

## Job Description

Job Title	Head of Relationship Fundraising
Department	Fundraising
Hours	37.5 hours per week (flexible working. Open to part time/job shares)
Responsible to	Director of Income Generation
Responsible for	Senior Corporate Partnerships and Philanthropy Manager, Grants and Major Gifts Manager, Community and Events Fundraising Team

### About Us

Since 1980, Prospect Hospice has provided dedicated end-of-life care service for people living in Swindon, Marlborough and northeast Wiltshire. We bring care, comfort and confidence, around the clock, every day of the year.

Our aim is to provide excellent, personalised and compassionate care for everyone in our community who is affected by a life-limiting illness. We work in close partnership with other organisations – specifically with local health and social care professionals – as well as local people. Working within our community allows us to lead, provide and influence care so that anyone affected by a life-limiting illness has access to the best possible support when and wherever they need it.

### Our Vision, Mission, Strategic Priorities and Values

Our vision is a community where death is no longer a taboo and everyone lives and dies well.

Our mission is that we will work with and through others using our skills and expertise so that people have choice and support at the end of their life.

In order to make these a reality we have developed four strategic priorities which give direction to all that we do. Our values, guiding the work of the hospice focus on six areas. These apply to all who work on behalf of Prospect Hospice, including trustees.

- ★ Secure the continuity of Prospect Hospice charity for our community for generations to come
- ★ Take pride in being a great place to work and thrive
- ★ Deliver bespoke specialist care that supports dignity and choice
- ★ Use our expertise to educate and influence the delivery of excellence in end-of-life care

### Our Team

Prospect Hospice is a charity, funded primarily by our local community. Each year it costs several million pounds to provide the care that our patients and their families depend on. Only a quarter of our funding come from statutory organisations like the NHS – the rest we raise ourselves. The Relationship Fundraising team plays a vital role in

raising awareness of the hospice locally and generating crucial funds so we can meet the growing needs of our community. This is an exciting time to join the Fundraising Department as we are embarking on a brand-new five-year strategy and investing in our teams to ensure we can deliver our ambitious targets. The Relationship Fundraising function is a focus area for income growth for the hospice.

## Main Purpose & Scope

The Head of Relationship Fundraising will play a lead role in Prospect Hospice's Fundraising Leadership team through developing and implementing comprehensive fundraising strategies to support the organisation's mission and goals. This role will oversee all aspects of Philanthropy & Partnerships, including trusts & foundations, corporates and High-Net-Worth individuals. It will also oversee our Community & Events Fundraising team, which is responsible for working with community-based fundraisers and organisations, challenge event participants as well as delivering our flagship events Starlight Walk, Run the Rainbow and Light Up a Life. The ideal candidate will have a proven track record of exceeding fundraising targets, strong leadership skills, and the ability to build and maintain relationships with key stakeholders. The Head of Relationship Fundraising will be responsible for delivering over £1 million each year. The role has a requirement to work occasional evenings and weekends to support events.

## Key Accountabilities and areas of responsibility

- Develop and implement a comprehensive Relationship Fundraising strategy, aligned with the wider departmental strategy, which drives income growth through innovation, clear direction and exemplary supporter experience.
- Lead on annual operational planning, budgeting & forecasting process for all areas of Relationship Fundraising. Monitor and report on fundraising progress throughout the year.
- Drive innovations and new product development in Relationship Fundraising portfolio, informed by audience and sector insight, market opportunity and gaps in current portfolio.
- Continually seek to improve fundraising tools, resources and processes to drive efficiency, enhance supporter experience and maximise return on investment.
- Collaborate across the Fundraising department to develop supporter engagement and experience, and to maximise cross-sell opportunities and donor lifetime value.
- Collaborate with the Marketing and Communications team to develop compelling fundraising materials and campaigns.
- Play an active role in the Fundraising Leadership Team, providing strategic input into Department priorities, role-modelling leadership behaviours and proactively collaborating with peers to maximise cross-team opportunities.
- Lead, manage, motivate and develop the Relationship Fundraising team of six, creating a positive and inspiring culture, which empowers fundraisers to achieve their best in line with agreed plans and KPIs.
- Develop strong working relationships across the organisation to support the delivery of the wider hospice strategy, the work of other Directorates and the delivery of the Fundraising departmental strategy.
- Support the development of a data-driven culture, role-modelling best practice CRM and pipeline use, ensuring consistency and accuracy.
- Be an ambassador and advocate for Prospect Hospice and its work when engaging donors, playing an exemplary leadership role in delivering an outstanding supporter experience.
- Ensure that all activities comply with GDPR guidance, Fundraising Regulator's Code of Conduct, Prospect Hospice's policies and procedures.

