

Job Description

Job Title

Group Director of Fundraising and Communications

Accountable to

Group Chief Executive

Grade/Salary

Competitive

Responsible for

Group Head of Fundraising, Group Head of Philanthropy, Snr Marketing and Comms Officers, Lottery.

Job Purpose and Role

As a member of the Group Senior Leadership Team, you will play a key role in shaping the future of Teesside Hospice Group and developing and implementing the Group's fundraising, marketing and lottery strategies. Taking lead responsibility for generating charitable and lottery income whilst also contributing to the strategic direction and day-to-day operational management of Teesside Hospice Group. You will need to be able to communicate the vision of the organisation and inspire the fundraising, marketing and lottery teams (paid staff and volunteers) to be ambitious and deliver stretching targets. Overseeing marketing and communications with a focus on income generation activities, managing the profile of the group in end of life/palliative care and engaging with key stakeholders.

Main Duties and key result areas

Key Responsibilities

The following list is not exhaustive and is intended only to indicate the range of activities that post holder will be required to undertake further duties and responsibilities may be added as projects develop and it is expected that the post holder will accept all reasonable requirements and developments for the job.

- Develop, implement, and review a sustainable, balanced, and diverse fundraising and lottery strategy, focusing on the maximisation of income and the attraction and retention of supporters to Teesside Hospice Group.
- Seek out and build effective long-term relationships and maintain an extensive network of contacts in key organisations and supporters across the Tees Valley, Stockton, South Durham, North Yorkshire, Redcar and Cleveland.
- Maximise our profile and engagement both internally and externally, integrating activities with marketing and digital teams.
- Lead the preparation of fundraising, lottery and communications' strategic and operational plans and budget.
- Be responsible for reporting on progress against plans and achievement of targets to directors, committees, and board.

	• Ensure Fundraising, Lottery and Communications teams and individuals have agreed targets that are clear and concise. • Encourage and facilitate creative thinking 'can do' attitudes of the teams to identify solutions to raise additional income, improve return on investment and provide additional contribution for the charity. • Create and maintain policy and procedure across Fundraising, Lottery and Communications teams. • Effectively lead, manage, and motivate the staff (paid and volunteers) and the day-to-day activities of the Fundraising, Lottery and Communications Teams to ensure they meet their strategic objectives and secure their financial targets. • Accurately record, report, and make data-driven decisions across the Fundraising, Lottery and Communications teams. • Encourage the teams to embrace technologies and business advances/ intelligence to understand and drive improved performance. • Horizon scan and keep abreast of fundraising, lottery and communications innovations and developments and challenge the teams to adapt to a changing environment to ensure income and contribution is maximised. • Encourage and support the marketing and communications team to use innovative forms of social media and the more traditional mediums to engage, communicate and market messages relating to the organisation as a whole and the service provision of the Hospice. • Encourage usage of data to segment the market to develop targeted communications. • Ensure that all activities and methods of marketing communications are aligned to the overall strategic direction vision and values Teesside Hospice Group. • Attend and represent the Group at relevant networking events and opportunities and act as an ambassador for the organisation in external settings
Infrastructure	• Ensure a structured framework is in place for reporting to the Teesside Hospice Group board of trustees and in particular the Fundraising Subcommittee.. • Work with the Group Director of Resources to develop and maintain accurate systems for recording monitoring and reporting income and expenditure in key performance indicators. • Ensure all fundraising, lottery and communications projects and activities are carried out in a manner that meets the charity commissioners requirements, the gambling regulations and is compliant with statutory and regulatory requirements (data protection, fundraising regulator, GDPR and information governance etc). • Ensure that risks are appropriately identified and managed across fundraising, lottery, marketing and communication activities. • To comply at all times with the requirements of the health and safety regulations under the health and Safety at Work act 1974 and to take responsibility for the health and safety and welfare of others in the working environment ensuring that agreed safety procedures are carried out to maintain a safe environment. • Comply at all times with the Hospice Group security policies and codes of conduct and respect confidentiality of information about staff, patients, supporters and health services.
Line management	• Be responsible as line manager for team leads within the Fundraising, Lottery and Communications team, to ensure, the department functions appropriately, including where appropriate responsibility for work allocation, appraisal, on-the-job training, and development, reviewing performance, initial stages of disciplinary, capability and grievance procedures.

