

Job Description:

# Fundraising Officer

Whittington  
Health Charity

Whittington Health Charity





## **Job Description**

<b>Title:</b>	Fundraising Officer
<b>Grade:</b>	Agenda for Change B5
<b>FTE:</b>	Full time (Part time will be considered at the request of the applicant)
<b>Annual Leave:</b>	27 days per annum increasing to 29 days after 5 years NHS service and 33 days after 10 years NHS service
<b>Department:</b>	Communications, Engagement and Fundraising
<b>Responsible for:</b>	N/A
<b>Reports to:</b>	Fundraising Manager
<b>Accountable to:</b>	Head of Charity; Director of Strategy and Corporate Affairs; Charitable Funds Committee

## **POST SUMMARY**

Whittington Health Charity is the dedicated charity for Whittington Health NHS Trust. We enhance the quality of care and improve the experiences of patients and staff by funding projects that go above and beyond what the NHS is able to provide.

Everything we do has a positive impact on staff, patients and their families. Big or small, we make the difference with better equipment, facilities, training, research and improved patient and staff wellbeing.

Our work makes a difference to over 500,000 people across north London. We're proud to serve our diverse local communities, whether they be patients and their families or our staff. We believe that everybody has a right to the very best care in the very best facilities.

The Charity has tripled its income over the past three years, and this post holder will play a crucial role in supporting that growth by developing our community fundraising income.

### **Overview of role**

The post holder will focus on raising income by building and stewarding relationships with key community stakeholders, including local businesses, schools, community groups, fundraising volunteers and event organisers and participants.

Working with stakeholders across the organisation the candidate will build relationships to secure funding to help deliver Charity projects.. They will also contribute to the growing reputation of the charity within the organisation. The ideal candidate will be articulate, a skilled relationship builder, demonstrate enthusiasm and passion, and will operate in a professional, positive, confident and collaborative manner.

### **Main tasks and responsibilities**

- Grow community fundraising income by identifying and proactively contacting and visiting local community groups, schools and clubs, supporting existing supporters and promoting new fundraising initiatives

- Reach out to local small businesses to secure income, explore sponsorship opportunities and gifts in kind.
- Research, plan and implement new community fundraising programmes and opportunities
- Plan and deliver charity-led seasonal fundraising events in the community, including the Christmas Market and Christmas Carol Concert, securing event sponsors where possible
- Plan and create timely and engaging social media content that demonstrates the Charity's impact and celebrates success
- Contribute to mass communications content from the Charity to its subscribers
- Lead on our challenge events programme, to create an annual plan of events that is suited to our audience and maximises income through sponsorship
- Steward community and challenge fundraisers to ensure they are supported to fully realise their fundraising potential, such as meeting with employers that offer match employee donations
- Manage and grow income from collection pots through promotion of these in the community, changing collection pots on a regular basis
- Attend events to support community fundraisers where appropriate, including provision of collection buckets, contactless donation machines and cheque presentations
- Recruit and manage a small team of volunteers to support with merchandise sales, fundraising events and Charity Pod activities, and liaising with the Trust's volunteers service
- Manage and grow income from merchandise by reviewing the range of items, increasing stall presence, attending local events and seeking out new opportunities for merchandise sales
- Support the wider Charity team by identifying potential high value donors and corporate business partners, courtesy of community fundraising initiatives, and flag/introduce to Head of Charity/Fundraising Manager
- Seek out opportunities to connect with local groups, businesses and societies and deliver talks to them about the impact of Whittington Health Charity and its support of Whittington Health NHS Trust
- Secure gifts in kind from local businesses to support fundraising projects and Trust initiatives
- Produce literature and collateral to support fundraising initiatives
- Ensure all donors are acknowledged, thanked and stewarded to ensure they feel valued and engaged
- Record all activities on the Charity's fundraising CRM, Donorfy, in line with the Charity's processes and procedures
- Ensure compliance with all relevant legislation including the Charities Act and GDPR
- To take on ad hoc tasks at the discretion of the Head of Charity in order to support the work of the Charity more broadly
- To adhere to best practice and keep abreast of fundraising trends, techniques and market developments by building a network within the NHS charity and wider charity sector

### **Communications**

- To work collaboratively, influencing and negotiating with others to achieve the best outcomes
- To work collaboratively with colleagues in the Trust's Communications team
- To ensure that the community and hospital sites, patients, carers, volunteers and staff are represented accurately by all activities and not compromised, acting in line with the Trust's values
- Deputise for other individuals in the Charity where necessary
- Ensure complete confidentiality of highly sensitive information
- In exceptional circumstances, to work in the evening and at weekends if and when a particular project or event demands it
- To undertake such other duties as required by the Head of Charity

### **Physical Working Conditions and Environment**

- The role is primarily based on the Whittington Hospital site, with travel to the Trust's other sites across Islington and Haringey as and when required. The successful applicant will be expected to work from the hospital site at least 3 days a week (or equivalent).

