

Job Information Pack



Regional Fundraiser (Maternity Cover)

Birmingham Women's and Children's Hospital Charity
5 Rowchester Court, Whittall Street, Birmingham B4 6DH

Registered Charity Number 1160875



Welcome

Thank you for your interest in working with Birmingham Women's and Children's Hospital Charity.

We exist to support the unique work of Birmingham Women's and Children's NHS Foundation Trust, which provides world-class care to women, children and families right across the country.

Our charity has helped our Trust change the face of healthcare through pioneering research, revolutionising treatments by setting new national standards in care and purchasing state-of-the-art equipment which has saved lives.

The work we do has an impact across the UK and beyond, improving outcomes for many hundreds of thousands of women, children and families and we're incredibly proud of it.

But we also have ambitious plans to grow, taking our annual fundraised income from £10million to new heights as we strive to significantly increase the impact we make across our incredible hospitals.

As part of this growth and with support from our board of Trustees we're investing in our team to help us achieve our goals.

We have an exciting future ahead of us as we continue to be pivotal in providing the highest quality, world-class care and treatment women, children and families want, and more importantly deserve.

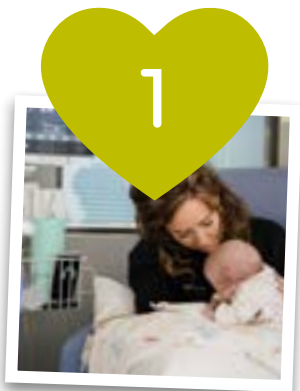
This is an exciting time for the right individual to make a truly transformational impact. If you'd like to join us on our journey, we'd love for you to be part of our passionate team. We look forward to receiving your application.



A stylized, handwritten signature in dark blue ink, appearing to read 'Mark Bridger'.

Mark Bridger
CEO of Birmingham Women's and Children's Hospital Charity

We Support Our Trust Across Four Key Priority Areas



Patient and Family Experience

By funding family-friendly spaces, improved ward décor and sensitive and appropriate bereavement support services, we can have a huge impact on a patient's wellbeing and overall experience.



Hospital Environments

Every family should feel comfortable and confident about what lies ahead. We fund everything from the refurbishment of waiting areas to the creation of new dedicated buildings – so our hospitals reflect the world-class care patients receive.



Technology and Equipment Advances

With technological advances moving quickly, our hospitals rely on charitable funding to help them lead the way. We have some of the best clinicians in the country working with us and it's important they have the best tools and kit to work with.



Research, Learning and Innovation

It's our job to encourage the next great idea, so we can eliminate diseases and find kinder treatments. Our funding has delivered internationally recognised research which has discovered new cures, treatments and approaches.



Our Charity Values

Our charity's purpose and vision is to inspire our community to transform lives. To bring this to life, we all live by a clear set of values which allow us to work together to achieve our ambitions.



Be A United Team

We believe in each other and collaborate at every opportunity. We recognise every member of our team has a unique part to play in our success and understand it's only by working together we will maximise our true potential.



Bring The Fun

We take fundraising seriously, but also know how to make it fun. We love the work we're fortunate to do and the people we're fortunate to do it with. We live life to the full and believe our best comes from this energy.



Make Today Count

We're here to transform lives. We get things done and are not afraid to fail. We recognise every day represents an opportunity to try something new, to learn and improve. Above all, we celebrate our gains as individuals as well as a team.



Keep Your Axe Sharp

We recognise and honour the time we give to work, our families and ourselves. We understand selfcare plays an important role in allowing us to be and give our very best.



Winning Hearts And Minds

We earn trust and loyalty by acting with integrity and respect. We steward every gift as if it's our own and take pride in demonstrating our impact.



Key Information

Hours:	Full time (37.5 hours per week Monday to Friday with some unsociable hours as required)
Contract Type:	Permanent
Salary:	£31,857 - £37,577 depending on experience
Annual Leave:	Paid holiday entitlement is 27 days annual leave plus bank and public holidays
Reports To:	Regional Fundraising Manager
Place of Work:	Flexible, hybrid model with time on site at the charity offices at both Birmingham Children's Hospital and Birmingham Women's Hospital

Job Summary

The role is primarily based at the charity office at Birmingham Children's Hospital, with the requirement to also work from the charity office at Birmingham Women's Hospital alongside some remote and out of hours working.



Principal Responsibilities

The purpose of this role is to develop incredible relationships with new and existing fundraising supporters, helping them to have a significant impact on the work of the charity.

Through your networks and by creating new opportunities, you'll need to increase income across education, individuals, in-memory supporters and community organisations, amongst others.

To be successful in this role you will:

- Have previous experience in income generation – leading and inspiring networks in order to generate long term income and partnerships.
- Be self-motivated, independent and target-driven.
- Possess a natural confidence in talking to people and encouraging their support.
- Have excellent communication and relationship building skills.
- Have a full clean driving licence, with access to a car.

