



# Director of Income Generation Recruitment Pack

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# Thank You For Your interest

## In the role of Director of Income Generation at Barnsley Hospice

We are seeking a highly skilled and dynamic individual to join our outstanding team as the Director of Income Generation.

This pivotal role offers a unique opportunity to make a significant impact on our income generation efforts, helping to secure our services for many years to come. Reporting into the Chief Executive Officer/Chief Nurse, this is an executive leadership position within the hospice working as part of a high-performing team. As the Director of Income Generation, you will work in close partnership with the executive and senior leadership team. Together, you will form a cohesive team with accountability for workforce management, governance and compliance, financial control, and the implementation of our strategic objectives across all areas of income generation.

We are committed to providing an inclusive and supportive work environment where your contributions are valued and recognised. This is an exciting time to join Barnsley Hospice and this role will play a crucial role in maximising our income, improving our financial sustainability and raising the profile of our hospice. If you are a visionary leader who is passionate about embedding innovation and quality across all aspects of income generation activity, we would love to hear from you.





## About Us

**Barnsley Hospice provides specialist palliative and end of life care for the people of Barnsley.**

**We care for adults living with active and progressive life-limiting illnesses, including cancer, heart and lung diseases and neurological diseases such as motor neurone disease and Parkinson's disease. We are also here to support friends and family.**

At the hospice, we provide a range of services free of charge for the people of Barnsley. These include a 10-bedded inpatient unit, support and wellbeing service, counselling and bereavement support, medical outpatient appointments and more. We tailor our services to each individual and empower people to make choices about their care.

Hospice care is different for everyone, and wherever possible, we support people in the ways that work best for them.

Our aim is to help people to live as well as possible, and do the things that are important to them. We take a holistic approach to our care, helping people with pain and symptom management, and providing practical, emotional, spiritual and social support.

End of life care is an important part of what we do, but we are also here to support people from earlier in their diagnosis.

As a charity, we rely on our fundraising and retail efforts and the generosity of the local community to fund our services.

Since we first opened our doors in 1994, we have grown and adapted our services, remaining focused on embracing a culture of continuous improvement and training. This is integral to helping us meet our strategic objectives and providing the highest quality of care possible.

**We are looking to recruit an outstanding, ambitious, and committed Director of Income Generation to continue driving forward our Board of Trustees' strategic vision for our charity.**

**The role is outlined in the Role Profile and Person Specification part of this recruitment pack. The Director of Income Generation will be supported by an experienced and talented Board of Trustees, Executive Leadership Team, Heads of Service, and a committed team of staff and volunteers.**

# Role Profile

**Job Title:** Director of Income Generation

**Hours of Work:** 37.5 hours per week

**Salary:** £65k - £75k, commensurate with experience

**Base:** Barnsley Hospice, Gawber and covering our Retail Hub, Dodworth

**Department:** Executive Leadership Team

**Accountable To:** Chief Executive Officer (CEO)/Chief Nurse

**Responsible For:** Reporting to the CEO/Chief Nurse as a member of the Executive Leadership Team (ELT), the Director of Income Generation will:

- ensure the provision of consistent, robust and expert advice to the CEO/Chief Nurse and other senior colleagues on income generation
- ensure excellent governance is maintained in relation to income generation activities; act as the leading interface between ELT and trustees on income generation matters
- develop, diversify and increase our fundraising and other income streams.

**Job Purpose:** The Director of Income Generation and Engagement will: lead the development and delivery of the income generation strategy for Barnsley Hospice, which will deliver sustainable growth and development in income generation so that our mission and long-term ambition can be achieved; lead the development of marketing and communications to grow awareness, impact and income of Barnsley Hospice; provide inspiring, strategic leadership and direction to the Income Generation and Marketing and Communication teams and contribute as a member of the Executive Leadership Team to strategic planning, policy and decision making and all aspects of Barnsley Hospice development.

