



Job Description & Person Specification

Douglas Macmillan Hospice
Barlaston Road, Stoke-on-Trent, ST3 3NZ

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Job Title:	Corporate Fundraiser
Responsible to:	Head of Fundraising & Lottery
Accountable to:	Director of Income Generation
Hours:	37.5 hours
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Department Function:

The Corporate Fundraising & Events team is responsible for the organisation of all corporate & community fundraising events, ensuring strong supporter care to maximise support across Income Generation. In addition, the team leads the recruitment, management & ongoing maintenance of corporate & supporter relationships to ensure that donors are engaged, whilst raising maximum income for the hospice.

Job Summary:

Engender, develop and maintain corporate/business fundraising support and engagement activities for the Hospice under the direction of the function head, working in tandem with other fundraisers, particularly those with a corporate/business brief; therefore ensuring a cohesive joined up approach for the whole organisation so that funding/resourcing opportunities are maximised.

Support and when required, deputise for the Senior Corporate Fundraisers.

Duties & Responsibilities:

Corporate Campaign/Event Accountability:

1. Responsible for annual corporate fundraising campaigns such as our Bring A Pound & Christmas Poster initiative. This involves pre-planning, working towards a pre-determined participation & income target, applying innovation, organisational skills & ownership of large & small scale income projects. Ensuring for every £1 spent £4 is raised.
2. Responsible for identifying the target audience for campaigns & inviting & recruiting supporters to take part through a selection of marketing techniques & channels that deliver high results.
3. Ensure collaborative working with internal departments to include the generation of leads, maximising promotion opportunities & maintain an integrated & well-organised approach.
4. Maintain relationships with businesses and their decision makers to ensure participant levels are at capacity and those taking part have capacity to contribute to the income targets for campaigns/events.
5. Ensure all relevant plans are in place to deliver campaigns, including communications with organisations, event suppliers & sponsors & well-defined staff & volunteer roles & briefings.

6. Explore opportunities to secure campaign sponsorship through corporate support.
7. Support the wider Income Generation events portfolio by seeking ways to promote and advertise the full range of initiatives and activities with the aim to recruit participants from business workforces.
8. Use project planner templates to support the organisation of fundraising campaigns, using a methodical approach to all tasks that need to be achieved, to ensure the success of each campaign.
9. Ensure optimisation of sponsorship/donation Gift Aid claims in conjunction with the Finance Team.
10. Retain a team of volunteers to assist in the planning and execution of an event to minimise the paid staff time expended of post holder and other hospice fundraisers.
11. Undertake post campaign evaluation & analysis, reporting to the Head of Fundraising & Lottery with conclusions & recommendations.
12. Support and when required deputise, for fundraisers tasked with organising corporate events such as Ball, Golf Day, Business Partnership Lunch and others to generate income and resources.

Business Relationship Partnerships and Charity of The Year Partnerships

1. Secure pledges from businesses to organise activities that raise money in line with the Fundraising Business Plan, requiring minimal input from DMH. This may be as part of a Charity of the Year pledge/partnership.
2. Research to identify and secure new corporate/business support, focusing on charity of the year partnerships, that deliver measurable outcomes towards the resource requirements of the organisation. This may be one or a mix of money, services, goods or volunteer time.
3. Ensure smart matching of income products with a business's capacity and capability to donate. Normally engaging support for budget income streams, such as, but not exhaustive: regular (monthly by direct debit) company giving, one off annual donation, sponsorship of events, Inpatient unit rooms or Hospice Services, advertising in Hospice publications or purchasing tickets for an event.
4. Guide and advise willing businesses to facilitate employee fundraising opportunities to be maximised. Utilising all income generation income streams/fundraising products such as Pay Roll Giving, Dougie Banks, Lottery products, stock collection for charity shops, Christmas Cards and/or Poster Campaign, Bring a Pound Campaign and/or Bespoke activities. (Not an exhaustive list).
5. Use Hospice Ambassadors wherever possible to support business relationships, specifically to attend employee fundraising activities and cheque presentations.
6. To ensure highly responsive account management standards are the norm, and relationships with corporate/business partners achieve the highest levels of customer care. It is important that good stewardship of resources expended is exercised to ensure there is an appropriate return on money and time invested in corporate/business relationships.
7. Continually seek effective ways to acknowledge and promote the support given through Charity of the Year partnerships and adhoc support.

