



Job Description and Person Specification

Douglas Macmillan Hospice
Barlaston Road, Stoke-on-Trent, ST3 3NZ

t. 01782 344 300 f. 01782 300 344

Job Title:	Senior Business and Events Fundraiser
Responsible to:	Head of Business and Events Fundraising
Accountable to:	Director of Income Generation
Published:	July 24
Last Updated:	July 24

Department Function:

Responsible for maximising income generation by facilitating relationships with local business and community supporters. Support the delivery of the department and the organisation mission and strategy, in-line with Dougie Mac values and principles. Execute the planning and delivery of a portfolio of annual business events and campaigns.

Job Summary:

As part of our team, we work toward the business and events fundraising goals. We maintain strong donor relationships with local businesses and supporters, while also seeking fresh opportunities of support.

Our task? To plan, organise, and promote agreed-upon fundraising initiatives, as directed by the Head of Business and Events Fundraising. We plan well-orchestrated campaigns and events—all with the aim of engaging support and generating income to an agreed return on investment.

Key Responsibilities:

Donor Stewardship:

- In this role, you'll work at our Children and Young Adult Services in Trentham and within the community. Your task? To engage with businesses in a specific regional area when they express an interest in fundraising for the hospice. Your goal: Create exceptional donor experiences that generate impressive results.
- Develop and maintain an in-depth knowledge of your regional fundraising area, including the businesses located within the region.
- Research and develop new support from businesses within the region encouraging businesses to fundraise for Dougie Mac on a regular basis.
- Nurturing connections with our supporting businesses and their key decision makers is paramount. Our goal? To ensure robust participation and engagement—both from the business itself and through active staff involvement.
- Our task is to establish and maintain strong donor relationships—beneficial for our hospice and satisfying for the donors themselves. We'll effectively promote our fundraising products, meet KPIs, and explore income-generation avenues like Business Club memberships, sponsorship opportunities, and lottery products to name a few.
- Participate actively in networking events and other opportunities for relationship building.
-

Fundraising Strategy and Campaigns:

- Project manage agreed annual fundraising campaigns or events as outlined by the Head of Business and Events Fundraising, ensuring delivery of the agreed annual budget as a minimum and wherever possible exceed and create opportunities for year-on-year growth.

Are you interested?

To find out more or to apply please visit our website: www.dmhospice.org.uk or contact HR via **Telephone:** 01782 344300 or **Email:** applynow@dmhospice.org.uk for an application pack.

Registered Charity No: 1071613 Company No: 03615904



- This will necessitate the planning and promoting of the campaign/event, securing supporter engagement, securing sponsorship, securing non-monetary gifts/service and attending the event.
- Monitor and evaluate both the financial and overall performance of income streams against targets and take recovery and remedial action as appropriate. Undertake analysis and research to assist with decision-making and improve working practices.
- Ensure all relevant on the day plans for fundraising events are in place, including risk assessments, supervision of staff and volunteers as well as well-defined staff and volunteer roles and briefings.
- Maintain comprehensive supporter records using our in-house supporter database Donorflex, using the database effectively for the purpose of analysis. Keeping standalone spreadsheets and personal records are not acceptable practice.

Stakeholder relationships:

- Utilise and motivate volunteers who assist the Fundraising Team to best effect, to achieve goals and objectives and to support minimising expenditure to have maximum impact on surplus income.
- Working closely with our Fundraising hub, Volunteer Services team, Marketing & Comms and other departments to utilise knowledge and gain support.
- Represent the hospice and address groups of people is an integral part of the role, off site and outside normal working hours. This includes presentations and radio interviews to name a few.
- Receive donations and gifts (monetary and non-monetary) and adhere to procedures, ensuring the issue of a receipt and the safe provision of money and goods.
- Ensure collaborative working within internal departments to include the generation of leads, maximising promotion opportunities and maintain an integrated and well-organised approach.

