

JOB DESCRIPTION

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| **JOB DETAILS**  |
| **Job Title**  | Head of Charity |
| **Reports to**  | Director of Strategy |
| **Band**  | 8b (subject to formal matching) |
| **Department/Directorate**  | Strategy |

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| **JOB PURPOSE**  |
| This is an exciting opportunity to join a passionate and successful NHS charity and make a real difference to the lives of patients and staff at our hospitals and community.The Head of Charity is responsible for leading effective fundraising campaigns, appeals and activities to ensure the maximum benefit to staff, patients and stakeholders of the Royal Devon Hospitals Charity.The focus of the role is to grow the ways in which the public, staff and stakeholders can support the Charity go ‘over and above’ the work of their local NHS to enhance the experience of patients and the working lives of our staff.The Head of Charity will also be responsible for supporting the Trustee ensure the effective management of the charitable funds, by ensuring compelling expenditure plans, creating innovation opportunities and demonstrating how fundraising can make a real difference to people’s lives. |
| **KEY RESULT AREAS/PRINCIPAL DUTIES AND RESPONSIBILITIES** |
| The postholder is responsible for leading the fundraising team and ensuring the efficacy and success of all fundraising activities, appeal campaign planning, expenditure, donor liaison, retail, online, legacy fundraising, events and community fundraising.* Leading the Charity’s fundraising activities
* Demonstrating the impact of our fundraising and benefits to patients and staff
* Engaging the community in our fundraising through engagement and supporting compelling causes that matter to people
* Ambassador for the Charity with potential donors, grant organisations, public, patients and staff
* Reporting progress to the Corporate Trustee (the RDUH Board of Directors)
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| **KEY WORKING RELATIONSHIPS**  |
| Areas of responsibility: Fundraising, Donor relations, Charity Commission and Gambling Commission compliance.No. of staff reporting to this role: 16 The post holder is required to deal effectively with staff of all levels throughout the Trust as and when they encounter on a day to day basis.In addition, the post holder will build strong a mutually beneficial relationships between themselves, the charity and the with the wider healthcare community, external organisations and the public. This will include verbal, written and electronic media.Of particular importance are working relationships with:

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| **Internal to the Trust**  | **External to the Trust**  |
| * Corporate Trustee: RDUH Board of Directors
* Charitable Funds Committee
* Charity Working Group (fundraising, finance and marcomms)
* RDUH leadership teams: corporate and clinical
* All Trust staff, especially:
	+ Finance team
	+ Communications, engagement and marketing team
	+ Estates and facilities team
	+ Fundraising team and volunteers
* On-site, third part charities, i.e. FORCE and ELF
* Fundraising volunteers
 | * Charity Commission
* NHS Charities Together
* Association of NHS Charities and members
* Gambling Commission
* Internal audit
* Grant giving organisations
* High net worth prospects
* Corporate donors
* Existing donors / event participants
* The media
* Solicitors
* Community leaders
* Members of the public / patients
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| **ORGANISATIONAL CHART**  |
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| **FREEDOM TO ACT and FUNDRAISING** |
| As the professional lead for fundraising in the Royal Devon Hospitals Charity the postholder is responsible for ensuring the highest standards of effective fundraising and ensuring that the Charity demonstrates its impact in enhancing patient and staff experience.This includes:* Fundraising team leadership and development, ensuring the Royal Devon Hospitals Charity is recognised as a great place to work and develop careers in fundraising.
* Delivery of team and individual workplans to deliver the fundraising strategy, financial targets and strategic objectives.
* Lead the development of successful and effective fundraising approaches, including legacy, community, corporate, grants, digital and appeals
* Support the Charity in selecting compelling appeals for the maximum benefit of patients and staff
* Deliver an agreed annual income target (dependent on the campaign)
* Ensure that all fundraising activities are compliant with all regulations, policy and guidance, including internal SFIs, Charity Commission guidelines, GDPR and data protection.
* To lead the research in identifying “Major Gift” donors, and overseeing the management and development of all such relationships.
* To empower and encourage NHS staff and members of the public to get involved in fundraising and enjoy the experience
* Monitor the income generation and ensure that the Trustees have sufficient information to make sound business decisions before committing to various fundraising campaigns to enhance the Trust’s services to patients, staff and the wider communities.
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| **COMMUNICATION/RELATIONSHIP SKILLS**  |
| This role requires highly-developed communication skills and the ability to encourage people to support the Charity and describe the impact their donation will make.On a daily basis, the postholder will lead the public, patient and stakeholder communication and engagement in the Charity and develop effective forms of two-way communication throughout the community to demonstrate the positive impact of the Charity on people’s lives. Specifically:* Lead the team efforts in building and maintaining relationships with donors including patients, relatives, executors, corporations and charitable organisations.
* Fulfil an important role in the Charity’s corporate communications and engagement, acting as an ambassador for the Trust and picking up patient experience and reputational issues to feedback to the Trust.
* Lead the development and maintenance complex strategic relationships with grant making foundations to enable the charity to further the aims of the Trust in delivering its strategic charitable objectives.
* To ensure the delivery of complex communications activity ensuring consistent messages and approaches in the day to day business of the Trust between stakeholders, fundraisers, patients, volunteers, the media and the wider public.
* Use engagement, public relations and effective fundraising techniques to gather local support for NHS fundraising.
* Support ongoing fundraising campaigns with literature and materials which encourage support and income generation.
* Communicate at all times with compassion, tact and diplomacy. People’s stories are often extraordinarily powerful and emotional and they are often motivated to support the Charity through personal experience. The postholder is responsible for supporting people as they support the Charity with compassion, integrity and gratitude.