- Stay informed about industry trends and best practice in Philanthropy, Partnerships and Community Fundraising.

## Key Contacts

- Chief Executive
- Board of Trustees
- Directors /Heads of corporate functions and senior managers across the organisation
- Stakeholders / Partners

## Equality, Diversity and Inclusion

We are committed to creating a truly equal and inclusive workplace, and we value diversity of thought, ability and individuality. Ours is a learning culture. We know that we can only retain our position at the forefront of excellence in end-of-life care by learning, reflecting and innovating, and we expect all our people to pursue continuous professional development.

This applies to both service delivery and to our own people practices. You will be willing and able to demonstrate commitment to our equality, diversity and inclusion policy and practices at all times.

## Safeguarding

It is the responsibility of the post holder to ensure they have up-to-date knowledge of and follow the legislation and guidance relating to Safeguarding Adults and Children as stated in the Prospect Hospice's Safeguarding operational Policies. All staff should be aware of their safeguarding responsibilities as employees of Prospect Hospice and will be expected to attend mandatory safeguarding training as required to inform safe working practice

## Health and Safety

Under the provisions of the Health and Safety at Work Act 1974, it is the duty of every employee to:

- To take reasonable care of themselves and others at work
- To co-operate with the Prospect as far as is necessary to enable them to carry out their legal duty
- Not to intentionally or recklessly interfere with anything provided, including personal protective equipment, for health and safety or welfare at work.

## Infection Prevention and Control

All staff are expected to comply with infection prevention and control policies and for protecting themselves and others against infection risks and ensuring a clean safe environment is maintained. Whether you are in a clinical or non-clinical role you are expected to comply with current infection control policies and procedures and to report any concerns or issues to your line manager. All staff undertaking patient care activities must attend infection control training and updates as required by the hospice.

# Person Specification

Criteria Category	Requirements	Essential (E) Desirable (D)
Education and Qualifications	GCSE English and Mathematics grades A-C (or equivalent)	E
	Driver, with a full, current UK driving licence for manual vehicles.	E

Criteria Category	Requirements	Essential (E) Desirable (D)
Experience and Knowledge	Extensive Fundraising experience, skills and knowledge in securing High Value donations, with first hand successes in at least two of the Relationship Fundraising streams	E
	Experience in developing robust pipelines of new opportunities and successfully converting to grow long term, sustainable income	E
	Experience of growing income through first-class donor management skills and outstanding stewardship	E
	Experience in developing and delivering strategy, plans and budgets and monitoring and evaluating progress	E
	Experience developing a positive working environment in which staff are able to innovate, learn and maximize opportunities	E
	Experience leading, inspiring and managing a similar sized team, motivating and developing fundraisers to deliver income targets and objectives	D
	Track record of innovating within a Relationship Fundraising remit, transforming or introducing a new product, partnership or way of working which has delivered measurable success	D
	Experience of using Raiser's Edge fundraising platform	D
	Demonstrable understanding of approach to best practice database usage, the importance of a single customer view and good data management	D
	Good understanding of fundraising law, relevant compliance matters and key trends in Philanthropy, Partnerships & Community Fundraising	D

Criteria Category	Requirements	Essential (E) Desirable (D)
Skills	Ability to think strategically and put plans in place to grow income & impact	E
	Excellent networking & relationship building skills with the ability to influence and negotiate with ease	E
	Outstanding written communication skills, with proven ability to convey complex information in a clear and concise way	E
	Communicates purpose and direction with clarity, integrity and enthusiasm so that others see as credible, passionate and engage with us	E
	Proven ability to collaborate, negotiate and influence effectively with internal and external stakeholders, working towards shared goals	E

Criteria Category	Requirements	Essential (E) Desirable (D)
Personal Qualities	Commitment to and ability to demonstrate Prospect Hospice values and behaviours at all times	E
	Have a track record of working inclusively and a genuine appreciation of the value of diversity	E
	Able to maintain the highest professional standards at all times, and act as a true ambassador for the Hospice and encourage others to do the same	E
	To be authentic, open honest and transparent	E

## Scope of Job Description

This job description is a guide to the work you will be required to undertake. It is not an exhaustive list of the duties but gives a general indication of work undertaken which may vary in detail in the light of changing demands and priorities. Substantive changes will be carried out in consultation with the post holder.

*This job description does not form part of your Contract of Employment*