Your skills and passion will see you:

- Proactively recruit high-calibre supporters, volunteers and community groups, inspiring and leading these networks to generate sustainable income.
- Manage a portfolio of regional donors and supporters, ensuring excellent stewardship and long-term engagement to maximise their fundraising potential.
- Monitor and report on income, expenditure and key performance indicators, including volunteer recruitment and event registrations, managing an income budget of approximately £600k PA.
- Deliver presentations and pitches to schools, community organisations and businesses.
- Act as “the face of the charity” within your region, developing and acquiring meaningful, long-term relationships
- Grow and strengthen volunteer and ambassador programmes in line with charity processes and procedures.
- Spend at least 50% of your time working within your region.
- Develop fundraising products and collaborate with colleagues across departments to ensure excellent donor stewardship.
- Maintain strong communication and collaboration across the fundraising department and hospital, balancing relationships effectively while working remotely.
- Drive the regional fundraising strategy with energy and creativity, identifying and nurturing long-term supporter relationships to secure sustainable fundraising and volunteering opportunities.
- To be part of a project or appeal working group, such as Christmas, In Memory Fundraising or Facebook Challenges ensuring all information is shared across the team.

The above list is not exhaustive and duties and tasks may develop along with the charity and the appointed candidate's progression.

100,000

sick kids are treated at our Children's Hospital every year

8,000

babies are birthed at our Women's Hospital every year

£12m

raised in 2025/2026

£30m

deployed across all our hospital sites in the last five years



Role Development

Other tasks, commensurate with the seniority of the post, will be allocated over the duration of the contract of employment dependent on the needs of the charity and the development of the post holder.

The post holder will seek to actively further the strategic goals of the charity in response to the continually changing environment in which it operates and take advantage of developments in best practice, new technology and other opportunities which present themselves.

Health And Safety

Employees must be aware of the responsibilities placed on them under the Health and Safety at Work Act (1974) and the Manual Handling Operations Regulations (1992). This ensures the agreed safety procedures are carried out to maintain a safe environment for staff and visitors to the charity.

Equal Opportunities

The charity has a clear commitment to equal opportunities and has in place an equal opportunities policy which provides for equality of opportunity in all aspects of employment and charity services and avoids unlawful discrimination. It is the duty of every employee to comply with the letter and the spirit of the charity's policy.

Conflicts Of Interest

The post holder will at no time use or abuse their position for personal gain or to benefit their family, friends or other private interests. Any interest, direct or indirect, with contracts involving the charity must be declared and any private profit repaid to the charity.

A role description is a reflection of the current position and may change emphasis or detail in light of subsequent developments as the charity is a fast-paced environment. Duties may change from time to time, in consultation with the post holder.



Is This Role For You?

Every role at Birmingham Women's and Children's Hospital Charity helps ensure our success and there are certain skills necessary to support this.

We're looking for someone who has the following experience or demonstrable transferable skills:

	Essential	Desirable
Qualifications	- A good level of general education, ideally educated to degree level, or with equivalent experience working in a regional fundraising environment - High level of numeracy, literacy and excellent written skills - Driving licence with access to a car	Externally accredited fundraising qualification such as a Chartered Institute of Fundraising Foundation in Fundraising Practice
Experience	- At least two years proven experience of proactively seeking income generation opportunities and developing and growing client or supporter relationships - Proven experience of managing and delivering an income target - Experience of managing own workload effectively and planning and organising work to meet deadlines	- Experience of fundraising at a regional level, preferably with experience of establishing fundraising in a new region - Experience of managing numerous income streams - Experience of working effectively without close supervision dealing with problems as they arise - Thorough knowledge of volunteering practices and charity sector initiatives
Skills and Knowledge	- Proven budget management skills - Proven ability to build influential relationships at all levels - Excellent presentation skills to all ranges and sizes of audiences - Generally technologically literate – able to use the internet, email, trouble-shoot IT problems, manage document preparation and use workflow management tools - Knowledge of databases, preferably Salesforce	- Effective media spokesperson - Knowledge of sales techniques - Knowledge of supporter development strategies
Personal Attributes	- Impact focused and results driven - Confident in acquiring new supporters, networking and 'making the ask' - Able to empathise with people's stated needs and emotional drivers. - Able to manage a complex and demanding workload - Flexibility in terms of working hours and availability at evenings and weekends	

Professional Development

We're committed to your continued learning and development. As a charity, we ensure the time, resources and assistance are set aside to support you to maximise your potential and growth.



What We Offer

We're committed to equal opportunities and welcome applications from all suitably qualified persons regardless of their race, sex, disability, religion/belief, sexual orientation or age.

We offer

- Flexible and hybrid working to support work-life balance
- Generous annual leave entitlement with additional leave for long service
- Enhanced sick pay
- Enhanced maternity pay
- Free flu and COVID-19 jabs
- Access to an Employee Assistance programme which offers both virtual and in-person support, 24/7 access to a GP surgery web app, as well as lifestyle savings across online and high street shops
- Charity events throughout the year
- Employer enhanced auto-enrolment pension scheme with 8% employer contribution
- Ongoing commitment to education and professional development.

Successful candidates will have access to vulnerable beneficiaries and therefore the role is subject to Disclosure and Barring Service (DBS) clearance.

How To Apply

If you have the qualities we're looking for please apply via Charity Jobs explaining how you meet the criteria for the role. Make it clear why you would like to be considered.

If you think you could do the role, but don't have all the desirable experience, we would still welcome an application from you.

Interviews will be held at our Charity Head Office, 5 Rowchester Court, Whittall Street, Birmingham B4 6DH.

If you would like to discuss this opportunity further or have any questions about the role please contact ruth.millard1@nhs.net.