## Main Duties & Responsibilities

### Income Generation

- Develop and deliver a Fundraising and Retail Strategy in collaboration with key stakeholders and direct reports which is informed by evidence.
- Working closely with team leaders to develop, deliver and evaluate coherent income generation and communications strategies which deliver impact
- Ensure that the return on investment is maximised and that there is growth in both restricted and unrestricted income.
- Ensure that effective relationships are built and maintained with donors and funders.
- Develop an Income Growth Strategy across retail, commercial partners and earned income in collaboration with the Executive Leadership Team (ELT).
- Develop and implement a framework for evaluating all new opportunities that includes both financial and non-financial benefits.
- Manage commercial relationships that are of strategic and operational importance.
- Ensuring all appropriate systems and process are developed as new income streams are developed.
- Represent Barnsley Hospice on a range of external groups, coalitions and collaborations where appropriate.

### Executive Leadership

- Create effective relationships with your colleagues, collaborating and working jointly as part of a high-performing executive team that is focused on ensuring a sustainable future for Barnsley Hospice.
- Provide a senior, credible voice in a variety of settings, attending meetings, forums as required both internally and externally on behalf of the CEO/Chief Nurse.
- Work as an effective change agent leading on Barnsley Hospice projects pertaining to workforce, patient pathways and wider business development as required.



- Attend Board and Committee meetings as an Executive Director and as the organisational expert on income generation, providing assurance to Trustees on compliance and future financial sustainability.
- Be committed to the work of Barnsley Hospice and work in accordance with our policies and procedures.
- Be an ambassador for the organisation both internally and externally by living and promoting our values.
- The post holder will participate in the Senior Manager On-Call Rota (no additional remuneration).
- Willing and able to undertake work outside of normal office hours and to travel as required.

## **Governance and Leadership**

- Working closely with colleagues to ensure that Barnsley Hospice has systems and processes in place to promote non-clinical risk management, and compliance with relevant regulatory frameworks.
- Develop and maintain relevant networks to ensure Barnsley Hospice is at the front of new ideas/innovation and is proactive in exchanging knowledge and best practice and identifying new perspectives/approaches to develop care, services and innovative funding streams.
- Develop a working environment and culture that actively promotes psychological safety, wellbeing, health, safety, and security.
- Ensuring that our resources are utilised to best effect and a culture of value for money is disseminated throughout the organisation so that risk is sensibly managed in pursuit of our objectives.
- Ensuring that effective relationships are built and maintained with all stakeholders (including employees, volunteers, patients and their families/carers, donors, funders, commissioners and regulatory bodies, SYICB and place partners).
- Lead the development of your high performing teams building on strengths and ensuring the delivery of agreed outcomes in a way that is consistent with our values.
- Manage the overall budget and resources for the team, ensuring that they are deployed efficiently and effectively.

## **Workforce Development and Professional Standards**

- Working with the Head of HR ensure that our colleagues are supported, empowered and developed so that they are able to provide the highest standards and that all members of the team are motivated to reach their full potential.
- Enable people to exercise their rights and promote their equality and diversity.
- Coach and develop direct reports to deliver in their roles.
- Working closely with the Head of HR to ensure that Barnsley Hospice has a competent, effective and efficient income generation team that is fit for purpose both now and able to meet future service development needs.

## **Communication and Engagement**

- Ensure Barnsley Hospice has a rolling annual plan of integrated marketing and communications campaigns and activities achieve key organisational objectives.
- Ensure that all media, marketing and communications are effectively managed; maximise family input and experience; and follow safeguarding and consent processes.
- Ensure that our campaigns support the development of sustainable income streams to support our work, through creative and impact led approaches to existing partners and new prospects.
- Oversee our brand strategy to ensure we deliver a demonstrable increase in public awareness and understanding of Barnsley Hospice and what we do.
- Oversee the development of digital tools and channels to grow our impact, grow awareness of our brand and generate income to support our work.
- Working with the Head of Fundraising and Marketing ensure our communications and engagement work aligns with our policy and public affairs objectives

## Other Responsibilities

- To undertake any other duties, commensurate with the role as required by the hospice.
- To act as an ambassador of the hospice, maintaining honesty, integrity and trustworthiness at all times.
- The post holder will be expected to maintain strict confidentiality at all times.
- The post holder will ensure that they are aware of and apply health and safety and fire precautions.
- The post holder will ensure that clinical risk management and safeguarding procedures and relevant good practice guidelines are followed at all times.
- The post holder is to ensure data protection is maintained at all times.
- The post holder will be flexible in terms of working hours in order to meet service needs.
- The post holder will support the hospice as required, across the range of duties as appropriate within the grading of this post. Any significant changes will be the subject of full communication and consultation with the post holder.

