

# Job description

because  
you matter

**St Nicholas**  
Hospice Care

A Registered Charity No. 287773

**St Nicholas Hospice Care** provides advice, care and support to people in West Suffolk and Thetford in the final chapters of their life, who are living with long-term and life-threatening illnesses. Our services are not just for patients, but for their family and friends too. They include everything from specialist medical care to bereavement support and practical help.

<b>Job role</b>	Head of Public Fundraising
<b>Reports to</b>	Director of Income Generation
<b>Responsible for</b>	Individual Giving, Legacies, Events, Community Fundraising, Supporter Care and Income Processing
<b>Location</b>	Main hospice site: Hardwick Lane, Bury St Edmunds (with options for remote working)

## Purpose of the role

To work closely with the Director of Income Generation to set the vision and strategy for public fundraising.

To increase the volume and value of our supporter relationships, engage new audiences and drive sustainable income growth.

To build and lead a high-performing team of fundraisers, to deliver against operational plans and targets.

## Key responsibilities

### Strategy:

- Work closely with the Director of Income Generation to build and deliver a fundraising improvement programme.
- Maintain up to date knowledge of fundraising trends and challenges, proactively seeking opportunities to continuously improve and innovate.
- Engage in market and supporter research to inform decision-making and development of new activity.
- Develop a sound understanding of our supporter base, their motivations and behaviours. Maximise the use of our CRM database and use data analysis and insights to inform the development of new fundraising campaigns and products.

- Lead the design and delivery of an Individual Giving programme, to drive supporter acquisition and increase retention.
- Take a lead role in the development of effective supporter journeys, working closely with the Supporter Care Manager and wider fundraising and marketing colleagues.
- Drive the development of digital fundraising capability within the team and across the wider organisation.

### **Operational delivery:**

- Translate fundraising strategy into the creation and delivery of operational plans.
- Be responsible for setting and managing fundraising budgets, targets and KPIs. Report on progress, trends and take action, as required. Analyse results and evaluate activity to inform future plans, supporting team managers to do the same.
- Work collaboratively with the Head of Philanthropy, Head of Retail & Catering and Head of Marketing to ensure that all income generation activity is integrated and opportunities for cross-team working are maximised.
- Develop processes that enhance the team's capacity, efficiency, and ensure effective fundraising.
- Manage external partners and agencies involved in fundraising delivery, ensuring due diligence, high quality and cost effectiveness.
- Ensure the highest possible standards of supporter care, in order make the most of every interaction.
- Ensure legal and regulatory compliance across all areas of the public fundraising portfolio, including with the Fundraising Code of Practice, data protection and gambling laws. Model best practise and coach team members, as required.

### **Leadership**

- Drive a positive, ambitious and solution-focused culture within the team, coaching and motivating where needed. Ensure that team members have the skills and attitude needed to succeed and deliver against income targets.
- Be an effective and supportive line manager to all direct reports, currently comprising a Community Fundraising Manager, Events Manager, Legacy Lead, Individual Giving Officer and Supporter Care Manager.
- Build positive working relationships with all internal and external stakeholders.
- Be part of the wider Hospice senior leadership team, including participating in Hospice-wide projects and taking a proactive role in senior-level planning and decision making.
- Provide management information for Directors and the Board of Trustees, as requested, attending meetings when required.
- Act as an ambassador for St Nicholas Hospice Care, demonstrating professionalism and living our values. Represent the Hospice at local, regional and national meetings and events, as required.
- Engage with the wider hospice and charity sector, learning from peers and sharing best practise.
- The role will require some flexibility with regards to attending occasional meetings and events outside of normal working hours, including at weekends.

<b>Person Specification</b>	<b>Essential</b>	<b>Desirable</b>
<b>Skills and attributes</b>	<p>Excellent leadership skills, able to lead by example and motivate others.</p> <p>Displays integrity, honesty and respect for others. Builds positive relationships with key stakeholders.</p> <p>An effective communicator, with good interpersonal skills and the ability to influence. Able to manage conflict and achieve solutions.</p> <p>Good numeracy and analytical skills. Comfortable working with data and uses insight to inform decision making.</p> <p>Well-organised and able to manage a complex workload.</p> <p>Able to play a senior role within the Hospice and work with the wider management team to support organisational strategy.</p>	<p>Has a professional fundraising qualification.</p> <p>Maintains an up to date knowledge of the sector, spotting trends and responding to opportunities.</p>
<b>Knowledge and experience</b>	<p>Has extensive senior level experience in the charity sector.</p> <p>Has developed fundraising strategy, with a bigger picture focus and ensured plans are integrated across teams.</p> <p>Has led multiple fundraising streams and achieved sustainable income growth.</p> <p>Has implemented complex operational plans, including creating and monitoring KPIs.</p> <p>Has set and managed large budgets, reporting on progress and taking decision action to resolve issues.</p> <p>Has developed and managed Individual Giving programmes, including lotteries and gambling.</p>	<p>Has worked in a Hospice or healthcare environment.</p> <p>Has developed, tested and launched new fundraising products.</p> <p>Has created and delivered digital fundraising campaigns and activities.</p> <p>Has knowledge of legacy fundraising principles and techniques.</p> <p>Has managed large, cross-team projects, engaging with stakeholders and driving progress.</p>

	<p>Has line management experience, with a track record of coaching and developing team members.</p> <p>Has sound knowledge of fundraising compliance and best practise.</p>	
<b>Other requirements</b>	<p>Empathy with the work and values of St Nicholas Hospice Care.</p> <p>Sensitive to the issues and concerns facing those living with dying, death and grief.</p> <p>Flexibility with regards to attending occasional meetings and events outside of normal working hours, including weekends.</p>	