

<b>JOB DESCRIPTION AND PERSON SPECIFICATION FOR AGENDA FOR CHANGE BAND</b>	Fundraising Manager
<b>HOURS AND DURATION</b>	7
<b>AGENDA FOR CHANGE REFERENCE NUMBER</b>	As specified in the job advertisement and the Contract of Employment
<b>DBS LEVEL</b>	2176
<b>REPORTS TO</b>	Standard DBS
<b>ACCOUNTABLE TO</b>	Associate Director of Communications and Culture
<b>LOCATION</b>	Chair of Charitable Funds Committee
<b>JOB SUMMARY</b>	<p>The post holder will initially be based at the location specified in the job advertisement and the Contract of Employment. However, the Trust reserves the right, with consultation, to relocate post holders to any base within the Trust in line with service requirements.</p> <p><b>JOB SUMMARY</b> <i>'Raising Health generates income to support excellent care initiatives, equipment and innovations which go above and beyond core NHS provision to enhance the experience of existing and future patients, service users and staff at Leicestershire Partnership NHS Trust.'</i></p> <p>The postholder is responsible for leading, creating, developing and maintaining Leicestershire Partnership NHS Trust's (LPT) Charitable Fund's fundraising strategy and programme of fundraising for Raising Health. They will lead a clear vision for developing new income streams and maximising the effectiveness of established methods. Key responsibilities include to raise significant additional funding to an agreed annual fundraising target and benchmarks; and to devise and establish fundraising plans which will actively optimise voluntary income. To build strong relationships with and advise the Trust executive team, Charitable Funds Committee, and Trust Board – and supporters, both internal and external, community groups, volunteer fundraisers and other fundraising organisations and potential donors to deliver a robust case for support and fundraising programme. To ensure Raising Health maintains a high profile, that is clear and consistent, throughout the organisation and wider local community.</p>

**MAIN DUTIES AND RESPONSIBILITIES:**

1. To demonstrate the Trust's values in everything you do in the work environment and live up to LPT's Leadership Behaviours
2. To be responsible in the use and expenditure of the Trust's resources that you utilise

3. Establishing Effective Leadership and Communication
4. Continuing Education, Professional and Personal Development
  - 4.1. Undertake the Trust's corporate and local induction, and maintain your learning and compliance with training requirements for your role
  - 4.2. Participate in supervision via agreed review and appraisal mechanisms
  - 4.3. It is mandatory for all professionally qualified staff and clinical support staff to actively participate in clinical supervision as an integral part of their professional development.
5. Management and use of Resources and Information
  - 5.1. All records that the role is responsible for or modifies must be kept up to date and maintained in an accurate and diligent manner
6. Operating with Quality in everything you do and Maintaining a Safe Environment

#### **KEY TASKS:**

1. Lead the Raising Health fundraising strategy and fundraising programme
2. Fundraising, including writing grant applications
3. Grant Giving
4. Marketing & Communications

#### **MAIN DUTIES**

##### **Fundraising**

- To secure a high profile for the charity within LPT and to ensure that there is a high level of confidence in the fundraising function.
- Lead the regular review of and development of the Raising Health's fundraising strategy, focusing on key objectives of the charity:
  - Increase the depth of charity brand awareness and profile to all relevant audiences.
  - Increase the level of donations to the charity using the appropriate fundraising mix.
  - Invest in initiatives that support the vision of the charity
  - Develop partnerships which increase the reach of the charity
- Understand and assess funding priorities in line with the charity's fundraising strategy that optimises supporter engagement and contribution in line with LPT business and communications plans to meet agreed targets and milestones.
- To lead, promote and co-ordinate local fundraising events and activities, ensuring that sponsorship funds are secured effectively, and events are well planned, marketed and supported. This will require effective monitoring of the local charity environment and a visible presence within the community.
- To identify new innovative methods of fundraising and income generation. Responsible for identifying, researching, targeting and managing new fundraising opportunities to an agreed annual fundraising target.
- To lead complex and sensitive negotiations with potential major donors, using developed persuasive and negotiating communications skills.