***This role profile is not an exhaustive list but it shows many of the aspects to this role.***





# Person Specification

## Knowledge and educational achievements

- Degree level qualification in related subject / working towards or portfolio of evidence working at that level
- Knowledge of the legislation governing Charities in the UK
- Evidence of CPD in line with professional guidance
- Evidence of attendance on a leadership development programme desirable - **desirable**

## Experience and work achievements

- Significant experience of leading within a voluntary sector/charity organisation at senior level
- Proven track record of leading fundraising teams for a charity, delivering c. £2m+pa
- Experience of fundraising from high-net-worth individuals
- Significant experience of strategic planning, risk management and organisational development
- Experience of management and control of a wide range of budgets including budget development and forecasting

## Skills & Abilities

- Leadership and people-management ability that inspires and motivates others
- Effective negotiating and influencing skills.
- Ability to provide strategic vision and translate into achievable plans.
- Excellent oral and written communication skills including the ability to present complex financial information to non-finance experts.
- Commercial and business acumen in assessing opportunities and applying resources effectively
- Excellent team working and collaboration skills

## Personal attributes

- Always seeking best practice and the identification of opportunities, risks and efficiencies
- Thorough and focused with a high level of attention to detail and a passion for excellence
- Committed to good governance and effective processes
- Able to be creative, proactive and resourceful to get work done quickly and to a high standard.
- Demonstrates a positive attitude to change
- Approaches work in a positive, optimistic and resilient manner
- Ability to collaborate and work in partnership with organisations within and outside the hospice care sector
- Flexible and adaptable in your work

***The above factors will be assessed via applications and at interview.***





# Our Values

In 2023 we made the decision to update our values, which had been associated with the hospice for almost 30 years. We wanted our new values to drive our organisational culture, letting people know what is important to us and how they can expect us to operate. It is important that our values represent the wide range of people impacted by our activities, so we engaged with our workforce, external partners, patients and those important to them, customers and donors at our retail hub, and supporters of our fundraising events. Using their feedback, we are proud to introduce our new values and behaviours.



## AMBITION

We **aim high** and look for ways to **improve** ourselves, our services, reach more people and play a leading role.

We set high standards for ourselves and the services we provide.

We seek every opportunity to learn: from our successes and our mistakes.

We take a flexible and creative approach when seeking opportunities and solutions.



## COLLABORATION

We are **inclusive** and work in **partnership** with others to achieve shared goals and get the best outcome possible.

We value diversity in its broadest sense and take meaningful action to create an inclusive environment.

We seek out and nurture partnerships so we can achieve more together.

We are welcoming and friendly.



## COMPASSION

We are **caring** and treat everyone with **kindness** and **respect**.

We show empathy and consideration towards others.

We are genuinely caring and respectful in our interactions with others.

We are generous with our time and attention, and value the people around us.



## INTEGRITY

We are **honest**, communicate clearly and **openly**, and take **responsibility**.

We are open and honest with ourselves and others.

We are trustworthy and reliable and deliver on our promises.

We are professional and take our responsibilities seriously.

# Our Strategic Objectives

Our strategic objectives outline where we want to be by March 2026 and how we are going to get there. We have high levels of ambition and strive to be the best hospice possible for our local community. We are committed to setting and achieving the highest standards of professional practice, continuously building a culture of outstanding care and services.



## Strategic Objective 1

**We deliver outstanding care:** The care that we provide to patients and those that are important to them will be of the highest achievable quality and will be accessible for all, personal, effective and safe. It will respect their dignity and be delivered with compassion.



## Strategic Objective 2

**We are acknowledged as a centre of excellence for specialist palliative and end of life care:** We will provide a leadership role beyond our organisational boundaries in the development of innovative and outstanding palliative and end of life care research and education and its application to practice.



## Strategic Objective 3

**We will develop and sustain our financial health:** We will manage the financial health of our charity efficiently and effectively to achieve long-term sustainability whilst investing for growth and development.