General:

- Deal with interruptions to a daily work programme arising from visits, telephone calls and emails to the fundraising department, ensuring that deadlines are met; donor/volunteer expectations are managed and income is raised to the time expended is appropriate.
- Promote Gift Aid as an additional source of revenue both face to face and over the telephone ensuring all processes are adhered to and that Gift Aid opportunities are maximised at all times.
- Adhere to GDPR and other data management compliance across all relevant activity and be knowledgeable of sector regulations and legal requirements. Always promote fundraising in ways that are legal, open, honest and respectful.

Dougie Mac Values:

Our mission is to deliver excellent CARE to people approaching end of life.

- **Compassion** - Working together by considering the views of others, understanding the challenges they face and providing support.
- **Accountability** - Takes personal responsibility for our actions, owning our decisions and behaviours.
- **Respect** - Always trusting, listening and challenging each other. Understanding that we are at our best as individuals whilst working as a team.
- **Excellence** - Embracing excellence by empowering and motivating each other to be the best that we can be.

Standard Requirements of all Dougie Mac Staff:

- To be flexible and adapt to the needs of the department and your team
- To maintain strict confidentiality and always adhere to data protection policies.
- To observe and maintain security procedures.
- Always exercise responsible stewardship of hospices resources.
- Attendance at meetings events and activities may require the post holder to work beyond the normal hours / days of work quite regularly – flexibility is essential.
- To have an understanding and demonstrate regard for the Hospice philosophy and its functions.
- Travel in the Stoke on Trent / North Staffordshire area, and on occasions within the UK, to attend participate in training and personal development opportunities, using own vehicle or public transport, for which expenses will be met in line with policies in the staff handbook.
- To maintain an effective and collaborative working relationship with other members of staff and volunteers.

Are you interested?

To find out more or to apply please visit our website: www.dmhospice.org.uk or contact HR via **Telephone:** 01782 344300 or **Email:** applynow@dmhospice.org.uk for an application pack.

Registered Charity No: 1071613 Company No: 03615904



- Conform to conventional standards of business dress when representing the hospice.
- To accept temporary redeployment within any part of the hospice should the need arise and to ensure hospice goals and objectives are met.
- Safeguarding is everyone's responsibility. We are committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. As an employee, you are expected to follow the Hospice's Safeguarding Policies and report any concerns in accordance with those policies.

Safety Health Environment (SHE):

- All employees must familiarise themselves with the Hospice Safety Health Environment (SHE) policies, processes and procedures and act in accordance with them always. Employees must ensure that they conduct themselves in a manner which does not endanger their own health and safety or that of others.
- All employees have a duty of care to promptly report any near misses, dangerous occurrences or accidents whilst at work in line with the relevant Safety Health Environment procedures
- All employees should attend mandatory Safety Health Environment training sessions annually/periodically for defined activities etc and ensure that they follow the processes and procedures as outlined in the training
- Any breaches of the Safety Health Environment Health standards will be dealt with under the DMH disciplinary procedure.

Quality:

- The hospice expects all staff to work to the highest standards. The quality of care provided by every member of staff is paramount.
- All employees must
 - familiarise themselves with the policies and procedures relevant to their role.
 - ensure that they are competent to carry out their role.
- All employees are responsible for the management of risk: they must
- Attend mandatory training.
 - Report incidents when things go wrong and provide evidence that they have learnt from the experience.
 - Record all adverse comment made by patients and their families, as well as customers, donors and the wider public.
 - Raise concerns when they see any unsafe practice within your place of work.

This job description is intended to be the main guide to the principal duties and responsibilities of the post. It should not be seen as an exhaustive, inflexible document. The employee shares with the employer the responsibility to suggest amendments as necessary to meet the changing needs of the hospice and department.

Person Specification:
Skills identified via: A = Application Form, I = Interview, E = Interview Exercise/Assessment

Attributes	Essential	Desirable	How Identified
Qualifications & Training <i>Professional and post basic qualifications. Specialised training required for this post.</i>			
Evidence of formal education, educated to GCSE level /A level/NVQ 4	✓		A
Education to degree level in Sales/Marketing/Business/Events or equivalent. Certificate in Fundraising or equivalent.		✓ ✓	A A
Experience <i>Type and level of job-related experience required</i>			
Be familiar with the core concepts of fundraising, generating income to agreed KPI's and experience of nurturing relationships.	✓		A & I
Hands on involvement with non-profit organisations including working closely with volunteers.		✓	A & I
Understanding of all aspects of direct marketing methods and techniques, with campaign/project management experience.		✓	A & I

Are you interested?

