis tools (e.g., Excel) to assess fundraising performance.	D	A,I
	Understanding of fundraising trends and best practices within the nonprofit sector.	D	A,I
Personal Qualities	Strong leadership skills with the ability to inspire and motivate teams to achieve ambitious goals.	E	I
	Collaborative and able to build effective relationships with both internal teams and external partners.	E	I
	Results-driven and proactive, with a focus on meeting and exceeding fundraising targets.	E	I
	High level of integrity and commitment to ethical fundraising practices.	E	I
	Adaptable and flexible in a fast-paced environment, with the ability to manage competing priorities.	E	I
	Creative and innovative, with a willingness to explore new approaches to fundraising challenges.	E	I
	Passionate about the charity's mission and committed to making a positive impact through fundraising.	E	I
Other	Legally entitled to work in this country	E	D
	Ability to participate in out of hours rota	E	A,I
	Full driving licence with access to a reliable vehicle and business insurance cover	E/D	I,D
	Able to manage the physical aspects of the role, e.g., lifting, carrying, manual handling etc	E	I

***Essential or Desirable**

A	Application	C	Certificate	I	Interview
D	Document check	P/T	Presentation/Task		

