



# Senior Partnerships Executive Candidate Information Pack

# Senior Partnerships Executive

<b>Reporting to</b>	Corporate Development Manager
<b>Line Manager to</b>	N/A
<b>Salary</b>	£39,197 per annum
<b>Contract</b>	Permanent and full time
<b>Based at</b>	<p>The post holder will be contractually based at Hospice House, Britannia Street, London, WC1X 9JG. This role is eligible for the Hospice UK Hybrid Working Arrangement from the start of employment.</p> <p>Our expectation is that you will come to London 1 or 2 days a week. One day will be on a <b>Tuesday</b> (a day where all of Income Generation come into the office). The other day is flexible depending on team meetings etc. You may also find it useful to visit member hospices. You can work remotely for the rest of the time. Equally, you may prefer to work from the office full-time.</p> <p>Travel to corporate partner events and in-person meetings will be expected, and so some weeks might require more than 1 or 2 days in the office.</p>
<b>Closing date for CV &amp; supporting statement</b>	5pm on Tuesday 23 April 2024 (using HUK supporting statement document)
<b>Interview date/s</b>	Wednesday 1 May and Thursday 2 May 2024 (if required)
<b>Contact for Questions</b>	<p>About the process: <a href="mailto:recruitment@hospiceuk.org">recruitment@hospiceuk.org</a></p> <p>About the role: Kathryn Brennan, Deputy Director of Income Generation - <a href="mailto:K.Brennan@hospiceuk.org">K.Brennan@hospiceuk.org</a></p>

You can read lots more about what it's like to work at Hospice UK on our website in the About Us section.

If you're reading this digitally you can [click here](#).

You can also view our [YouTube channel](#) and [Twitter profile](#).

**“As well as the open door policy I have with my line manager, Hospice UK also gives the opportunity for your voice to be heard.”**

**Millie**

**Hospice UK's Reception & Office Co-ordinator**

# What will you be a part of when you work at Hospice UK?

Hospice UK is the national charity for hospice and end of life care. We work to ensure everyone affected by death, dying and bereavement gets the care and support they need, when they need it.

We believe that everyone, no matter who they are, where they are or why they are ill, should receive the best possible care at the end of their life. No one should die in avoidable pain or suffering.

Our mission is to transform the way society cares for the dying and those around them. To empower individuals, communities and populations to embrace the ethos of hospice care and extend its breadth and reach to improve everyone's experience of death, dying and bereavement.

Our ambitious strategy is the blueprint for how we can achieve the transformation that is needed and sets out the following four strategic goals:

- Extend the reach and enable hospice quality care to be delivered in any setting.
- Tackle inequality and widen access to hospice care.
- Work with communities to build capacity and resilience to care for those at the end of their life.
- Empower a strong, dynamic and responsive hospice sector.

## Our values

Like all organisations we have values but as Hospice UK we truly try to live them.



The infographic consists of five horizontal bands, each with a unique icon, a title, and a list of bullet points. The bands are: 1. Blue band with a circular icon of five hands holding each other, titled 'We will work in COLLABORATION'. 2. Pink band with a heart icon formed by two hands, titled 'We will work with COMPASSION'. 3. Green band with an icon of two hands holding a person, titled 'We will be INCLUSIVE'. 4. Orange band with an icon of hands reaching up towards stars, titled 'We will be INNOVATIVE'. 5. Dark blue band with an icon of puzzle pieces forming a circle, titled 'We will be KNOWLEDGEABLE'.

Value	Description
<b>COLLABORATION</b>	We will seek new ways to engage and involve all relevant groups and individuals in our work.
<b>COMPASSION</b>	We will respect and value the contributions of everyone. We are passionate about our work for Hospice UK, and will act as ambassadors for what we do to inspire our supporters, and work for the benefit of our members and our wider community.
<b>INCLUSIVE</b>	We will promote a culture of generous sharing so our expertise benefits others. We will all take responsibility for building a healthy and supportive culture for everyone.
<b>INNOVATIVE</b>	We will be open to new ideas and concepts, and will challenge the norm. We will innovate by finding new solutions to grow and evolve. We will develop and support innovation in others.
<b>KNOWLEDGEABLE</b>	We will share our expertise to inform, inspire and support others to grow. We will learn proactively and seek opportunities to grow and develop ourselves.