To lead the organisation’s adoption of proven fundraising marketing techniques and tools to ensure we are considered a charity of choice by donors and grant-giving trusts.* Lead and implement the use of effective social media to promote the strategic aims of the charity and recruitment of volunteers.
* Continue to develop a suite of branded fundraising marketing materials to support services to communicate a professional image and to attract and retain donors and volunteers.
* Responsible for the content management, branding and accessibility of the Royal Devon Hospital Charity’s website and for ensuring steps are taken to regularly update this content and ensure it is aligned to the Charitable Funds corporate messages and objectives.
* Lead on the integration of the charity’s involvement with third party websites such as Justgiving, Enthuse and other agreed organisations.
* Ensure that the Trust uses website technology appropriately to communicate electronically in innovative ways whilst complying with charity law, GDPR, accessibility and equality and diversity guidance.
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| **ANALYTICAL/JUDGEMENTAL SKILLS** |
| The role requires skills in assessing complex and competing facts requiring interpretation and comparing options. On a monthly basis, the postholder will be required to:* Analyse performance and reporting progress of the fundraising activities and in the format required by the Corporate Trustee (RDUH Board)
* Ensure that all fundraising activities are compliant with all regulations, policy and guidance, including internal SFIs, Charity Commission guidelines, GDPR and data protection.
* Use sensitivity and judgement when meeting members of the public with emotional experiences of healthcare
* Evaluate the financial and fundraising activity data to ensure effectiveness of fundraising plans and delivery of objectives.
* Responsible for maintaining awareness of national and strategic agendas across all decision makers and senior leads at the Trust to enable informed decision making.
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| **PLANNING/ORGANISATIONAL SKILLS** |
| The postholder is responsible for the development of strategic fundraising plans in line with wider Trust strategic goals. The post holder will ensure that the fundraising team’s activities are delivering against our strategic fundraising objectives and goals through the creation of clear individual campaign/fundraising plans and associated marcomms plans that ensure the greatest chance of effective and successful fundraising.These plan will ensure sustainable workloads and that the fundraising strategy objectives are delivered. The programme plans also ensure that resource is targeted at the highest priorities and appeal targets are met by their deadlines or milestones. The fundraising team is spread across North and East Devon between bases in NDDH, RD&E, the fundraising shops with a regular presence in the community and at events.  |
| **PATIENT/CLIENT CARE**  |
| Patients, their families and members of the public are heavily involved in our fundraising campaigns and appeals. Usually the idea has come from them.The postholder is responsible for ensuring that all interactions are sensitive, compassionate and that there is close and regular communication to ensure donor or fundraiser wishes are honoured. |
| **POLICY/SERVICE DEVELOPMENT**  |
| Responsible for the development, implementation and effective operation of a robust fundraising and volunteer support structure.* Responsible for reviewing the effectiveness of our fundraising and supporting the internal audit programme to ensure compliance with legislation and corporate governance.
* Lead the implementation of all governance procedures for charitable funds and involve appropriate stakeholders when necessary.
* To work with divisions, Clinical Directors, Clinical Leads and other senior managers to ensure that fundraising and volunteering activities are integrated, owned and embedded in all Trust activities including operational, HR, performance management, business planning and future strategy.
