



Children's Hospices Across Scotland

**Philanthropy Senior Manager**

**Recruitment Pack**

June 2024



Dear Candidate,

Thank you for your interest in the role of **Philanthropy Senior Manager** at CHAS.

The Senior Philanthropy Manager is a new role in our Partnerships and Philanthropy team. We are looking for an experienced professional to work closely with me to develop the strategy and lead the Major Donor and High Profile Events team. You will drive high-value income growth, developing relationships and securing income from Major Donors and High-Profile Events, delivering exceptional levels of tailored engagement and stewardship.

This is an exciting time, as we recently launched our 2024-2028 strategic plan, which sets out how CHAS will provide unwavering care to children who may die young, and their families, on every step of the journey. All our work is one of three fields:

- learning your child is seriously ill and may die young
- living well
- dying well and bereavement

We are there for families every step of the way, supporting them in life, death and beyond. Our ambition is that no-one should face the death of their child alone.

The plan includes both revenue and significant capital investment to ensure we are providing care to everyone who needs our support. The fundraising need is significant, with the Income Generation and Engagement team committed to growing income and raising at least £65million over the next five years.

This is a senior role within the Partnerships & Philanthropy team, and we are looking for someone with the passion and drive to help us take philanthropy to the next level. CHAS isn't the biggest charity in Scotland, but we think and deliver big. We are focused in meeting our fundraising goals, but we also strive for a healthy work-life balance, with flexible hybrid working and an inclusive environment.

If you have the skills and energy to help us on this next stage of our journey, we would love to have you as part of our team. I hope you will consider applying and joining us at CHAS.

If you would like more information about the role, please contact [careers@chas.org.uk](mailto:careers@chas.org.uk) with any queries or to arrange an informal chat.



Imogen Assenti  
Head of Partnerships & Philanthropy

## About you

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You are an experienced fundraising professional with a proven track record of securing substantial donations from high-net-worth individuals. Your strategic mindset and innovative approach enable you to develop and execute successful fundraising initiatives that drive results. With your exceptional communication skills and keen attention to detail, you cultivate strong relationships and collaborate effectively across all levels of the organisation. You have a passion for the work that CHAS does and will be able to inspire donors to work with us to make a difference to the children and families we support.

We welcome applicants from diverse backgrounds, whether you are currently in fundraising or the commercial sector. Regardless of your path, we seek individuals who can demonstrate strong relationship management skills and the ability to increase income from existing partnerships.

## About CHAS

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In Scotland, three children a week die from a life-shortening condition. CHAS provides unwavering care for children who may die young, and their whole families. Our ambition is that no-one should face the death of their child alone. Our team includes nurses, doctors, AHPs, chaplains, social workers and a wide range of family support specialists. They work across two children's hospices, in community settings across the country, and in hospitals alongside NHS staff.

CHAS is an independent charity, registered with Healthcare Improvement Scotland to provide hospice care, and with the Care Inspectorate to provide care at home services. The most recent report from inspectors found our vision and leadership to be "exceptional".

Our doctors, nurses, pharmacists, physiotherapists, social workers, and family support specialists work in deep partnership with health boards and local authorities. This ensures the right support is provided where and when the family need it, throughout their child's life – no matter how short. CHAS also supports bereaved families as they grieve the death of their child.

You can watch a short video about CHAS services here:  
<https://www.youtube.com/watch?v=79VZxyQpZkE>

## Our Hospices

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In our two hospices, Rachel House and Robin House, babies, children, young people and their whole families can get:

- short breaks, allowing parents to get time away from being their child's carer, and for the whole family to have fun
- emergency care when things get really tough, like when a family member is sick, or a child's care changes suddenly
- step-down care after a long hospital admission
- management of complex or distressing symptoms and pain
- end of life care
- after a child has died, the Rainbow Room is a safe space for parents to stay with their child after they have died and process their grief in their own time.

