



OAKHAVEN HOSPICE

JOB DESCRIPTION

Job Title:	Head of Fundraising & Communications
Responsible to:	Chief Executive
Responsible for:	Income, marketing, communications & retail
Date Prepared:	May 2019

Job Purpose:

The post holder is responsible for producing, implementing and monitoring fundraising, marketing and public relations strategies to ensure the necessary income and promotion for the Hospice.

Responsible for identifying all new income generating strategies both traditional fundraised income but also to work closely with the Chief Executive in identifying possible social enterprise income generating opportunities.

To be the public face of the organisation in all fundraising related matters.

To contribute to the development of organisational strategy as a member of the senior management team.

To carry out this role effectively and to maintain and build relationships with the community it is essential to represent the organisation at out of hours functions which inevitably will mean attendance at evenings and weekends.

Main Duties and responsibilities:

1. Main duties:

- To encourage community participation in achieving goals by developing close and productive relationships with stakeholders.
- To ensure that Oakhaven is represented responsibly in the media.
- To lead on establishing a fundraising strategy and to establish key agreed targets for each income stream within the team. These key areas of income generation include events, direct marketing, trusts, sponsorship, legacies, lottery, community, retail, in memoriam, corporate, general donations and any other agreed areas of income generation.

- To provide clear leadership to each function within the team, setting clear individual targets and supporting staff to achieve agreed targets.
- To ensure the hospice is promoted effectively within the community through a clear communication strategy aimed at building awareness and support for the organisation.
- To ensure that the organisation is effectively marketed in all areas in particular income generation and service delivery.
- To ensure all awareness building mechanisms are used to promote the hospice including areas such as social media.
- To ensure that retail income generating opportunities are identified and implemented.
- To be responsible for the identification and development of income generating partnership opportunities both retail and others.
- In developing our income generating strategy to ensure there is a close alliance between income generation and service delivery. The “money and the mission” – to ensure that income generation matches the service needs of the organisation.
- To work closely with our Lottery Management Company and our Canvassing Management Company to ensure best practice and that all income opportunities are maximised
- To meet with each individual within the team to hold a monthly one to one session where progress can be assessed, support given and clear action points agreed to take projects forward efficiently and effectively in order to ensure success in reaching set and agreed income targets.
- To lead on income forecasting and reviewing of the strategies as a live document to meet agreed targets.
- To identify new and stable income streams bringing financial stability to the Hospice through careful planning of tried and testing fundraising techniques and as such ensure accurate forecasting.
- To develop predictable income streams that are proven and stable, allowing a platform for future growth and stability for the Hospice.
- To work closely with the community, researching potential opportunities and building up strong, positive, long-term relationships with key opinion formers, stakeholders and potential funders.
- To work on overall efficiency of the Fundraising Department – in areas of communication, systems and time management. Working with individuals to ensure projects are prioritised effectively and time managed to ensure investment is reflected in income generation.
- To ensure appropriate returns on investment are achieved in all income generating streams.
- To work closely with the management team and the Chief Executive, contributing to strategic development plans and building income generating opportunities around the organisational 3-5 year plan. The fundraising cycle operates 6-12 months in advance in terms of securing funding for key projects and as such long term plans are essential to fundraising successes.
- To have overall responsibility of the retail group and to work closely with the senior shop manager to ensure all trading opportunities are maximised.
- To work with the Facilities team to ensure full compliance with Health and Safety requirements within Fundraising and Retail functions.
- To be the professional lead for the Hospice on the Trust’s PR strategy.
- To work closely with the media ensuring that the Hospice has a strong and positive profile. Establishing key messages to regularly promote to the media.

- To lead on analysis and review of the PR Strategy, assessing the success of media coverage and key messages and amending process if appropriate.
- To research other charities within the geographical area; to be aware, where possible, of their activity and the subsequent potential competitive threats. To respond effectively at all times in the best interest of the Oakhaven Hospice Charity.
- To ensure the Hospice complies with legislation and best practice in Charity Fundraising.
- To ensure the hospice meets all regulatory requirements in relation to fundraising to include fundraising code of practice, fundraising preference service, the fundraising regulator and any other relevant bodies.
- To be the named individual for the gambling commission licence and any other formal regulatory appointment.
- To be responsible for ensuring that all income generating, PR, marketing and comms based policies and procedures are appropriate and up to date and to ensure compliance with the Hospice's policies and procedures at all times.
- To contribute to effective working relationships with all personnel. To ensure that the fundraising and retail departments have strong work relations with all other departments within the organisation.
- To develop direct reports to ensure their potential is realised and skills needed for the department are available.