# About the Role



## This role

Hospice UK has an exciting, new Income Generation strategy (launched April 2024), which focusses on four strategic areas:

1. Stable and sustainable income
2. Supporter acquisition and engagement
3. High value giving
4. Motivated and high performing team

This role will be responsible for leading on and significantly growing our biggest corporate partnerships across our diverse portfolio, exploring and maximising opportunities to raise funds for, and awareness, of our vital work supporting and championing hospice care across the UK.

You will need to spot opportunities across all of Hospice UK's work to maximise these partnerships, whether that's adding strategic value to our fundraising with Aspire Pharma, diversifying our work with Co-op Bank, supporting our longest partnership with the National Garden Scheme, helping Dignity Funerals to grow our Dying Matters Community Grants programme, and helping to launch our new partnership with People's Postcode Lottery. You will be responsible for a portfolio of corporate partnerships to the value of £1.2m.

Your role will include expert relationship management, managing high-value and critical accounts, partnership growth, employee engagement, proposition and business development and project management. Our corporate partnerships are diverse, requiring bespoke management across the portfolio.

We are a growing team in Corporate Development, with ambitious plans to grow quickly, diversify our corporate income and develop new revenue streams and programmes. Having recently remodelled our New Business function, this is your chance to lead and go on to grow our Partnership Management team. We're looking for an ambitious and strategic-thinking individual with strong partnership management experience, and the ideas and appetite to diversify and grow our existing high profile relationships.

Outgoing note from Kate Redding, who led on our Corporate Partnerships:

"The Corporate Development team at Hospice UK are the best team I have had the privilege of working with in my 10-year fundraising career. They are welcoming, supportive, professional, passionate, and fun. They uniquely bring together experience and skills from across, as well as outside of the sector, resulting in a dynamic and impactful team that share expertise and knowledge.

The wider Income Generation and Grants team are also fantastic – packed with knowledge and expertise, willing to work together and collaborate to meet both team, and organisational goals. The same goes for colleagues across the organisation. We have especially positive relationships with our colleagues in the Comms team, who understand the need for working together to support fundraising and partnerships.

The culture has played a huge part in making my experience at Hospice UK so positive. With genuine hybrid and flexible working, I've been able to achieve a great work life balance. There is also a sincere commitment to colleagues learning and development - it is the only place I've known where I've never had a training request denied! I've always supported by my manager and team, feeling able to be my true self at work."

# Your Line Manager

Your line manager will be Sam Nowell. Sam is Hospice UK's Corporate Development Manager.

Linked In profile - <https://www.linkedin.com/in/samuel-nowell/>

*"With 8 years of experience in the charity sector working at both larger and smaller charities, I've been the Corporate Development Manager at Hospice UK since February 2023. What truly sets Hospice UK apart is the collaborative and supportive environment we have here. As a medium sized charity, it really allows everyone to feel valued and empowered to contribute their best work. We have a dedicated and hard-working team, all working toward a collective goal and I'm particularly passionate about mentoring and coaching my team members, helping them grow professionally and reach their full potential."*



# Your Team

The Corporate Development team forms part of the wider Income Generation and Grants Directorate.

The team raises income from more than 60 companies across four key strands:

1. Corporate Partnerships - managing our key partnerships
2. Compassionate Employers - a workplace wellbeing programme
3. New Business - securing new partnerships through CRM, Charity of the Year and Strategic partnerships
4. Commercial Activity - through our conference and events programme