## **Across Scotland**

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We bring all the services from our hospices into the community, and mainly to children's homes, across the whole of Scotland:

- visits and respite care from highly skilled nurses, either as a one off or from time-to-time as needed
- practical help from trained volunteers
- specialist support from social workers and child and family workers, to help with difficult things in people's lives
- help with money worries and benefits
- sibling support, to help brothers and sisters cope with what is happening in their family
- end of life care
- bereavement and spiritual care.

## **In Hospitals**

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We have a permanent CHAS presence in five hospitals in Scotland. We work closely with different teams across the NHS to deliver complex care to babies, children and young people through:

- joint palliative care teams, with medical and nursing specialists who are employed by or funded by CHAS, to support complex symptoms
- activities sessions to bring some fun to a long hospital stay
- support at end of life
- access to all the other CHAS services available at home or in the hospice.

# Fundraising at CHAS

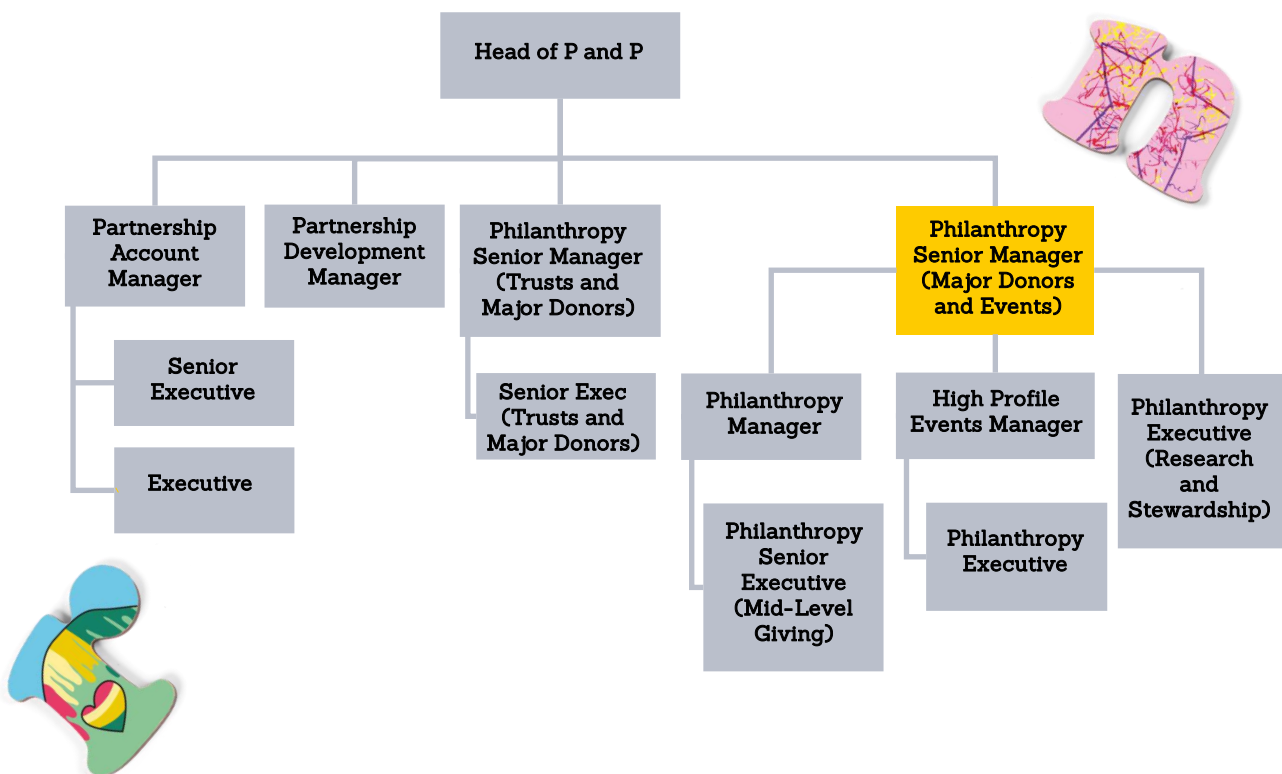
It is widely acknowledged within the fundraising community that CHAS has an exceptionally high achieving fundraising team and a wonderfully collegiate culture which supports the team to be so successful. Led by Iain McAndrew, Director of Income Generation and Engagement, the team have won several awards for their campaigns and corporate partnerships.