Leadership

1. Contribute to the production of a range of marketing materials for all to use.
2. Work collaboratively with all internal teams to ensure successful procurement of an annual wish list of requirements from businesses/corporates in terms of sponsorship, goods, volunteer time etc.
3. To maximise all networking opportunities to build relationships with target companies.
4. Assist Senior Fundraisers to ensure hospice wide corporate/business engagement being undertaken is communicated with the Marketing & Communications team so that we develop a proactive approach to the utilisation of all forms of media communication channels. A strong profile is paramount within the business community to maximise their engagement with Douglas Macmillan Hospice.

Accountability:

1. Deliver agreed budgets as a minimum and wherever possible exceed and create year on year growth.
2. Ensure key performance indicators are agreed and observed, including measures to assure us that supporter expectations are met and well managed, such as surveys and market research.
3. Be fully knowledgeable of sector regulations and legal requirements and ensure everyone around you is compliant in their working practices. Always fundraising in ways that are legal, open, honest and respectful.
4. Work in harmony with other fundraising teams and income generation streams to ensure the maximum support for the Hospice is always achieved from any individual donor or group of people. Make full use of service functions within the hospice to enable the role focus to be on income generation.
5. Use monthly financial reports to monitor performance to inform forward planning and prompt remedial actions as required to ensure delivery of agreed business plans and budgets.
6. Contribute and commit to delivering an annual budget with line manager.
7. Manage and motivate volunteers to best effect, to achieve goals and objectives, and minimise expenditure in all areas to have maximum impact on surplus income.
8. Record all donor/supporter engagement using the current information system in place within the Hospice, understanding standalone spreadsheets and personal records are not acceptable practice.

Dougie Mac Values:

Our mission is to deliver excellent CARE to people approaching end of life.

- **Compassion** - Working together by considering the views of others, understanding the challenges they face and providing support.
- **Accountability** - Takes personal responsibility for our actions, owning our decisions and behaviours.
- **Respect** - Always trusting, listening and challenging each other. Understanding that we are at our best as individuals whilst working as a team.
- **Excellence** - Embracing excellence by empowering and motivating each other to be the best that we can be.

Standard Requirements of all Dougie Mac Staff:

- To be flexible and adapt to the needs of the department and your team
- To maintain strict confidentiality and adhere to data protection policies at all times.
- To observe and maintain security procedures.
- Exercise responsible stewardship of hospices resources at all times.
- Attendance at meetings events and activities may require the post holder to work beyond the normal hours / days of work quite regularly – flexibility is essential.
- To have an understanding and demonstrate regard for the Hospice philosophy and its functions.
- Travel in the Stoke on Trent / North Staffordshire area, and on occasions within the UK, to attend participate in training and personal development opportunities, using own vehicle or public transport, for which expenses will be met in line with policies in the staff handbook.
- To maintain an effective and collaborative working relationship with other members of staff and volunteers.
- Conform to conventional standards of business dress when representing the hospice.
- To accept temporary redeployment within any part of the hospice should the need arise and to ensure hospice goals and objectives are met.

Safety Health Environment (SHE):

- All employees must familiarise themselves with the Hospice Safety Health Environment (SHE) policies, processes and procedures and act in accordance with them at all times. Employees must ensure that they conduct themselves in a manner which does not endanger their own health and safety or that of others.
- All employees have a duty of care to promptly report any near misses, dangerous occurrences or accidents whilst at work in line with the relevant Safety Health Environment procedures
- All employees should attend mandatory Safety Health Environment training sessions annually/periodically for defined activities etc and ensure that they follow the processes and procedures as outlined in the training
- Any breaches of the Safety Health Environment Health standards will be dealt with under the DMH disciplinary procedure.

Quality:

- The hospice expects all staff to work to the highest standards. The quality of care provided by every member of staff is paramount.
- All employees must
 - familiarise themselves with the policies and procedures relevant to their role.
 - ensure that they are competent to carry out their role.
- All employees are responsible for the management of risk: they must
- Attend mandatory training;
 - Report incidents when things go wrong and provide evidence that they have learnt from the experience;
 - Record all adverse comment made by patients and their families; as well as customers, donors and the wider public.
 - Raise concerns when they see any unsafe practice within your place of work.