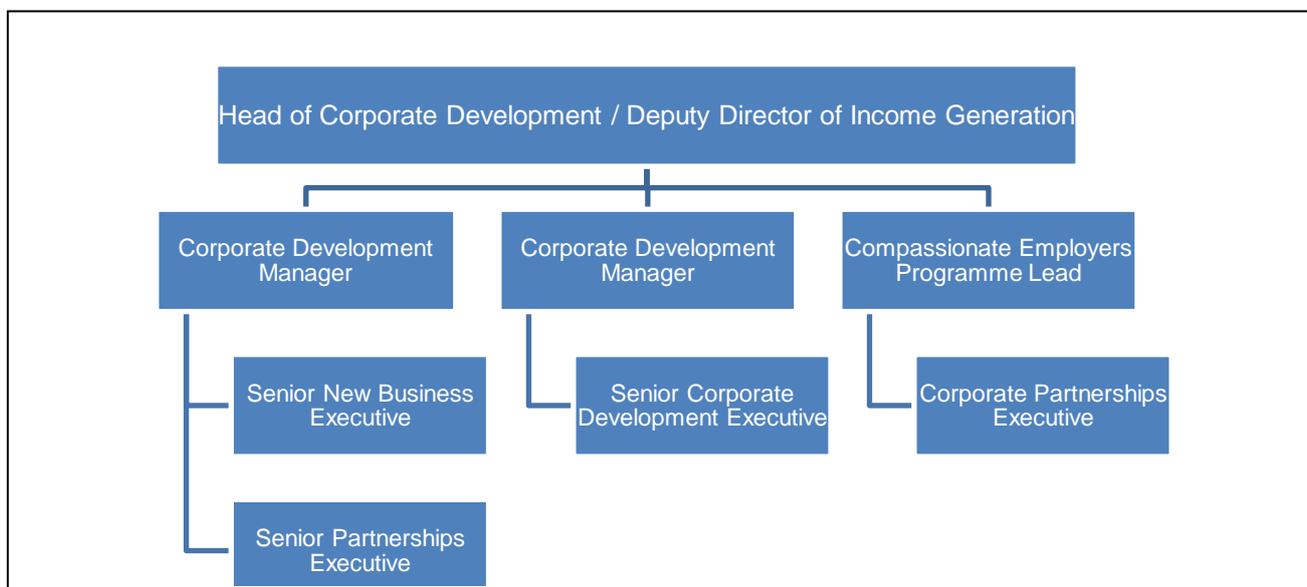
You can find out more about our work via the Hospice UK website - [Corporate Support | Hospice UK](#)

There are currently eight members of the Corporate Development team, and 20 in total across our Income Generation and Grants Directorate. Our knowledge is rich and our experience is diverse; from third sector to private sector, from sales to events and from wellbeing to sustainability. The team are based all over the UK, including London, Bristol and Peterborough. Our team comprises of people who have been in role between 1 and 4 years. The team work well together, and have exceeded income targets for 2023/24.



*"It's an absolute pleasure working for Hospice UK. I particularly like the size of the charity with it being big enough to make a huge difference whilst being small enough to be heard as individuals. Our team often looks for fun and creative ways to collaborate in work and bond outside of the office too."*

*Mike Clarke, Senior New Business Executive*



## Other teams

No team is an island and none of us are as effective without each other's support. To find out more about the other teams at Hospice UK and get an idea about the size of the organisation, please see the appendix at the end of this document.

## Your Key Relationships

At times you'll work with all colleagues across Hospice UK as we all have specialisms to share with one another, but the most important working relationships outside your immediate team will be:

### External Affairs

You will work closely with members of the External Affairs Directorate, this includes social media, media, hospice membership engagement, information and policy and public affairs. We have two large-long term corporate partnerships that are heavily based on the work from External Affairs.

*"It's been really exciting to work with the Corporate Development Team to think about how our campaigning and outreach work could appeal to corporate funders. We've been able to develop bespoke corporate offers tied to our Dying Matters campaign, which include the Dying Matters Community Grants Programme, and our Dying Matters resources."*

*Ruby, Senior Communications & Engagement Officer*

### Programmes

You will work closely with members of the Programmes Directorate. Depending on what projects our corporate partnerships fund, our Programmes team will help you to deliver on impact and outcomes. Our Programmes Manager will help to curate the information required for reports and updates, and anything else required.

*"As a programmes team, we work closely with our corporate colleagues as we develop, monitor and report on projects throughout their life-cycle. By working together, our two teams can ensure that Hospice UK delivers really effective programmes within the hospice sector that corporate partners can get behind and see the value of. As a new team, we are currently firming up new processes for working with the wider income generation directorate and our work with the corporate team is a key part of this future."*

*Catherine, Programme Development Manag*



# About the Job



## Job Description

Hospice care eases the physical and emotional pain of death and dying, letting people focus on living right until the end. But too many people miss out on this essential care.

Hospice UK fights for hospice care for all who need it, for now and forever.

As a team in the Income Generation and Grants Directorate, together we help Hospice UK promote and protect hospice care for all, by connecting people to our cause through emotional story-telling and by providing fun and creative ways for people to support hospices on a local and national scale.

To deliver our ambitious strategy, we need the whole of Hospice UK to be on board. That's why we have included fundraising in our organisational strategy. Our aim to be become a great fundraising organisation, in which all staff, volunteer and trustees can play their part in securing fund we need to achieve our goals.

The Corporate Development Team works closely across the Income Generation and Grants Directorate. We raise funds from companies through long-term partnerships, generating on average £1.5-2m each year for Hospice UK. Over the last few years, the team has developed a diverse range of partnerships, including Charity of the Year (e.g. Deutsche Bank, PwC), sponsorship and exhibitors through our Conference and Events Programme, cause-related marketing, corporate supplier directory, a Jobs Board and our growing Compassionate Employers programme.