We do things differently. We encourage and support our teams to provide tailored creative solutions to maintain engagement, provide a fulfilling solution for supporters and maximise income potential.

Please follow the link to read more about our approach:

<https://fundraisingworld.com/chas-big-impact-small-country-when-fundraising-basics-are-done-well/>

The Major Donor and Events Team is part of the wider Philanthropy & Partnerships team, which is currently thirteen and expanding. Philanthropy has always played a pivotal role at CHAS and will be critical in delivering revenue and capital income to enable us to support every child and family who needs us.



## About the role

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Reporting to the Head of Philanthropy and Partnerships, you will lead the Major Donors and Events team. You will lead a team of five, working across Scotland, with scope to increase and flex the team as income and need evolves.

You will personally lead on relationships with a portfolio of CHAS's most generous supporters, and prospective supporters, across Philanthropy audiences. You will have strong negotiation, influencing and decision-making skills, with an ability to present arguments logically, to inspire confidence and respect at all levels.

The ideal candidate will have experience of managing a philanthropy team to deliver significant income growth, as well as demonstrable knowledge and experience of major gift fundraising. The successful candidate will thrive on cultivating and executing a fantastic experience for our supporters, finding opportunities to maximise their engagement and deliver fundraised income targets.

Read on for a more detailed Job Description.





## Job Description

# Philanthropy Senior Manager (Major Donors & Events)

### Purpose

Create and lead the delivery of the Philanthropy strategy (Major Donors & Events) with a focus on growing and renewing five-, six- and seven- figure gifts from Major Donors.

Lead on identifying opportunities to grow income, scale, and impact from and manage a portfolio of Major Donors.

### Key responsibilities

1. To work with the Head of Partnerships & Philanthropy and Philanthropy Senior Manager (Trusts and Major Donor) on the development and implementation of the Philanthropy strategy, income/expenditure budgets and operational plans.
2. Lead and manage staff, financial and physical resources within the Philanthropy & Events Team, ensuring the cost-effective delivery of fundraising activities whilst maximising opportunity. Responsible for developing the income and expenditure budgets for the Philanthropy Team (Major Donors & Events).
3. To identify, research, cultivate, manage and grow relationships with new and established Major Donors supporters to build sustainable income, to generate annual income of six to seven figures as defined annually by organisational needs.
4. Driving major donor identification to build a sustainable pipeline using internal data analysis tools alongside network mapping exercises. Cultivate and grow relationships with new and established major donors, managing a portfolio of Major Donor supporters to build sustainable income.
5. To build effective internal and external relationships which maximise opportunity and income for CHAS. In particular, develop and maintain an excellent knowledge of CHAS's services and maintain good working relationships with key staff.
6. Collaborate with senior leadership and board members to leverage their networks and support major donor identification and cultivation.

7. Seek and secure donors, using sound judgment to cultivate and nurture relationships. Strategically determine the most suitable approach for each donor, carefully assessing and choosing the right time to make fundraising requests while maintaining the relationship to ensure sustainable support through thoughtful and effective donor engagement.
8. Work alongside the Head of Partnerships & Philanthropy and collaboratively across the charity to provide tailored stewardship journeys and experiences which build meaningful relationships with our closest supporters and demonstrate the impact of their support on our mission.
9. Work alongside the Philanthropy Senior Manager (Trusts and Major Donor) and with the philanthropy team, to devise and implement bespoke cultivation plans for each prospect or supporter in the post-holder's portfolio of Major Donors, thinking creatively and entrepreneurially to ensure objectives for each relationship are met and major gifts are secured.
10. Work on large or complex fundraising projects, both revenue and capital, including working with staff across the charity including Senior Leadership to define projects, write compelling proposals and pull together budgets.
11. Work with the Events Manager and Executive to develop an events programme to deliver income for the charity, cultivate and steward of donors and engage new audiences. Ensure opportunities for prospect engagement through High Profile Events are maximised.
12. Track and analyse fundraising metrics to evaluate the effectiveness of Major Donor and Events activities and adjust strategies as needed. Provide regular updates to stakeholders on the progress and outcomes of Major Donor & Events fundraising efforts, including proposals for action where needed.
13. Deputise from time-to-time for the Head of Partnerships & Philanthropy by representing CHAS/ IG&E team at internal or external meetings or events. Support internal and external stakeholders to understand their role in creating the opportunities for Philanthropic giving.





