



Jessie May
Children's Hospice at Home

**Community
Engagement
Fundraising
Officer**

March 2025



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Introduction from our CEO, Daniel Cheesman

Thank you for considering what I believe is an incredible career opportunity here at Jessie May. This role of Community Engagement Fundraising Officer is a pivotal role in developing and expanding community fundraising initiatives.

We are an innovative charity with a national reputation for providing exceptional care and support to children with life-threatening and life-limiting conditions and their families in their own homes. We are family centred and led, and the direct involvement of our families is crucial to everything we do. All of us, our nurses, administration team, fundraisers, trustees and volunteers are without exception passionately committed to improving the lives of the children and families we support.

Jessie May was established in 1996 and over the last 5 years we have seen rapid growth in the numbers of children and families we support and the geographical areas we cover. To date we have supported over 450 children and their families across the South-West. We provide regular, specialist, palliative care and support to enable families to care for their child at home; intensive care and support to families when a child is at the end of life to enable them to remain at home; and bereavement support after a child has died.

Jessie May is in an exciting phase. In September 2022 we launched our 'No Place Like Home' strategy which has seen us launch a 24/7 end of life care project and expand and develop the services we provide to support our families. The Family Liaison Officer plays a crucial role in this holistic approach.

About Us

Started by a family, for families, and now shaped by families - learn more about how and why Jessie May was established.

Jessie May is a Bristol-based charity, with a national reach providing nursing care at home for children and young people with life-threatening and life-limiting conditions who are not expected to live beyond the age of 19. Jessie May was established in September 1996 by Chris and Philippa Purrington, following the death of their baby daughter Jessica May. She died from a genetic condition known as severe Spinal Muscular Atrophy when she was only 4½ months old.

Whilst the family were visiting relatives in Bristol, Jessica was admitted to the local hospital. It was here that the family learnt that the support they had received back at home in High Wycombe was not available to families caring for their child at home in the Bristol area.

Jessica was cared for by her family at home throughout her illness. She died peacefully at home in her father's arms, in privacy, with dignity and surrounded by all those who loved her.

Jessica's parents were determined to do what they could to enable other children with conditions like Jessica's and their families to have support in their own homes and the choice to die at home when that time comes. After a lot of hard work and perseverance, initial funding was secured, and Jessie May was officially launched in 1996.

Jessie May receives approximately 20% of funding from statutory sources, so is very reliant upon voluntary funding, and encourages donations from individuals, corporate organisations, community groups and grant-making or charitable trusts. No charge is made to families using the services of the charity. Since Jessie May was founded, we have supported over 450 children and their families across the South-West.

Our Vision

Our vision is that all children and young people with life-limiting or life-threatening conditions are supported to have the very best quality of life possible, and to choose to live, and to die, in their own homes with their families.

Our Mission

Our mission is to provide the very best care and support possible, at home, for children and young people with life-limiting or life-threatening conditions and their whole families. For the whole journey in life, at the end of life, and in bereavement.

Our Values

We are kind,
passionate
and
committed

We are honest,
respectful and
collaborative.

We put
children and
families first

Job description

Post	Community Engagement Fundraising Officer
Direct Line Reports	Head of Fundraising and Communications
Salary	£28,840 - £32,917
Contract	Six months with a view to extending (maternity contract)
Hours	35 hours
Annual Leave	27 days, increasing with length of service
Pension	Group pension scheme
Location	Jessie May office, Kingswood, Bristol and community based (80%) and home based (20%)

[1] It is Jessie May policy to appoint at the starting point of the advertised salary scale, unless the candidate can demonstrate exceptional experience.

Role

As Jessie May's Community Engagement Fundraising Officer, you will play a pivotal role in developing and expanding community fundraising initiatives. Your focus will be on engaging schools, community groups, faith organisations, and individuals (including volunteers) to foster long-lasting relationships and secure essential support for Jessie May. We are looking for a highly motivated and energetic individual with a passion for community fundraising to achieve agreed income targets and ensure the sustainability of our community fundraising efforts.

Main Responsibilities Community Fundraising and Engagement

Lead the coordination of community fundraising campaigns, initiatives, and events, ensuring high levels of participation and engagement.

Cultivate and nurture strong relationships with community groups, schools, faith organisations, and individuals, inspiring their ongoing involvement and support.

Serve as the primary contact for community fundraisers, offering guidance, support, and resources to empower their fundraising success.

Develop and implement an engaging events calendar that includes UK and overseas activities, Jessie May-organised events, and opportunities for individual participation.

Volunteer Fundraising Support

Recruit, train, and energise a network of volunteer fundraisers to enhance community fundraising activities, ensuring they feel valued and empowered to make a difference.

Relationship Management and Stewardship

Spearhead the development and execution of stewardship plans for community supporters, ensuring their contributions are recognised and celebrated.

Maintain accurate records of community supporters and events in the Jessie May Donorfy CRM system, tracking engagement and financial contributions to inform future strategies.

Other Responsibilities

Represent Jessie May at fundraising events, including weekends and out-of-hours.

