  

**Job Description**

**Head of Fundraising & Marketing**

**1.0 Summary of Role**

As Head of Fundraising & Marketing at North Yorkshire Hospice Care you will be a pivotal leader of the Income Generation Team, spearheading the direction, expansion, and growth of our fundraising and marketing teams for Saint Michael’s Hospice, Herriot Hospice, and our bereavement and emotional wellbeing service, JustB.

North Yorkshire Hospice Care proudly serves a population of 300,000 people in the Harrogate and Hambleton & Richmondshire areas and our JustB service is a national service supporting adults and children throughout the United Kingdom.

With a focus on nurturing long-term relationships this key leadership role will oversee the delivery of nearly £3m and lead efforts to generate meaningful relationships with our valued donors, partners and those who use our services.

Together with the Deputy Chief Executive, the Head of Fundraising and Head of Retail will work positively and collaboratively to achieve an ambitious income this year of over £5m. This ambitious plan also comes with the shared responsibility to prospect commercial opportunities that will allow us to diversify and increase our fundraising with profit-making ventures.

**2.0 Key Tasks**

1. Together with the Head of Retail implement an ambitious Income Generation Workplan with strong collective responsibility, cross team working and growth pathways, which maximises the potential of fundraised income generation.
2. To be accountable for fundraising and marketing plans, budgets, and targets, supporting the team to deliver strong, proactive new business pipelines and structured account management processes to build long term, sustainable income, stewardship, and excellent supporter experience.
3. To be accountable for organisational marketing plans to strengthen our internal communications and build our profile, engagement and advance our campaigning objectives.
4. Lead, manage, motivate, and develop the Income Generation Team, creating a positive and inspiring culture, which empowers fundraisers to achieve their best in line with plans and key performance indicators.
5. Develop a data-driven culture, role modelling best practice CRM use, ensuring insight and analysis inform plans and direction, supporter journeys and sustainable long term income generation.
6. Play an active and leading role in the Income Generation team working effectively across the organisation and ensure they are collaborating with key teams.
7. To ensure that all activities comply with GDPR guidance, Fundraising Regulators Code of Conduct, marketing laws and North Yorkshire Hospice Care’s policies and procedures and demonstrate best practice.

The above is not an exhaustive list of duties and you will be expected to perform different tasks as necessitated by your changing role within the organisation and the overall business objectives of the organisation.

**Key Result areas / Success Measures**

**KR1 Together with the Head of Retail implement an ambitious Income Generation Workplan with strong collective responsibility, cross team working and growth pathways, which maximises the potential of fundraised income generation**

SM1 Workplan is co-owned by the Income Generation Team

SM2 Income Generation Team are proactively delivering the new workplan, and own the outcomes

SM3 Income Generation Team are identifying opportunities for growth which evidence stronger cross-team working, and sustainability, whilst evidencing excellent stewardship and supporter experience

SM4 Team continue to improve performances, processes, and ways of working to deliver efficiencies and they support the development of a fundraising data-driven culture, role-modelling best practice CRM use

SM5 There is a focus on a shared team approach to legacy fundraising and marketing

**KR2 Grow major donor and corporate fundraising supporting the team to build prospect pipelines, secure significant gifts, and provide outstanding stewardship and supporter experience.**

SM1 Undertake a review of existing business and major donors, identify gaps, and priorities and target plan

SM2 Increased income from major donor and corporate fundraising

SM3 Strong pipeline of proactive prospects

SM4 A healthy conversion rate of new corporate prospects to partners

SM5 Split between unrestricted and restricted income supports business need and targets

SM7 Clearer supporter journey and stewardship frameworks are in place

**KR3** **Grow Community & Events Fundraising** **supporting the team to build a strong events programme and provide outstanding stewardship and supporter experience for those wishing to fundraise for NYHC**

SM1 Grow the volunteer fundraising groups across the Hospice geographies

SM2 Undertake a review of existing Community and Events to maximise team time and ROI

**KR 4 Support the team to deliver successful cause and prize led campaigns to acquire and increase the value and loyalty of new and existing supporters, across a range of products including single giving, regular giving, legacy pledges, and in-memory giving, through both digital and direct channels.**

SM1 Undertake a review of the individual giving fundraising areas to prepare a plan to sustainably grow income and identify opportunities to cross-sell across all existing audiences.