2. General:

- 2.1 Public Relations** – To represent Oakhaven Hospice in the community and public domain as appropriate.
- 2.2 Personal Development** – to keep up to date on current developments appropriate to duties and responsibilities of the post. To identify personal development needs with agreement of line manager.
- 2.3 Training** - To remain appropriately trained for the role and keep up to date with mandatory training requirements.
- 2.4 Data Protection** – To be conversant with the requirements of the Data Protection Act and ensure compliance in safeguarding confidential information.
- 2.5 Health and Safety** – To be aware of and comply with current Fire, Health and Safety Policies and Procedures operated at Oakhaven Hospice. Ensure risk assessments are conducted for each event and appropriate insurance cover obtained.
- 2.6 Confidentiality** – To be aware of the confidential nature of hospice affairs and comply accordingly.
- 2.7 Finance** – To act with a sense of integrity and sound judgment and to take personal responsibility for understanding and following all relevant financial policies.
- 2.8 Additional Duties** – In discussion with line manager to undertake work as and when required in support of Oakhaven Hospice.

OAKHAVEN HOSPICE

Notes

- The post-holder may have access to confidential data on staff, patients and services within the hospice. Failure to maintain confidentiality will lead to disciplinary action, which could ultimately lead to dismissal.
- The post-holder may be required to contribute towards clinical and corporate governance agenda as appropriate.
- The post-holder will be the subject of regular annual appraisal and objectives.
- The post-holder will be expected to produce work to a high standard and to promote quality at all times.
- The Hospice is committed to Equal Opportunities for all current and potential members of staff and patients, irrespective of gender (including gender re-assignment), marital status, sexual orientation, race, colour, creed, religion, belief, nationality, ethnic origin, age, disability, a positive diagnosis of HIV/AIDS, or Trade Union membership. Therefore, the Hospice expects of its staff to understand, support and apply this policy through their working practices, which requires all individuals to be treated with respect, dignity, courtesy, fairness and consideration.
- The post-holder will be expected to keep themselves updated on all matters relating to Hospice Policies and Procedures.
- The post-holder must familiarise themselves with matters relating to health and safety management, reporting any potential risks immediately in accordance with the Hospice's Health and Safety policy and procedures.
- The employee will also be expected in discussion with their manager, to understand their role and level of accountability in respect of Emergency Planning procedures and ensuring controls assurance within their work area.
- This is an outline job description and may be subject to change, according to the needs of the service, in consultation with the post holder.
- Oakhaven Hospice is a non-smoking building and this is to be observed at all times.

OAKHAVEN HOSPICE TRUST



PERSON SPECIFICATION

JOB TITLE: HEAD OF FUNDRAISING & COMMUNICATIONS

DATE: May 2019

DETAIL	ESSENTIAL	DESIRABLE
EDUCATION AND QUALIFICATIONS	Academic achievements that demonstrate high level intellectual abilities. Evidence of commitment to professional development.	Educated to degree or masters degree level in marketing or related subject. Management education.

<p>EXPERIENCE</p>	<p>Senior marketing and communication based experience.</p> <p>Proven income generating experience.</p> <p>Experience of formulating marketing or fundraising strategy.</p> <p>Strong experience of managing and leading teams.</p>	<p>Senior fundraising experience.</p> <p>Budget control responsibilities.</p> <p>Public relations role.</p> <p>Direct marketing experience.</p> <p>Experience of developing a corporate identity.</p> <p>Marketing role in a charity.</p>
<p>SPECIFIC SKILLS</p>	<p>Excellent written and verbal communicator.</p> <p>Motivational and empowering manager.</p> <p>Good strategic thinker.</p> <p>Computer literate.</p> <p>Good organisational skills.</p> <p>Numerate and analytical.</p> <p>Excellent presentation skills.</p>	<p>Evidence of innovating thinking.</p> <p>Knowledge of the Charity Act/Legislation.</p>
<p>PERSONAL QUALITIES</p>	<p>Good networker.</p> <p>Persuasive and able to influence.</p> <p>Flexible attitude and approach.</p> <p>Sensitive to the fact that donors may also be patients or carers.</p> <p>Effective team player.</p> <p>Committed to the work done by hospices.</p>	
<p>OTHER FACTORS</p>	<p>Live within reasonable commuting distance.</p> <p>Own car and clean driving licence.</p> <p>This post is subject to a Standard Disclosure with the Criminal</p>	<p>Any personal bereavement issues resolved.</p>

	Records Bureau.	
--	-----------------	--