- The post holder will be required to attend numerous off-site meetings, potentially involving significant travel within the local area (mostly within one mile of Whittington Hospital)
- The role may require weekend and/or evening working, e.g. when holding a launch event or to support the activity of the wider Charity Team. Time off in lieu (TOIL) will be given for working outside normal office hours.

**Other duties**

- To undertake any other duties commensurate with the grade as requested

**Equal Opportunities**

Our latest policy known as “Promoting Equality, Diversity and Human Rights” outlines the Trust’s commitment to ensuring that no job applicant or employee receives less than favourable treatment on grounds of sex, marital and civil partnership status, gender reassignment, pregnancy and maternity, race, colour, creed, religion or belief, physical disability, mental health, learning difficulty, age or sexual orientation and is not placed at a disadvantage by conditions or requirements that cannot be shown to be justifiable.

For more information about our policy and commitment to equality, click: <http://www.whittington.nhs.uk/default.asp?c=10505&q=equality> ”

**Infection control**

All staff have a responsibility to prevent and control infections within the Whittington. This includes ensuring personal and team compliance with all relevant policies, especially hand hygiene, the trust dress code, and MRSA screening policies.

**Working patterns**

The role typically consists of a 9am-5.30pm working day, Monday to Friday.

**Health & Safety Policy**

Employees must be aware of the responsibilities placed on them under the Health and Safety at Work Act 1974, to ensure that the agreed safety procedures are carried out to maintain a safe environment for employees and visitors.

**Safeguarding**

To comply with the Trust’s Safeguarding Children and Adults policies, procedures and protocols. All individual members of staff (paid or unpaid) have a duty to safeguard and promote the welfare of children, young people and vulnerable adults This will require you to:

- Ensure you are familiar with and comply with the London Child Protection Procedures and protocols for promoting and safeguarding the welfare of children and young people.
- Ensure you are familiar and comply with the Croydon Multi Agency Safeguarding Vulnerable Adults Pan London Procedures.
- Ensure you are familiar and comply with local protocols and systems for information sharing.
- Know the appropriate contact numbers and required reporting lines.
- Participate in required training and supervision.

- Comply with required professional boundaries and codes of conduct

Whittington Health is committed to safeguarding all children and vulnerable adults and expects all staff and volunteers to share this commitment.

### Data Protection

This post has a confidential aspect. If you are required to obtain, process and/or use information held on a computer or word processor you should do it in a fair and lawful way. You should hold data only for the specific registered purpose and not use or disclose it in any way incompatible with such a purpose and ought to disclose data only to authorised persons or organisations as instructed. Breaches of confidence in relation to data will result in disciplinary action, which may result in dismissal.

### Confidentiality

You are required to maintain confidentiality of any information concerning patients or staff which you have access to or may be given in the course of your work, in accordance with current policy on confidentiality at Whittington Health.

### Carbon Reduction

All staff have a responsibility to contribute to a reduction in the organisation's carbon footprint. You should actively encourage others through your own actions to reduce their contribution to carbon emissions. This includes switching off electrical appliances that are not in use, turning down heating, closing windows, switching off lights and reporting carbon waste.

### Security

It is the responsibility of all employees to work within the security policies and procedures of the Whittington Health NHS Trust to protect the patients, staff and visitors and the property of the Trust. This duty applies to the specific work area of the individual and the Hospital in general. All staff are required to wear official identification badges.

### No Smoking

Whittington Health promotes a No Smoking Policy as part of employee's healthy living style. You will be required to work within the framework of this policy. Smoking is not permitted within Whittington Health premises.

### Method of Payment

Payment of salaries is made into your bank account/building society account by direct bank system. Details of a bank account or building society account will be required on the first day at work. There is no facility for any other form of payment.

### Probationary Period

Employment at Whittington Health is offered subject to successful completion of a 6-month probationary period for all staff with the exception of GMC Registered Doctors