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| Role Profile – Senior Fundraiser  (Corporate and Initiatives) | |  |
| **Responsible for:** | Fundraiser (Corporate and Initiatives) | |
| **Accountable to:** | Head of Fundraising | |

**Main Purpose of the Post**

To raise funds for the Hospice by reaching a challenging annual income target

To be responsible for the efficient management of corporate partnerships and associated initiatives

To manage the post of Fundraiser (Corporate and Initiatives)

To assist in raising the profile of the Hospice within the local community

**Specific Duties and Responsibilities**

* 1. Lead on all corporate activity including partnerships, charity of the year and one off/occasional support. Work closely with the Fundraiser (Corporate and Initiatives) to ensure engagement is regular and consistent and maximum income is achieved.
  2. To prepare and present pitches to corporate organisations with the aim of establishing charity partnerships of all sizes both locally and regionally.
  3. To be responsible for continually identifying, developing and managing a programme of new fundraising initiatives to encourage the corporate sector to support the Hospice throughout the year.
  4. To network extensively with corporate organisations and associations in order to encourage and develop support for the Hospice as well as ensure industry events within the area support us when they can.
  5. To promote alternative ways for corporate companies to support the Hospice such as work placements, volunteering opportunities and one-off challenges.
  6. To be responsible for managing and developing a range of established events and initiatives involving corporate organisations through implementing the agreed corporate strategy. This includes responsibility for all aspects of the event such as planning, risk assessment, budgets, recruiting participants and volunteers, marketing and publicity.
  7. Continually encourage companies to sponsor events/initiatives/specific items within the Hospice’s expenditure budget and give credit via the use of company logos etc where appropriate.
  8. To identify and manage (within agreed policies) commercial participation arrangements for the benefit of the Hospice.
  9. To maximise the income to St Gemma’s from the national corporate adoptions obtained by Hospice UK on behalf of the hospice movement.
  10. To maximise income for the Fundraising team by promoting all events and initiatives to corporate companies as well as providing the team with corporate volunteers.
  11. Ensure all corporate organisations are regularly kept up to date with all the ways they can help raise income with regular contact and newsletters. Increase the contacts on this regularly to provide a wider scale of corporate support and awareness.
  12. Work with different departments at the Hospice to maximise corporate volunteering opportunities and work with companies that would like to volunteer at the Hospice.
  13. In conjunction with the Head of Fundraising, develop the corporate strategy periodically to reflect the social and economic environment and ensure all approaches and relationships are appropriate and beneficial to the Hospice.
  14. To regularly update all corporate resources such as the Corporate Guide, corporate pages on the website and all other marketing and information materials.

**2 Employee and Volunteer Management**

2.1 To co-ordinate the recruitment and selection process for staff as appropriate, in line with Hospice policies and procedures. Oversee workforce planning for the Corporate team

2.2 To provide effective leadership, management, supervision and support to the staff member you line manage and volunteers as per the organisational structure, resolving any issues in line with Hospice policies and procedures

2.3 To manage the Fundraiser (Corporate and Initiatives) effectively in order to ensure the smooth running of the Corporate team and maximise income to the Hospice

2.4 To hold regular 1:1 meetings within line management responsibilities to ensure targets both financial and otherwise are met

2.5 To ensure the ongoing performance review and personal development of those you line manage meet the needs of the individual and the organisation

2.6 To manage the Fundraiser (Corporate and Initiatives) holidays, lieu time and sickness absence through the Hospice database

2.7 Manage the Fundraiser (Corporate and Initiatives) income targets and expenditure and ensure this is evaluated in monthly 1:1 meetings

**3. General Duties**

3.1 To ensure that all records are fully and accurately maintained and recorded on the fundraising database and that new contacts are added on a regular and timely basis

3.2 To be aware of the overall activities of the Hospice and provide informed speeches and presentations to the local community and to represent the Hospice at functions when required (includes evenings and weekends)

3.3 To assist with department fundraising activities as required, attend Hospice and public events and support the Hospice within the community

3.4 To take responsibility for the prompt payment and collection of monies due to St Gemma’s from the activities within the remit of the role and ensure the security of Hospice donations at all times and supply accurate supporting documentation to the Finance Department for processing

3.5 To contribute ideas to the fundraising team and support innovation and sharing of best practice

3.6 To work closely with staff from other departments within the Hospice, e.g. Estates and Facilities, to ensure internal events and activities run smoothly within the overall operation of the Hospice

3.7 To provide information and articles for Hospice publications, e.g. newsletter and social media as well as external publications

3.8 To work closely with the Communications team on promotions, publicity, public relations and advertising in relation to fundraising activities

3.9 To maintain and develop good relationships with fundraising volunteers in order to increase the success of fundraising initiatives. Work closely with the Personnel Department to ensure sufficient volunteer cover at events as required

3.10 To represent the Hospice at seminars, conferences and networking events to build up awareness and increase income

3.11 To work collaboratively across the fundraising department in order to assist in maximising income and support for the Hospice from all sources

3.12 To take responsibility for agreed targets and expenditure and keep track of spends to ensure budgets are adhered to.

3.13 To manage the production and booking of all marketing, PR and other promotional activity for events and initiatives included in the role

3.14 Handle and transportation of event equipment to the venue as required, driving the Hospice vans for this activity process.

**4. General**

4.1 All St Gemma’s employees are required to abide by the Health and Safety at Work Act, attend and complete annual mandatory training sessions and ensure that they comply with Hospice policies and procedures at all times.

4.2 Employees must demonstrate commitment to their own personal development and are required to make a positive contribution to fundraising and raising the profile of the Hospice, locally and nationally.

4.3 Strict confidentiality applying to all aspects of Hospice business must be observed at all times.

This job description is not exhaustive. It will be subject to periodic review and may be amended following discussion between the post holder and employer.