## Qualifications

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- Degree qualified or equivalent
- Additional fundraising qualifications or equivalent
- Managerial short courses

### Desirable

- A fundraising or marketing qualification

## Experience

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- Substantial experience of, and a strong track record in, major gift fundraising
- Experience of personally soliciting 5, 6 and 7 figure gifts from major donors
- Experience of successfully managing end-to-end major donor relationships
- Good leadership skills with experience, or transferable experience, of line management
- Experience of achieving and exceeding new business income targets
- Experience of strategic business planning, budgetary management and working to financial targets
- Experience in the development and delivery of compelling applications, proposals and presentations
- Experience of working as part of a team, working collaboratively and enabling others to reach their objectives
- Experience of Capital Appeal or significant Campaign fundraising would be desirable

## Technical skills

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- Ability to work independently within the role, under their own initiative and cooperatively as part of the Partnerships & Philanthropy team.
- Exceptional time management and organisational skills, with experience of managing multiple projects at any given time, prioritising and meeting agreed deadlines.
- Skilled at identifying, developing and maintaining internal and external working relationships at all levels.
- Advanced level of communication skills, being able to represent the interests of the organisation at all levels and positively influence internal and external contacts
- Well developed analytical skills to understand highly complex or sensitive situations and information, to operate with exceptional judgemental skills to formulate solutions and recommend or decide on the best course of action.
- Ability to represent CHAS to create secure major gifts.
- Ability to persuade and influence staff and supporters.
- Ability to produce innovative, persuasive fundraising proposals and applications.
- Ability to articulate and present complex information to individual supporters as well as large groups including, existing and potential supporters.
- Ability to vary communication style (both written and verbal) to reflect the needs of the audience.
- Excellent attention to detail
- Confident networking and public speaking
- Excellent administration skills with a sound working knowledge of CRM databases, Windows-based software, including Word, Excel and Outlook and Teams.
- Knowledge and demonstrable experience of adhering to data handling/ GDPR laws and codes of conduct

## Personal qualities

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- Excellent attention to detail
- Confident networking and public speaking
- Confident, outgoing, and engaging – a people person
- Ability to work as part of a team
- Reliable and self-motivated

## Further details

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**Remuneration:** We are looking for the right person and would be happy to discuss salary expectations prior to interview.

**Pension:** Opportunity to join the Local Government Pension Scheme for Scotland, administered by Lothian Pension Fund. Generous employer contribution.

**Location:** Your base location could be Edinburgh or Glasgow. CHAS offers flexible and family friendly working, and are happy to discuss working arrangements that work for you!

**Holidays:** 35 days rising gradually to 40 days over 5 years service.

**How to apply:** Please click apply to answer a couple of questions and upload a CV, or complete the application form, at [www.chas.org.uk](http://www.chas.org.uk) (Get Involved > Join Our Team). Closing date: Monday 29th July

**Recruitment process:** Provisional interview dates week commencing 5th August 2024. We strive to be an inclusive hirer and are happy to make adjustments to this process where possible.

**Queries:** Please feel free to get in touch with any queries to [careers@chas.org.uk](mailto:careers@chas.org.uk)



## Our values

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### **Time is precious**

We help children and families make the most of their time together, no matter how short. We value and respect each other, our time and contributions.

### **We are courageous**

Children and families motivate us in our unwavering commitment to deliver exceptional care based on choice.

### **With love and compassion**

We care for children and families, and all those who make our work possible. Love, dignity and inclusion are at the heart of everything we do.

### **We play as one team**

Children learn through play, and we're inspired by them. Together, we make extraordinary things happen every day.