## Strategic Objective 4

**We have a culture and environment where people can thrive:** We will be the employer and charity of choice in Barnsley. Our people will deliver outstanding care and services and will have an enjoyable and rewarding experience that inspires them to be the best they can be.

## Strategic Priorities

For the first year of our new strategy, 'Beyond Outstanding', we identified the following priorities, which we mapped against our strategic objectives.

- **Planning**
- **Building capability**
- **Improving our processes**
- **Equality, diversity and inclusion (EDI)**
- **Delivering value for money.**



# Our Services: An Overview

**At Barnsley Hospice, we understand the importance of providing specialist palliative and end of life care that is tailored to the individual. We take a person-centred approach to help people live as well as possible and do the things that are important to them. This means providing care and support that considers the whole person - not just their physical needs.**

Throughout 2023/24, we supported **496 people** living with life-limiting illnesses and their families and friends. This includes people who accessed care and support through our Inpatient Unit, Counselling and Bereavement service, The Orangery (wellbeing service) and medical outpatients.

**Many people do not realise the range of services we provide. These include:**



## **Inpatient Unit**

24-hour specialist care delivered by our multidisciplinary team within our 10-bedded unit



## **The Orangery**

Support and wellbeing service, providing complementary therapy and facilitating a range of wellbeing groups for inpatient and outpatients



## **Social Work**

Specialist support for those living with a life-limiting illness and the people close to them



## **Physiotherapy**

Support to manage symptoms and improve mobility, facilitated by our specialist palliative care physiotherapist



## **Spiritual Support**

Providing the option to access the spiritual care and support that is right for people using our services



## **Counselling and Bereavement Support**

A safe and supportive environment for people living with a life-limiting illness, and their families and friends, to explore their feelings



## **Medical Outpatient**

Expert care delivered by our specialist consultants, both from the hospice and in the community and in people's homes



## **Pall Call**

A free helpline for people in Barnsley living with a life-limiting illness and their loved ones to access 24/7 specialist advice



## **Care in hospitals**

Supporting local hospital services to provide specialist care for people with palliative and end of life care needs

## Our Impact: A Year in Numbers

**463**

people used our clinical services in 2024/25



We supported

**54**

medical outpatients in 2024/25

**247**

social worker support activities were undertaken in 2024/25



**610**

physiotherapy support activities were undertaken in 2024/25



**240**

complementary therapy activities were undertaken in 2024/25



**156**

people used our Inpatient Unit

**242**

people used our counselling services

Our counselling team carried out

**1048** contact activities

Our Orangery team carried out

**1750** contact activities

The average Inpatient Unit occupancy rate was **87%**

**212** people were supported by The Orangery in 2024/25





# How to Apply

If you would like to apply for the position of Director of Income Generation, please upload your CV and covering letter to HealthBox HR. Please explain your interest in Barnsley Hospice and how your skills and experience reflect the person specification for the role.

An informal visit to the hospice to meet our CEO/Chief Nurse and relevant teams is an **essential** step in the application process and must take place before the deadline. To arrange, please email [ross.fletcher@barnsley-hospice.org](mailto:ross.fletcher@barnsley-hospice.org).

Barnsley Hospice is committed to Equality, Diversity & Inclusion in all that we do and welcome applications from all sections of the community. We particularly welcome applications from Black, Asian and minority ethnic candidates, LGBTQIA+ candidates and candidates with disabilities because we are committed to increasing the representation of these groups at Barnsley Hospice.

Any candidate who identifies themselves as disabled will be shortlisted if they meet the essential criteria for the role. Essential criteria can be found in the job description and person specification for the role. If you require any accessibility adjustments, please contact a member of the HR team at [humanresources@barnsley-hospice.org](mailto:humanresources@barnsley-hospice.org) or by calling 01226 244244.

## Key Dates

The closing date for applications is **midnight on Sunday 18 January 2026**.

The shortlist of candidates will be determined the following week.

Panel interviews will take place on **Thursday 5 February 2026**.

For further information about us, please visit our website: [www.barnsleyhospice.org](http://www.barnsleyhospice.org)