SM2 Integrate the new Fundraising CRM providing greater personalised functionality and engagement tools to manage donors and champion the use of data and insight

SM4 Monitor project to make organisation ‘Legacy Confident’

SM5 Clearer supporter journey and stewardship frameworks are in place

**KR4 Effective annual planning, budgeting, and reforecasting in line with targets**

SM1 Accurate reporting and monitoring of team performance

SM2 Income targets and KPI’s met

**KR5 Lead, manage, motivate, and develop the Income Generation and Marketing Teams, creating a positive and inspiring culture, which empowers fundraisers and marketeers to achieve their best in line with short and long term KPI’s**

SM1 Heads of Income Generation actively demonstrate our values and leadership behaviours to ensure a cohesive, positive culture across the team with motivated and happy colleagues

SM2 The team are continually developing to their best ability and demonstrate our values, and behaviours framework

SM3 Insight, knowledge and expertise is proactively shared across the team

SM4 Opportunities for mentoring, secondment and coaching are proactively sought out

SM4 Cross-team opportunities are proactively identified

SM5 Review of structure in line with business need

SM6 Networking with other hospices, and charities is positively embraced to strengthen communication and collaboration

SM7 Underperformance is addressed promptly, professionally, openly, and honestly

**KR6 Strengthen our internal communications and build our profile, engagement and advance our campaigning objectives.**

SM1 Developing an organisational understanding of the line between communication and influencing, and communication and fundraising, and approach to shaping how we engage different audiences to create mutual value across fundraising and influencing objectives.

SM2 Proactively seek out and secure case studies to support our engagement and fundraising

**KR7 Play an active and leading role in the Income Generation Team working effectively across the organisation and collaborating with key teams**

SM1 Be the Income Generation Team lead for agreed cross-department priorities and projects

**KR8 To ensure that all activities comply with GDPR guidance, Fundraising Regulators Code of Conduct, Marketing law and North Yorkshire Hospice Care’s policies and procedures and best practice**

SM1 Activities are compliant and best practice, policies, and procedures ae embedded into day-to-day work.

SM2 Complaints and near misses are managed appropriately, documented, and integrated.

**Overarching responsibilities**

* To embed the values of the organisation into your working practices evidencing this regularly and ensuring this remains a priority.
* To live out our values, which drive all that we do, in the context of your everyday work following our behaviour framework.
* To work in accordance, and fully comply, with our organisational policies and procedures.
* To carry out all duties in accordance with the law, , regulations, organisational frameworks, recognised professional guidelines and the have a commitment to FREDIE, integration and collective decision making.

Throughout your time with us we will conduct ongoing employment checks and performance reviews relevant to your role, for example professional registration checks, DBS, appraisals, and regular contact meetings

**3.0 Terms and Conditions**

Reports to: Deputy Chief Executive

Responsible for: Fundraising & Marketing Teams

Location: North Yorkshire Hospice Care sites

**4.0 Person Specification**

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| **What is required?** **How is it assessed? A – Application T – Test I - Interview**  | **Essential****Desired** | **Assessed** |
| **Experience** |
| Experience leading, inspiring, and managing fundraising and marketing teams, motivating and developing fundraisers to deliver income targets and objectives | E | A/I |
| Fundraising experience, skills, and knowledge in at least three of the fundraising specialisms (corporate, major donor, individual giving, community/events) and a track record in growing income. | E | A/I |
| Experience in developing and delivering fundraising and marketing strategic plans and budgets and being able to monitor and evaluate progress | E | A/I |
| Experience of bespoke cultivation, face to face solicitation and relationship management and developing pipelines which successfully converted to long term, sustainable income | E | A/I |
| Experience in digital fundraising and marketing | E | A/I |
| **Knowledge/Skills** |
| Empowering line manager with good understanding of working with and leading volunteers  | E | A/I |
| First-class donor management skills, delivering outstanding stewardship and supporter experience for long-term, high value donors | E | A/I |
| Ability to manage performance, drive efficiencies and set targets | E | A/I |
| Good understanding of direct marketing and digital marketing channels, and passionate about outstanding stakeholder experiences and maximising income.  | D | A/I |
| Outstanding verbal and written communication skills  | E | A/T/I |
| Able to present and engage audiences of all sizes. Communicates purpose and direction with clarity, integrity, and enthusiasm. | E | A/T/I |
| Experience of working with Microsoft365 applications including Word, and Outlook as well as fundraising database packages, websites, and social media platforms | D | A/T/I |
| Good understanding of legacy fundraising and marketing | E | A/I |
| Knowledge of fundraising compliance, GDPR regulations and best practice fundraising practice | E | A/I |
| **Attributes** |
| Ability to create and maintain positive, professional, and trusting working relationships with a wide range of people | E | A/T/I |
| Proven ability to collaborate, negotiate and influence effectively with internal and external stakeholders | E | A/I |
| Manages stressful situations with a calm and measured approach | E | I |
| Highly motivated, forward thinking and thrives on positive change | E | A/I |
| Solutions focused problem solver | E | I |
| Ability, willingness and commitment to role model North Yorkshire Hospice Care’s values and behaviours framework. | E | I |
| Willingness to travel across North Yorkshire and work flexibly to ensure that plans are delivered | E | A |
| Is responsive, innovative and seeks out opportunities to create effective change. Reviews ways of working, including seeking and providing feedback to improve performance. | E | I |
| Treats all individuals with respect and ensures equality of opportunity and inclusion for all. | E | A/I |
| Full understanding of and strong commitment to confidentiality  | E | A/I |