Monitor and evaluate fundraising performance, ensuring all activities align with best practices and compliance standards.

Be flexible and carry out any other associated duties that may arise, develop, or be assigned.

Adhere to legal requirements for fundraising and general activities, including GDPR, The Fundraising Code of Practice, and others.

All Employee Responsibilities

Maintain an awareness of and actively follow and promote Jessie May policies, including (but not limited to); Equality and Diversity, Health and Safety, Safeguarding, Data Protection and Confidentiality.

Complete all Jessie May mandatory training, within the required timescales.

The welfare of children and young people with who we support and come into contact with, either directly, or indirectly, is paramount to all staff at Jessie May and it is our responsibility to ensure that best practice is followed and that you adhere to the Jessie May values and Code of Conduct at all times.

To Note

This is not an exhaustive list of tasks; Jessie May employees will be asked to undertake other ad hoc tasks relevant to the scope and purpose of the role. This job description reflects the present requirements of the post, and as duties and responsibilities change/develop, the job description will be reviewed subject to amendment in consultation with the post-holder. the scope and purpose of the role. This job description reflects the present requirements of the post, and as duties and responsibilities change/develop, the job description will be reviewed subject to amendment in consultation with the post-holder.

Jessie May Culture and Code of Conduct

The Jessie May team has created a 'code of conduct', which outlines the organisational culture that all team members adhere to:

We are caring and compassionate, actively looking out for one another and supporting workloads where we can.

We support and understand each other's priorities.

We are friendly and inclusive of everyone we come into contact with.

We maintain a professional attitude, fostering a culture of openness and actively encourage constructive feedback among ourselves.

We are ambitious and hardworking and celebrate one another's achievements.

Terms & Conditions and Employee Benefits

Conditions, including but not limited to the below:

Checks: The appointment is subject to satisfactory references, DBS check and a probationary period of three months.

Salary: £28,840 - £32,917 depending on experience. Salaries are reviewed annually, at the discretion of the Trustees, where the budget allows, with any increases effective from April.

Pension: There is a group personal pension scheme that you are entitled to participate in, subject to the rules of the scheme. You will be automatically enrolled into the scheme, however there is the option to opt out. The employer's

contribution is 5 per cent while the employee's contribution is 4 per cent of the pensionable salary.

Death in Service: There is a death in service insurance that you will be eligible to enroll in from day one.

Work base: Jessie May office and throughout the Jessie May service area.

Holiday entitlement: Annual leave is 27 days pro rate, plus bank holidays. Some annual leave is pre-allocated to cover some of the time in-between Christmas and New Year when the office is closed. This amount increases with service.

Employee Assistance Programme

Staff Wellbeing Social Group

Team Away Days and Social Events

Free on-site parking if available

Free office refreshments

PERSON SPECIFICATION

	Essential	Desirable
Education		Relevant fundraising qualification
Experience	<ul style="list-style-type: none"> • Proven track record of agreeing agreed income and engagement targets • Experience of managing a diverse portfolio of relationships • Experience of managing volunteers and events 	<ul style="list-style-type: none"> • Budget management experience
Abilities	<ul style="list-style-type: none"> • Outstanding written and verbal communication skills • Ability to influence, persuade and negotiate using interpersonal skills • Ability to create and deliver tailored presentations to varying audiences 	
Skills	<ul style="list-style-type: none"> • Proficient in the use of IT tools such as MS Office and CRM systems • Project management • Excellent networking and relationship management skills • Excellent research skills • Strong attention to detail and high standards in the production of quality work • Self-motivated with the ability to work both alone and as part of a small team 	

	<ul style="list-style-type: none"> • Knowledge of GDPR principles within fundraising • To possess, or have the motivation to develop, a thorough knowledge of the work of Jessie May and the children's hospice sector 	<ul style="list-style-type: none"> • Knowledge of the Fundraising Regulator Code of Fundraising Practise and its guidelines • Understanding and knowledge of community fundraising trends
	<ul style="list-style-type: none"> • Influencing and negotiating skills • The ability to work under pressure and to deadlines • Creative and innovative thinking • Enthusiastic and motivated • Motivated by achieving targets, managing multiple tasks and relationships, and working to deadlines • Committed team player • Commitment to supporting and demonstrating the Jessie May values and behaviours in your work internally and externally 	
	<ul style="list-style-type: none"> • Driving license • Access to your own vehicle • Willingness to travel and work within the Jessie May region 	

How to apply

Use our [application form](#) - You will be asked some basic details, need to answer 3 questions about your skills and experience and upload your CV. We would be grateful if you could also take the time to complete our anonymous [equalities monitoring form](#).

As part of our commitment to being a Disability Confident Employer, we guarantee an interview to anyone who identifies as disabled (as defined by the Equalities Act 2010) that meets the essential criteria set out in the person specification.

Closing date: 10.00am Monday 17th March 2025

Interview date: Thursday 20th March 2025

Interview location: Jessie May, 35 Old School House, The Kingswood Estate, Britannia Road, Kingswood, Bristol, BS15 8DB.