This new role will lead on and significantly grow our biggest corporate partnerships right across our diverse portfolio, exploring and maximising opportunities to raise funds for, and awareness of our vital work supporting and championing hospice care across the UK. You will lead on and be supported to find, evaluate, qualify, and grow a varied range of high level corporate relationships across sectors such as retail, professional/financial services and emerging industries working to improve end of life care.

This role will be responsible for leading on and significantly growing our biggest corporate partnerships across our diverse portfolio, exploring and maximising opportunities to raise funds for, and awareness, of our vital work supporting and championing hospice care across the UK.

You will need to spot opportunities across all of Hospice UK's work to maximise these partnerships, whether that's adding strategic value to our fundraising with Aspire Pharma, diversifying our work with Co-op Bank, supporting our longest partnership with the National Garden Scheme, helping Dignity Funerals to grow our Dying Matters Community Grants programme, and helping to launch our new partnership with People's Postcode Lottery. You will be responsible for a portfolio of corporate partnerships to the value of £1.2m.

We are looking for an ambitious and strategic thinking individual with strong partnership management experience, and the ideas and appetite to diversify and grow our existing high profile relationships.

Ideal candidates may be looking to broaden and deepen their partnership development experience (particularly within commercial and strategic partnerships) and have future ambition to grow and build a team.

## Key Tasks & Responsibilities

### General overview

- Lead, develop and grow our portfolio of corporate partnerships
- Meet and exceed agreed income targets
- Write and implement proposals to help uplift and grow corporate partnerships by identifying funding opportunities across Hospice UK
- Grow and maintain expert knowledge of the corporate partnerships market and signpost opportunities for other members of the team
- Lead on maintaining and updating our CRM records for each partnership

### Developing and maintaining excellent client relationships

- Develop strong relationships with key, high level contacts, within partner organisations
- Work with Major Giving to create and maintain robust senior stakeholder maps; researching and understanding the needs and expectations of our stakeholders
- Effectively manage own workload and priorities with minimal direction, manage queries and issues in a timely and professional way to establish trusted relationships

### Generating income for Hospice UK

- Ensure that income targets are met, and where possible, exceeded for each account
- With support from the Corporate Development Manager, provide regular reporting on performance against key metrics, including income targets and identifying risks/opportunities
- Work closely with the Corporate Development Manager and the Head of Corporate Development to identify and develop opportunities for sponsorship and/or other funding opportunities
- Produce well-written, compelling and professionally presented sponsorship/partnership proposals and presentations

### Developing partnerships

- Work with the Corporate Development Manager and Head of Corporate Development to generate full account growth plans that outline income generation, communications, volunteering, and stakeholder engagement activities
- Lead on developing motivating and engaging campaign packs and additional relevant materials for corporate partnerships, working closely with the Corporate Development team to source case studies, develop copy and generate fundraising ideas
- Initiate and drive forward a broad range of income generation activities that are relevant for each partner, ensuring that all opportunities are maximised with employees, suppliers and customers such as cause-related marketing, sponsorship and point of sale opportunities
- Generate detailed impact reports for corporate partnerships that outline the impact that company's support has had on Hospice UK and local hospices

### Develop first class cross team working

- Work with our Corporate Development Manager and Senior New Business Executive to ensure smooth handover of new corporate partnerships, and to support on New Business opportunities where needed
- Work with the Compassionate Employers Programme Lead to cross sell our workplace wellbeing programme to all of our corporate partners
- Work closely with other teams across Hospice UK to optimise opportunities for our partners, such as External Affairs and Programmes

- Develop strong relationships with key contacts at local hospices and maximise all opportunities to engage hospices with Hospice UK corporate partnerships
- Cross sell other income generation streams wherever possible, including our range of events, payroll giving, individual giving, Compassionate Employers, conferences and other corporate programmes
- Work with relevant teams to identify funding opportunities across Hospice UK

**Additionally, the post holder will be expected to**

- Attend events (sometimes in evenings and weekends) to represent Hospice UK
- Travel to corporate events and meetings across the country
- From time to time, you may be required to support other partnerships as necessary
- Undertake any other tasks that may reasonably be requested as part of the Income Generation and Grants Directorate

**“Hospice UK grabs you in a way that few charities can. And that’s not just because of the work we do, which is so important. It’s because of the people, because you know they’re right there with you.”**

**Jamie**

**Hospice UK’s Digital &  
Web Product Manager**

## Person Specification

We are looking for someone who has experience of corporate fundraising and / or account management skills in the voluntary or private sector. You may be looking to broaden and deepen your partnership development experience (particularly within commercial and strategic partnerships), and have a future ambition to grow and build a team. We are looking for someone who has a proven ability to spot opportunities for our partners to help raise awareness of hospice care, and generate income for Hospice UK. You will have a good attention to detail and high quality written and verbal presentation skills.