- To be responsible for developing, implementing and reviewing Charity policies and operating procedures that impact across the organisation.
- To monitor fundraising performance across all areas of activity, and prepare regular reports to the charitable funds committee and other relevant funding bodies, (including the Carlton Hayes charity)
- Prepare and write the Charitable Funds Annual Report
- Build charity ambassadors and endorsements (internal, external and celebrity)
- Identify and cultivate corporate and major donor prospects, advising on appropriate approaches and utilising established networks and relationships
- Build the pipeline of opportunities for income generation including individual giving, LPT staff/wider lottery, corporate partnership, volunteering, charity of the year, sponsorship and Cause Related Marketing
- Manage appropriate information systems and databases to build a donor fundraising programme to take existing and new donors on well-planned donor journeys.
- Engage and promote active involvement of LPT staff in securing fundraising support, by helping them to understand what the charitable funds are used for and their benefit to service users.
- Develop relevant training programmes and tools to support staff in fundraising activity and empower them to take local ownership of their charity bids.
- Identify, and cultivate potential community fundraisers, supporting them in their activities to raise funds for Raising Health
- Ensure compliance with the latest Charity Commission guidance.
- Ensure all fundraising activities are conducted appropriately and within the law and to follow accepted codes of practice as set out by the Institute of Fundraising

### **Grant Giving**

- Work closely with the charitable funds committee to understand and support ongoing priorities for grant giving. Ensure that bids are well prepared and fully costed prior to submission for approval to the Charitable Funds Committee.
- Work closely with the communications team to raise the profile of completed bids, good news stories and case studies, to build on and drive further donations.

### **Marketing & Communications**

- In collaboration with the Comms team, produce communication and marketing materials (eg press releases, newsletters, donor communications) promoting the charity to existing and potential supporters

- Prepare and oversee appropriate and timely fundraising materials and collateral including for the website, printed materials, events, social media, PR, etc
- Ensure communications plans for each class of donor are clearly understood and managed by the most appropriate LPT staff member
- Ensure follow up and evaluation of all major grants awarded and develop first-hand case studies which can be used to solicit on-going and future support, including legacies
- Network and promote Raising Health to develop and maintain a wide base of support from the local community, including staff, patients, family/friends, trust members, local companies, local organisations, wider local community.
- Work with the national NHS Charities Together network to identify and implement best practice for Raising Health

## **COMMUNICATION AND WORKING RELATIONSHIPS**

### **Internal**

Charitable Funds Committee  
LPT communications team  
Executive team  
Volunteers  
Finance Team  
LPT Staff  
Trust Board

### **External**

Patients and service users  
NHS England and NHS Improvement  
Clinical Commissioning Groups  
Local Authorities  
Voluntary and private sector organisations  
Local, regional and national media organisations  
Patient representatives and groups  
Members of the public  
LPT Members  
Third party suppliers  
Potential donors  
Community organisations  
Other Charitable organisations  
National NHS Charities Together

## **ENVIRONMENTAL FACTORS**

### **7. Physical Effort**

Frequent driving to other LPT and partner premises across Leicester, Leicestershire and Rutland. Lifting and moving of heavy equipment, printed materials.  
Prolonged periods of up to 5 hours sitting at desk, using a computer and screen.

#### **8. Mental Effort**

Frequent concentration required for prolonged periods to research and write complex documents, media releases, briefings, and publications. Work is routinely undertaken in the context of short deadlines in a busy department with frequent interruptions and priority changes. The nature of the job is often unpredictable due to changing priorities or unplanned events.

#### **9. Emotional Effort**

The post-holder will regularly have direct contact with the media and colleagues about circumstances that are sensitive and emotive. They will often be called up to make a judgement within a short period of time. The post-holder will have direct contact with service users and the public and may occasionally be required to deal with angry or upset people who have an issue to be resolved. They will be exposed to distressing or emotional circumstances and information.

