

KEECH HOSPICE CARE JOB DESCRIPTION
FUNDRAISING BUSINESS DEVELOPMENT MANAGER

Responsible to: Associate Director – Supporter Engagement

Line reports: Not applicable

Job Purpose:

- To lead operational development of the fundraising team, business and project planning, resource management, reporting and ensuring effective management against targets.
- To maximise income generation opportunities through department-wide planning, evaluation and resourcing, encouraging data driven decision making
- To support the Associate Director of Supporter Engagement with the development and implementation of a new 3-year strategy for fundraising at Keech Hospice Care.
- To contribute to a new culture and joined up model for income generation across the hospice.
- To provide additional support of the Fundraising Team to develop fundraising plans

Specific Duties:

Work with the Fundraising Management team to develop cross department and cross organisational three-year business plans, with clear routes to the fundraising strategy. Assist the fundraisers with determining where their energies will result in the best return on investment.

To lead on the implementation of cross team initiatives, ensuring these are appropriately resourced, costed and monitored accordingly. Managing these projects where required.

Assist in the development and management of budgets to support the implementation of operational plans, ensuring a positive return on investment.

Work alongside other members of the Fundraising team to ensure that the total fundraising target is achieved whilst adhering to strict expenditure budgets. Ensuring all activity is monitored against its ROI.

Develop metrics to facilitate ongoing monitoring and benchmarking of effectiveness and value for money of fundraising activities, including reporting on KPIs.

Proactively facilitate discussions with the wider Hospice Team and ensure better collaboration across teams, to source and cultivate ideas for new funding proposals and income generating initiatives.

Support the Associate Director to analyse and distil trends and key drivers of change arising from the macroeconomic environment, regulation, politics and government policy. Adapt the business plan as required to intelligence from the market sector. Then, working with the Fundraising Managers investigate and develop ideas for income generation initiatives beyond existing fundraising activities, through the development of business cases and plans to develop these areas.

Enable the upskilling in business case writing / proposal writing across the team to develop a new entrepreneurial ethos and oversee or support the work of colleagues as required.

Work closely with the Fundraising Team to identify and grow partnerships with businesses, trusts, high net worth individuals, and major donors, extending the reach and influence of the charity, leading to additional income generation opportunities

Provide monthly reports on performance against budget and key performance indicators.

Attend and support relevant networking and liaison events to increase the profile and fundraising for Keech Hospice Care, and keep abreast of developments in the field. Promote the charity's work and vision more broadly in the charity sector, tell the organisational story in an effective and compelling manner, using outcome data and evidence of impact.

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Duties in common with other members of staff:

To report accidents and incidents without delay, according to policy .

To be an ambassador for the charity .

To maintain the best appearance of your immediate working area .

To demonstrate a positive and supportive attitude to staff and volunteers .

Respect confidentiality applying to all Hospice areas .

Abide by your Professional Code of Conduct .

To adhere to the Infection Control Policies and Procedures set by the charity and the Care Quality Commission .

To promote the safeguarding and welfare of children, young people, and vulnerable adults

Training and Education:

To be responsible for liaison with your line manager regarding your own development needs

Health and Safety:

To adhere to Fire and Health and Safety regulations and always maintain a safe working environment

Policies and Procedures:

To take responsibility for being up to date with current policies and procedures and to adhere to these

Equal Opportunities:

To treat everyone with whom you have contact through your work with equal dignity and respect regardless of race, colour, gender, sexual orientation, marital status, creed, religion, disability, age, or any other factor that could be used in a discriminatory manner

The above job description is not an exhaustive list of all the duties of the post holder. It will be reviewed in conjunction with the post holder.

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Person Specification:

| Requirements | Essential | Desirable | How Assessed? |
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| <p>Qualification / Education / Training:</p> <p>Recognised qualifications in specific areas</p> | <p>High level of English spoken/written required</p> | <p>Degree or equivalent</p> <p>Chartered institute of fundraising training</p> | <p>Application</p> |
| <p>Experience:</p> | <p>Experience in developing strategically focused income generating initiatives in a related sector</p> <p>Excellent networking and relationship-building skills with a range of individuals/sectors</p> <p>Experience overseeing the work and up-skilling of colleagues, in relation to fundraising and/or business development</p> <p>Experience of resource allocation, budgeting and project management and planning in relation to creating new business and/or funding proposals and plans</p> <p>Extensive experience in crafting new compelling and high-quality proposals for a range of stakeholders relating to new business and fundraising opportunities</p> <p>Experience within Fundraising or account co-ordination role resulting in a proven track record of establishing and developing partnerships/relationships in charity or commercial sector.</p> <p>Experience of devising and delivering fundraising business plans.</p> | <p>Experience of managing change</p> <p>Experience of project management/event management</p> | <p>Application</p> <p>Interview</p> <p>References</p> |

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| <p>Knowledge:</p> | <p>Ability and knowledge of budget process and contributing to financial planning process</p> <p>Knowledge of the voluntary sector</p> <p>Knowledge and use of relevant software packages including Excel, Word Teams and planner</p> <p>Demonstrable use of virtual software</p> | <p>Knowledge of hospice care</p> <p>Ability and understanding of financial management and data driven analysis</p> <p>An understanding of digital opportunities within fundraising</p> | <p>Application</p> <p>Interview</p> <p>References</p> |
| <p>Skills & Competencies:</p> | <p>Strategic and analytical mind-set, capable of identifying and analysing competitive advantage and new opportunities</p> <p>Excellent written English and the ability to prepare high quality proposals, briefings, and reports, and confident with verbal and digital presentation skills</p> <p>The ability to allocate a range of resources and estimate budgets in relation to fundraising and new business proposals</p> <p>Excellent project management skills with ability to secure income</p> <p>Excellent organisational skills, including time management</p> <p>Good written and excellent verbal communication skills, with the experience of presenting to external audiences and internal stakeholders</p> <p>Demonstrable knowledge of innovative improvements</p> <p>Ability to work to in a pressurised environment, prioritising workload to meet deadlines</p> | | <p>Application</p> <p>Interview</p> <p>References</p> |

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| | <p>Ability to work under own initiative, in a busy work environment and as part of a team</p> <p>Excellent interpersonal skills, negotiation and influencing skills, and an ability to communicate at all levels</p> | | |
| <p>Personal Attributes:</p> | <p>Strong relationship builder and developer. Able to connect easily and quickly with others</p> <p>A completer finisher, able to see the job through</p> <p>Optimistic can do attitude</p> <p>A team player, able to work in support of other teams and bring together colleagues from different departments</p> <p>Creative thought process towards solving specific challenges and leading new initiatives from creation to completion</p> <p>Ability to work calmly and positively as part of a team</p> <p>Flexible approach to working uneven hours, with some unsocial hours</p> <p>A commitment to the aims of Keech Hospice Care</p> <p>A commitment to equal opportunities</p> | | <p>Interview</p> <p>References</p> |
| <p>Our Values:</p> | <p>We are committed and innovative</p> <p>We deliver better outcomes by working together</p> <p>We take care of each other</p> <p>We can be trusted and respected for our professionalism.</p> | | <p>Interview</p> |