## Application Criteria

<b>Essential</b>	<b>Desirable</b>
Experience of corporate fundraising and / or account management in the voluntary or private sector	The desire to develop a thorough knowledge of the work of Hospice UK and end of life care
Experience of growing partnerships and / or relationships	Knowledge of income generating activities, including an understanding of third sector trends of developing corporate partnerships
Ability to produce commercially focused funding proposals and sponsorship packages for partners / clients	Clear ability to manage time effectively to deal with competing priorities, meet deadlines and deliver results
Experience of achieving agreed income targets and providing accurate financial reporting, identifying risk and opportunity	
Experience of engaging mid to senior-level internal and external stakeholders to grow partnerships / relationships	
Ability to communicate effectively, in presentations and in written and digital media, motivating and inspiring people	

# Terms & Conditions



# Terms and Conditions of appointment

Contract	Permanent
Salary	£39,197 per annum
Probation period	The probationary period is six months
Notice period	Two months
Work Pattern	35 hours per week. We are passionate believers in working in a hybrid manner that suits you. See the appendix at the end of this document for more details.
Pension	You will be auto enrolled into our pension scheme which is at 4%. Further contributions can be made to the scheme and Hospice UK will match contributions of up to 7% of your gross salary.
Life Assurance	Is provided upon start date at three times salary, subject to acceptance by our insurers.
Simplyhealth Scheme	A cash plan scheme, which provides payments towards everyday healthcare treatments for example dental, optical etc. up to a policy limit. All employees will be covered under level three of the scheme.
Cycle to work scheme	Loaning of a cycle via a salary sacrifice scheme.
Season ticket loan	An interest free loan is available after the completion of probation.
Holiday	25 days in the first year, increasing to 27.5 days in the second year of service and 30 days in the third. The leave year runs from 1 January to 31 December. Every 5 year anniversary you'll receive 10 days bonus leave to use within 24 months.
Location	The post holder will be contractually based at Hospice House, Britannia Street, London, WC1X 9JG. This role is eligible for the Hospice UK Hybrid Working Arrangement from the start of employment (see details about hybrid working at the end of this document).

## Appendices on following pages

# About Hospice UK



## Hybrid working at Hospice UK

At Hospice UK we have been hybrid working for a long time and believe that it's important to let individuals work in a way that makes sense for them. Everyone is different and we have staff who love being in the office with everything that brings as well as having whole teams based in all corners of the country.

We recognise that you are an individual and you have a way of working that is best for you. We'll always do our best to accommodate that.

### We believe:

- It's based on trust. We trust you to choose the best times, places and technology to match the work you do, your personal preferences and to balance this with your own needs and the needs of your team.
- Work is an activity and not a destination. Work is not simply desks in an office that people are required to be at from 9 to 5, a few days a week.
- Community, collaboration and connection are part of who we are at Hospice UK and we know they are important for your wellbeing. We will continue to provide safe office spaces for you to collaborate and connect with each other.
- Hospice UK recognises that physical presence does not equal great performance. Your performance will be evaluated on the impact you have and the outcomes you deliver, not solely on being at the office all the time.
- We know that there might be times when, even if you'll generally be working remotely, that you feel that being on site is crucial, such as when you first start working at Hospice UK or have started a new role. We have a booking system to ensure that everyone gets an opportunity to do this when they need to.
- Hybrid working is open to everyone who has a suitable role regardless of how long they have worked for Hospice UK.

### Working hours and keeping in touch

We want to empower you to flex the times you work so you can balance your home life around the needs of your role. We trust you to manage your own time and make sure you do the hours you are contracted to do. However, there are some important things we would like you to be aware of:

- We may ask you (with enough notice) to be available at certain times to meet the needs of the business, and to physically be in the office to collaborate or attend training.
- If you choose to work early or late, perhaps during unsociable hours, please be courteous and respectful to your colleagues. We don't normally expect our people to respond to emails or calls during unsociable hours, nor should you.

Hybrid working should not be used as a way of carrying on working when you are sick, often called 'presenteeism.' If you are ill, then you need to take time off.