#### **10. Working Conditions**

The post-holder will work in an office for the majority of their role with no exposure to unpleasant working conditions. However, the post-holder will be required to use a computer for prolonged periods of time, which could be up to 5 hours per day.  
Travel to other locations across Leicester, Leicestershire and Rutland several times a week. The position requires flexibility in working hours to support out-of-hours events and may require some weekend working.

The job description is not exhaustive and will be reviewed in the light of changing needs and organisational development. Any changes will be discussed with the post holder who may be required to carry out the duties appropriate to the grade and scope of the post.

## OUR LEADERSHIP BEHAVIOURS: IT STARTS WITH ME

Our leadership behaviours framework set the standards of expectation we aspire to in our daily work. Meeting these standards and developing the capability to exceed them, will not only ensure that we continue to improve and respond flexibly to changing needs as an organisation, but will also help our staff to fulfil their potential, both in terms of personal achievement and career advancement.

The behaviours we expect to see at LPT are:



**Valuing one another**



**Recognising and valuing  
people's differences**



**Working together**



**Taking personal  
responsibility**



**Always learning and  
improving**

## **ADDITIONAL INFORMATION**

The NHS is in a period of continuing change due to developments and rationalisation of services. This will lead to a modification of structures and job descriptions. The post holder will be expected to co-operate with changes, subject to consultation, at any time throughout the duration of their contract.

## **MOBILITY**

The person specification for the role will detail the mobility requirements of the post. However, employees may be required to work at any of the other sites within the organisation subject to consultation.

## **POLICIES AND PROCEDURES**

All staff should comply with the Trust's Policies and Procedures. It is the employee's responsibility to ensure that they are aware of the relevant Policies and Procedures for their area of work. Key Policies and Procedures will be explained as part of local induction arrangements

## **SAFEGUARDING CHILDREN AND ADULTS**

The Trust takes the issues of Safeguarding Children and Adults, and addressing domestic violence very seriously. All employees have a responsibility to support the Trust in its duties by adhering to all relevant national and local policies, procedures, practice guidance and professional codes; promptly reporting any concerns to the appropriate authority in line with safeguarding policy and guidance; attending mandatory training on Safeguarding children and adults; being familiar with individual and the Trust's requirements under relevant legislation.

## **MENTAL CAPACITY ACT**

All clinical staff will be aware of their responsibilities under the Mental capacity Act and will ensure that assessment for Deprivation of Liberty Safeguards is in place for any patient that is deemed to lack capacity to consent to their care and treatment.

## **MAKING EVERY CONTACT COUNT**

All staff are positively encouraged to contribute to improving health for themselves, their patients, service users and colleagues. This happens when, in everyday contact, the opportunity is taken to raise the subject of choosing better health by stopping smoking, reducing alcohol intake, eating more healthily and becoming more active. The Trust's Making Every Contact Count programme has further information.

## **HEALTH AND SAFETY**

It is the duty of all employees of the Trust to ensure that a safe working environment and safe working practices are maintained at all times. Any specific duties you are required to fulfil as part of the job you are employed to undertake will be detailed as part of your job description. All employees must comply with the duties imposed on them by the Health and Safety at Work Act 1974, i.e.

- To take responsibility for the Health and Safety of themselves and of other persons who may be affected by their acts or omissions at work.
- To co-operate with their employer as far as is necessary to meet the requirement of the legislation.
- Not to intentionally or recklessly interfere with or misuse anything provided in the interest of health and safety or welfare

These duties apply to all staff whenever and wherever they are engaged on Trust business.

## **DATA PROTECTION**

In line with national legislation, and the Trust's policies, you must process all personal data fairly and lawfully and in a transparent way, for the specific, explicit and legitimate purpose(s) it was obtained and not disclosed in any way incompatible with such purpose(s) or to any unauthorised persons or organisations, unless a lawful exemption applies.

The post holder must be familiar with and comply with the all Trust Policies on Data Protection, Confidentiality and Information Security and requests for personal information.

The post holder must be familiar with and comply with the General Data Protection Regulation and Data Protection Act 2018.