To find out more or to apply please visit our website: www.dmhospice.org.uk or contact HR via **Telephone:** 01782 344300 or **Email:** applynow@dmhospice.org.uk for an application pack.



Proven ability to communicate effectively with diverse audiences using a variety of methods (including mailings, email and in-person interactions) while also utilising sales skills to drive engagement and secure support.	✓		A & I
Track record of achieving financial goals while actively monitoring campaign performance, identifying trends and proactively addressing potential challenges.	✓		I & E
Used to adopting a professional, confident and compassionate approach.	✓		I
Experience in delivering high quality events from concept to delivery to agreed targets: KPI's (Key Performance indicators) and ROI's (Return on Investment).	✓		A & I
Skills & Knowledge <i>Type and level of job-related skills & knowledge required</i>			
Knowledge of the charity sector, hospices and Dougie Mac in particular	✓		I
Confident selling skills with the ability to cross promote a variety of initiatives to gain support.	✓		I & E
Excellent organisational, time management and forward planning skills with the ability to work to deadlines and targets.	✓		I & E
Knowledge of Institute of Fundraising and Charity Commission guidelines and regulations.		✓	I
Computer literate. Able to use in-house databases and Microsoft Office. Experience working with a CRM database.	✓		A & E
Being adept at time management, prioritising tasks and thriving in a fast-paced environment.	✓		A & I
Aptitudes & Attributes <i>Type and level of job aptitudes and personal qualities required</i>			
Friendly, compassionate, diplomatic and professional with an understanding of a hospice environment.	✓		I
Ability to work independently as well as part of a team; listening and challenging each other. Understanding that we are at our best as individuals whilst working as a team.		✓	I
Confident in asking for support from members of the public and businesses.	✓		I & E
Adaptable and flexible: being open to change and ability to turn challenges into opportunities.		✓	I & E
Demonstrate accuracy and attention to detail with the ability to work well under pressure.	✓		A, I & E
Other Job Requirements			
Flexible approach to hours and days of work, willing to work some weekends and unsociable hours, in line with hospice policies.	✓		I
Willingness to attend courses and conferences to widen understanding & skills of fundraising.	✓		I
Dress in a way that conforms to accepted codes of business dress.	✓		I
Full driving licence, with access to own vehicle and appropriate business insurance.	✓		I

National Qualifications Framework

8	Specialist awards
7	Level 7 Diploma (Professional Qualifications)
6	Level 6 Diploma (Professional Qualifications)
5	Level 5 BTEC HND
4	Level 4 Certificate
3	Level 3 Certificate (OND), Level 3 NVQ, A levels

Framework for Higher Education levels (FHEQ)

Doctoral (D)	- Doctorates
Masters (M)	- Masters degree, post graduate certificates and diplomas
Honours (H)	- Bachelors Degrees, Graduate Certificates and Diplomas
Intermediate (I)	- Diplomas of higher education, foundation degree, higher national diplomas
Certificates (C)	- Certificates of higher education.

Are you interested?

To find out more or to apply please visit our website: www.dmhospice.org.uk or contact HR via **Telephone:** 01782 344300 or **Email:** applynow@dmhospice.org.uk for an application pack.

Registered Charity No: 1071613 Company No: 03615904



2 Level 2 Diploma, Level 2 NVQ, GCSEs Grade A*-C
1 Level 1 Certificate, Level 1 NVQ, GCSE Grade D-G
Entry Entry Level Certificate in Adult Literacy

Are you interested?

To find out more or to apply please visit our website: www.dmhospice.org.uk or contact HR via **Telephone:** 01782 344300 or **Email:** applynow@dmhospice.org.uk for an application pack.

Registered Charity No: 1071613 Company No: 03615904