## About our teams

Every single person at Hospice UK is a vital part of making our amazing organisation function. None of us can do it alone.

As time goes on, you'll find out more about what colleagues in other departments do, but for now, here's an overview of the individual teams and how, with you, they help Hospice UK change the world.

### External Affairs

This new team brings together our communications and campaigns work, our policy, advocacy and influencing work, and our membership engagement function.

Our job as a department is to be the bold national voice of the hospice sector, representing its interests, campaigning and lobbying on its behalf, and improving public understanding of what hospices do and just how important they are.

We're here to make sure as many people as possible, from all walks of life, can access high quality end of life care – no matter who they are, where they are, or why they are ill.

Working closely with our 200+ hospice members, we have a strong track record of winning campaigns on their behalf, most notably in recent years by securing close to £400m in emergency support for the hospice sector during the Covid-19 pandemic.

Our focus now is ensuring that hospices can meet ever increasing demand for their services, with well funded and well staffed hospices across the UK.

### Programmes

This new team brings together the projects and networks we deliver with and on behalf of our 200+ members, and our health, charity and academic partners. Our projects aim to increase the reach of hospice care to underserved communities. Our networks bring together colleagues and experts in many different roles to share and learn from each other.

We run conferences and masterclasses, including our flagship annual national conference. And we work with hospice leaders to tackle together some of the key issues impacting funding, workforce and service delivery across the four nations of the UK.

Our work is often overseen by clinicians and underpinned by the national evidence we analyse and the data we collect from hospices.

### Income Generation and Grants

The Income Generation team raises money for Hospice UK through events, major donors, trusts, individual giving, legacies and corporate partnerships.

The Grants team secures funding from grant-making organisations and then distributes it to hospices via managed grants programmes.

The department is made up of five teams:

- Events and Supporter Engagement
- Major Giving
- Corporate Development
- Compassionate Employers
- Grants.

They all work alongside one another to maximise income for Hospice UK and support for local hospices through a variety of activities, campaigns and partnerships. Their aim is to create sustainable, diverse income streams to enable Hospice UK and local hospices to continue to develop and thrive.

## Operations

The operations team is made up of our internal support teams:

- Finance team - manage all the income and outgoings for the organisation, ensuring that we use the funds we receive from our supporters in a way that will give the most benefit.
- The Facilities team - lead on ensuring that our office and wider means of working are running smoothly and allowing all our staff to have a welcoming, functional and enjoyable place to visit.
- People and Culture team - work to look after the people at Hospice UK from ensuring that new staff have everything they need (including managing the induction programme and creation of this document) working with managers to find new staff and develop the teams they have. Alongside this they make sure that we focus on wellbeing of all the staff at Hospice UK and are always here when anyone needs to know how to find support.
- Regulatory and contracts manager - not an employee but works closely with the operations team, and ensures any contracts or agreements we enter into with external organisations are fit for purpose.
- ICT, digital and data team - supports Hospice UK's vision, mission and strategic priorities by providing technology that helps us all to work efficiently and effectively. They also collaborate with teams across Hospice UK to improve the services that we provide to the hospice sector, members of the public and others.

Project ECHO stands for the Extension of Community Healthcare Outcomes. A learning methodology leverages videoconferencing technology to share knowledge, best practice and provide support across various settings to increase the capacity of resources. This short Project ECHO animation provides an introduction to how the methodology can develop communities of practice and support the wider health and social care sector.

## Our Impact

You will join a successful and dynamic organisation.

- We work with our 200+ hospice members around the UK to provide outstanding hospice care for 300,000 adults and children every year.
- During the pandemic, Hospice UK secured nearly £400 million in emergency funding for the UK's hospices to help keep them running and take the burden off the NHS.
- We support local hospices by giving out more than £1 million each year in grants to help them improve care for people in their local communities.
- Around 200,000 people come to our website every year for advice, guidance and support about end of life care, dying and grief.

For further information please read our most [recent impact report](#).

## Our Business Plan

The Business plan sets out our key priorities under our strategic objectives, and it is organised around six key themes:

1. To embrace our role as an informed, responsive and inclusive national body and voice for the UK hospice sector, providing a strong core membership offer to all of our members.
2. To develop and offer in-depth support and advocacy around the key challenges facing the hospice sector in 2023/2024.
3. To promote equitable access to care and support for all those facing death, dying and bereavement in the UK.
4. To implement a 'continuous improvement' approach to all aspects of our operations and culture.
5. To manage our finances and other assets optimally.