Personal Data must be:

- Processed lawfully, fairly and in a transparent manner
- Collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes
- Adequate, relevant and limited to what is necessary
- Accurate and where necessary, kept up-to-date
- Kept in a form which permits identification of data subjects for no longer that is necessary for the purposes which it is processed
- Processed in manner that ensures appropriate security, including protection against unauthorised or unlawful processing and accidental loss, destruction or damage

## **CONFIDENTIALITY**

The Trust attaches the greatest importance to patient confidentiality and to the confidentiality of personal health data, personal data and other data held and processed by the Trust. All data should be treated as confidential and should only be disclosed on a need-to-know basis.

Some data may be especially sensitive and is the subject of a specific organisation policy, including information relating to the diagnosis, treatment and/or care of patients and service users, as well as individual staff records. Under no circumstances should any data be divulged or passed on to any third party who is not specifically authorised to receive such data. In addition, staff must not access personal information unless authorised to do so as part of their role.

Due to the importance that the organisation attaches to confidentiality, disciplinary action will be considered for any breach of confidentiality. All members of staff are expected to comply with national legislation and local policy in respect of confidentiality and data protection.

With the increased use of information technology and e-communications, staff should also be aware that safe guards are in place to protect the privacy of individuals when using these mechanism, both inside and outside of work. This includes the use of social media i.e. Facebook, Twitter, Snapchat etc. Where privacy is breached disciplinary action will be considered.

All employees should be mindful of the seven Caldicott principles when dealing with person identifiable information.

1. Justify the purposes of using confidential information
2. Only use it when absolutely necessary
3. Use the minimum that is required
4. Access should be on a strict need to know basis
5. Everyone must understand his or her responsibilities
6. Understand and comply with the law



7. The duty to share information can be as important as the duty to protect patient confidentiality

If there is any doubt whether or not someone has legitimate access to information, always check before you disclose.

## **EQUALITY AND DIVERSITY**

We aim to design and provide services and employment practices that meet the diverse needs of our service users and staff, ensuring that none are placed at a disadvantage over others. You will be expected to take into account the provisions of the Equality Act 2010 to advancing equal opportunity. You must act in your role to ensure that no one receives less favourable treatment due to their protected characteristics i.e. age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex (gender) or sexual orientation.

In carrying out its functions, you must have due regard to the different needs of different protected equality groups in their area.

## **INFECTION CONTROL**

All employees have a responsibility to protect from infection themselves and other people, whether they be patients, other staff or visitors, as well as making all reasonable effort to reduce or prevent the risk of infection in their working environment. All staff have a duty to make themselves familiar with and comply with Infection Prevention and Control Policies and Procedures, carry out duties required by legislation such as the Health and social care Act 2008 (updated 2015) (and subsequent legislation), and to attend mandatory training relating to infection prevention and control.

## **COUNTER FRAUD**

Staff are expected to report any incidences of potential fraud to the Counter Fraud Helpline on 0800 028 40 60.

## SMOKING AT WORK

The Trust has a "Smoke Free Policy", which applies to:

- All persons present in or on any of the Trust grounds and premises
- All persons travelling in Trust owned vehicles (including lease cars) whilst on official business.
- Privately owned vehicles parked on Trust grounds or when transporting Service Users, Visitors on official Trust business.
- When wearing an NHS uniform.

## ELECTRONIC ROSTERING

'Our Electronic Rostering system is key to ensuring staff are in the right place with the right skills at the right time, to ensure we carry out this responsibility effectively; all LPT staff must adhere to the rostering standards and guidelines set out in the Electronic Rostering Policy, pertaining to their role'.

Person Specification Selection Criteria:	3. Essential/ Minimum 1. Desirable	Stage measured at. You must demonstrate the required criteria at all stages indicated			
		Appli- cation form	Intervi- ew	Test	Prese- ntation
<b>Demonstrates a commitment to the Trust's Values</b>					
1.1 Compassion	3		x		
1.2 Trust	3		x		
1.3 Respect	3		x		
1.4 Integrity	3		x		
<b>Qualifications (Equivalent qualifications will be considered where their equivalency can be demonstrated)</b>					
2.1 Educated to degree level or equivalent gained through extensive fundraising experience	3	X	X		
2.2 Qualification and/or equivalent experience in fundraising work	3	X	X		
2.3 Member of the Institute of Fundraising	1	X	X		