This job description is intended to be the main guide to the principle duties and responsibilities of the post. It should not be seen as an exhaustive, inflexible document. The employee shares with the employer the responsibility to suggest amendments as necessary to meet the changing needs of the hospice and department.

Person Specification:		
	Essential	Desirable
Qualifications & Training* <i>Professional and post basic qualifications. Specialised training required for this post.</i>	<ul style="list-style-type: none"> - Evidence of formal education, educated to minimum of GCSE/A Level/NVQ 4. 	<ul style="list-style-type: none"> - A-level or foundation degree in Events Management/Business/Sales. - Equivalent Educated/or willing to work to Certified in Fundraising/Marketing level
Experience <i>Type and level of job related experience required(expressed as additional/or alternative to qualifications above).</i>	<ul style="list-style-type: none"> - Experience of preparing activities to recruit, engage, inspire & retain donors/customers. - Ability to oversee multiple projects. - Previous experience of administration & project planning within a busy professional office environment. - Experience of providing excellent customer service to members of the public. 	<ul style="list-style-type: none"> - Experience operating in a multi-disciplinary environment. - Experience of working with volunteers & supporters of a cause. - Assisted with campaigns or initiatives that successfully generate a net surplus income.
Skills & Knowledge <i>Type and level of job related experience required (Expressed as additional/or alternative to qualifications above).</i>	<ul style="list-style-type: none"> - Good written & verbal skills - Good business acumen, financial management and analysis skills. - Ability to use all communication methods & can communicate professionally with people from different backgrounds & cultures. - Ability to use all Microsoft IT packages. - Knowledge of statistical reporting & producing reports. - Excellent time management skills. - Excellent interpersonal skills. - Excellent organisational skills. 	<ul style="list-style-type: none"> - Knowledge & appreciation of Charity Commission guidelines, fundraising regulation & the Institute of Fundraising Code of Practice - Demonstrates knowledge of mechanics of voluntary income generation - Knowledge of Donorflex database
Aptitudes & Attributes <i>What aptitudes and personal qualities are required, e.g. written verbal/expression, taking responsibility, cooperating, organising, resolving problems, exercising initiative</i>	<ul style="list-style-type: none"> - Hard working, tenacious & determined to succeed. - Warm, genuine & personable approach. - Flexibility towards the changing needs of the organisation. - A high level of accuracy & attention to detail. - Ability to prioritise tasks, appropriately delegate & manage time effectively. - Good numerical & analytical skills. - Inter-personal & communication skills to inspire & motivate a wide range of stakeholders. - Good team player whilst also being self-motivated with the initiative to work unsupervised. - Excellent telephone manner. - Resourceful & creative. - Tactful & diplomatic. - Ability to relate to the multi-disciplinary team in the hospice. - Ability to cope well under pressure. - Outgoing, persuasive & unconcerned about asking for support. 	
Other Job Requirements <i>Specific job circumstances such as unsocial hours. Specific requirements, car driver etc.</i>	<ul style="list-style-type: none"> - Dress in a manner that conforms to accepted formal codes of business dress. - Hold a current driving licence & daily access to a vehicle. - Have a flexible approach to hours & days of work. - Be prepared to develop skills & knowledge as the demands of the business changes. 	

***National Qualification Framework**

	National Qualifications Framework	Framework for Higher Education levels (FHEQ)
8	Specialist awards	Doctoral (D) - Doctorates
7	Level 7 Diploma (Professional Qualifications)	Masters (M) - Masters degree, post graduate certificates and diplomas
6	Level 6 Diploma (Professional Qualifications)	Honours (H) - Bachelors Degrees, Graduate Certificates and Diplomas
5	Level 5 BTEC HND	Intermediate (I) - Diplomas of higher education, foundation degree, higher national diplomas
4	Level 4 Certificate	Certificates (C) - Certificates of higher education.
3	Level 3 Certificate (OND), Level 3 NVQ, A levels	
2	Level 2 Diploma, Level 2 NVQ, GCSEs Grade A*-C	
1	Level 1 Certificate, Level 1 NVQ, GCSE Grade D-G	
Entry	Entry Level Certificate in Adult Literacy	

Are you interested?

To find out more or to apply please visit our website: www.dmhospice.org.uk or contact HR via **Telephone:** 01782 344300 or **Email:** applynow@dmhospice.org.uk for an application pack.

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