Personal professional development	• Keep up to date with current developments in the fields of fundraising, lottery and communications and new revenue streams, as well as developments in the health and social care and voluntary sectors which impact on Income Generation provision. • Enhance professional knowledge through CPD. • Attend in-house training as appropriate.
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Key working relationships

- The Group Director of Fundraising and Communications will work closely with the Chief Executive and the Senior Management Team.
- The Group Director of Fundraising and Communications will assist the Trustees who are Chairs of the Fundraising Committee and Trading Company Board with the smooth running of the meetings and provide updates to the nominated trustee/s on key matters.
- The Group Director of Fundraising and Communications will also work closely with the Group Director of Resources to ensure compliance and good practice is followed regarding all financial issues.

DBS / other checks required

It is the responsibility of all Teesside Hospice Group employees to fully comply with safeguarding policies and procedures. This post requires a Basic DBS check via the Disclosure and Barring Service. This is because the post has access to premises where we care for vulnerable adults, and/or to confidential records/company finances/financial information. Further information on the Basic Disclosure service is available from

<https://www.gov.uk/government/publications/basic-checks>

All employees of Teesside Hospice Group is required to provide proof of their eligibility to work in the UK.

Director of Income Generation – scope and limits of authority

Decision making level	• Strategic planning and decision making on all areas of Fundraising, Lottery and Communications
Financial resources	• Fundraising expenditure budget annually agreed • Overall income target annually agreed.
Other resources	• Fundraising materials • Fundraising equipment • Lottery equipment.
People management	• Direct management of staff • Overall management of staff and volunteers will fluctuate dependent on income and expenditure figures above.
Legal, regulatory and compliance responsibility	Ensure that all income generation staff members adhere to the following where appropriate: • Fundraising Codes of Practice • Data Protection Act 2018 • Gambling Commission legislation under the Gambling Act 2005 • Completion of all mandatory training and annual completion of all e-learning modules

This job description is intended as a guide to the principal duties and responsibilities of the post. It must not be regarded as precisely defining all duties and will be subject to amendment in the light of developing service needs and changes in health policy. Teesside Hospice Group reserves the right to amend the job description at any time.

I have read and understand the duties required for the role.

Signed Date

Print name

Person Specification

		Essential (E)/ Desirable (D)	Tested on Application (A), Interview (I)
Knowledge, Qualifications and Experience			
	Good general education	E	A
	Evidence of academic, professional or management qualification, together with professional development	D	A
	Specific qualification in at least one of management, business, marketing or fundraising	E	A
	Significant experience of management within a voluntary sector organisation/charity at senior level	D	A, I
	Significant proven experience of motivating and developing teams	E	A, I
	Proven track record of leading fundraising teams for a charity delivering c.£2m+pa, including at least two or more of the following disciplines; corporate, community, trusts, major donors, individual giving, lottery.	E	A, I
	Experience of fundraising from high net worth individuals	E	A
	Significant experience of communicating and presenting ideas and pitches persuasively in a variety of settings and to a range of people.	E	A, I
	Significant experience of strategic planning, risk management and organisational change	E	A, I
	Experience of management and control of a wide range of budgets including budget preparation and forecasting	E	A, I
	Knowledge of specific issues facing independent hospices	E	A, I
	Membership of relevant professional body	D	A
	Good general education	D	A
Skills and Abilities			
	Ability to provide effective leadership and manage a multidisciplinary team	E	A, I
	Ability to establish an effective vision and sense of direction for the strategic development of long-term sustainable income streams	E	A, I
	Excellent organisational skills	E	A
	Ability to gain confidence and respect of staff and supporters and recognising individual value and potential	E	A, I
	Resilience and ability to effectively motivate teams and encourage under pressure	E	A, I

	Ability to be an effective ambassador for the hospice and to communicate the vision to a network of internal and external stakeholders	E	A
	Demonstrable commercial and numeracy skills	E	A
	Ability to lead by example, inspiring confidence, motivation and sense of pace in others	E	A, I
	Ability to use internal and external market insights and analysis to inform strategy	E	A, I
	Excellent time management skills with the ability to prioritise work, handle conflicting demands and meet tight deadlines	E	A
	Strong leadership skills and ability to manage change	E	A, I
Personal Qualities and Attributes			
	Driven by achieving exceptional results	E	A, I
	Possessing gravitas	E	I
	Commitment to equality and valuing diversity and understanding of how this applies to own area of work	E	A, I
	Commitment to the aims and charitable objectives of Teesside Hospice Group	E	A, I
	Committed to own continuing professional learning and development	E	A
Other requirements			
	Willingness to work variable hours and flexibility to travel occasionally	E	A
	Current driving licence and access to own vehicle for work	E	A