<b>Knowledge and Skills</b>					
<b>3.1</b> Planning and implementing fundraising plans and campaigns	3	X	X		
<b>3.2</b> Excellent communications skills and the ability to communicate persuasively, through various appropriate communication methods with diverse stakeholders and audiences	3	X	X		
<b>3.3</b> Ability to analyse and judge complex facts and information for inclusion in fundraising communications in a way that is appropriate to the audience and maintains the reputation of the organisation	3	X	X		
<b>3.4</b> Excellent planning and organisational skills in order to work to strict deadlines, achieve objectives, co-ordinate and prioritise several tasks concurrently	3	X	X		
<b>3.5</b> Knowledge of website/intranet content management systems and ability to manage website content.	1	X	X		
<b>3.6</b> High level of IT competency - including Microsoft Office products and advanced keyboard skills for designing publications and presentations. Is able to manage the development and implementation of a fundraising database.	3	X	X		
<b>3.7</b> Knowledge of information sources for research and scanning purposes and ability to analyse complex information.	3	X	X		
<b>3.8</b> Confidence in dealing with members of the public and in presenting information and public speaking to large groups.	3	X	X		
<b>3.9</b> Negotiation with and commissioning from external agencies and third parties.	3	X	X		
<b>3.10</b> Training of other staff to undertake specific duties related to the scope of this post e.g. fundraising staff and web publishers.	3	X	X		

Person Specification Selection Criteria:	3. Essential/ Minimum 1. Desirable	Stage measured at. You must demonstrate the required criteria at all stages indicated			
		Appli- cation form	Intervi- ew	Test	Prese- ntation
<b>3.11</b> Good knowledge of the wider health and social care community, with a good understanding of current NHS issues and NHS <b>3.12</b> Good knowledge of the local charitable sector and key players/competitors for funding	1      3	X      X	X      X		
<b>Experience (both work and 'life' related)</b>  <b>4.1</b> Significant experience of working in a senior fundraising role within the NHS, charity or public sector <b>4.2</b> Experience of strategic planning, project management and senior leadership <b>4.3</b> Experience of juggling a range of fundraising/income generations streams simultaneously to reach target <b>4.4</b> Experience of raising substantial funds for a charitable organisation <b>4.5</b> Experience of building a case for support of fundraising <b>4.6</b> Experience of managing or directing others to achieve an agreed goal <b>4.7</b> Experience of marketing services/support and campaign management	   3   3   3   3   3   3   1	   X   X   X   X   X   X   X	   X   X   X   X   X   X   X		
<b>Personal Attributes</b>  <b>5.1</b> Self-motivated with a willingness to undertake identified training needs to help achieve business and personal objectives <b>5.2</b> Excellent verbal and written communication adaptable to a variety of styles and audiences <b>5.3</b> Attention to detail to maintain high standards of work	   3   3   3	   X   X   X	   X   X   X		

Person Specification Selection Criteria:	3. Essential/ Minimum 1. Desirable	Stage measured at. You must demonstrate the required criteria at all stages indicated			
		Appli- cation form	Intervi- ew	Test	Prese- ntation
<b>5.4</b> Cooperative and flexible approach with good interpersonal skills	3	X	X		
<b>5.5</b> Confidence in dealing with and influencing a range of people both internal and external to the organisation	3	X	X		
<b>5.6</b> Able to work as part of a team and to lead teams where necessary to meet specific team objectives	3	X	X		
<b>Standard Requirements</b>					
Commitment to Equality & Valuing Diversity Principles	3	X	X		
Understanding of Confidentiality & Data Protection	3	X	X		
Understanding of the service users of the Trust (which could include lived experience of conditions the Trust deals with or of receiving services relevant to those the Trust provides)	3	X	X		
<b>Mobility</b> This will either be not applicable or own transport or suitable alternative. Dependence on public transport is not suitable for this role		You must demonstrate how you would meet the stated mobility requirement on your application form			