* Lead and have responsibility to establish and oversee systems for all external assessments of the Trust in relation to governance of fundraising, volunteering including the Charity Commission and the Gambling Commission.
* Continually innovate the fundraising and volunteer activities of the Trust by finding new ways to enhance patient care and staff experience.
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| **FINANCIAL/PHYSICAL RESOURCES**  |
| Responsible for the usual financial and budgetary responsibilities of being the head of a department and managing a team budget.The postholder is responsible for ensuring that all fundraising income (cash, card payments, gifts in kind) is safely receipted, banked and recorded as well as reporting the fundraising income generation and activity reports to the Corporate Trustee.Monitoring the processes and reporting of the charity shop retail income, ensuring the tills and EPOS outputs reconcile and that any cash balance differences are explored and understood.The postholder has a delegated spend limit of £20,000 |
| **HUMAN RESOURCES**  |
| Line management responsibility for the fundraising and volunteer teams, including day to day supervision of the Trust’s volunteers.The postholder also delivers training and offers advice to leads across the Royal Devon NHS to ensure staff are aware of best practice fundraising. |
| **INFORMATION RESOURCES**  |
| All fundraising activity is recorded on a CRM database. The post-holder is responsible for ensuring the collation of accurate financial and fundraising activity data by all individuals to ensure the position can be reported to Trustees.Monitoring the accurate recording and storage of fundraising donations, gifts and activities as well as volunteer recruitment processes and checks. The post-holder will maintain confidentiality in relation to personal data held for donors and volunteers ensuring it is processed lawfully and compliance with GDPR, the Data Protection Act 1998, Gambling Commission and Charity Commission requirements and records management guidelines.Manages, maintains and develops directorate information systems, uses a range of IT programmes to regularly create reports and business/project plans. Develops the Charity annual reports and is involved in the evaluation of all fundraising activities. |
| **RESEARCH AND DEVELOPMENT**  |
| The postholder is responsible for participating in the annual internal audit programme for fundraising and ensuring delivery of any subsequent actions. |
| **PHYSICAL SKILLS** |
| * Possess standard keyboard skills
* Be proficient in the use of Microsoft and CRM databases
* Requirement to travel across Devon in hours and out of hours
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| **PHYSICAL EFFORT** |
| Fundraising events require the ability to lift and carry fundraising materials (brochures, posters, collection tins) as well as fundraising marketing stands (i.e. roll up banner and display tables). These events are on a weekly basis. |
| **MENTAL EFFORT** |
| Prolonged and frequent (daily) requirement for concentration includes chairing meetings, giving presentations, writing reports and engaging with multiple internal and external stakeholders. Attend and actively engage in senior level meetings requiring sustained concentration and participation. The post holder will be expected to frequently exert prolonged concentration when attending senior meetings, Board meetings and external events |
| **EMOTIONAL EFFORT** |
| * In leading successful fundraising programmes, the postholder will be frequently required to have difficult performance conversations with colleagues to ensure milestones are met.
* The postholder will at times be required to complete tasks which are emotionally demanding and require an empathetic and compassionate response, for example patient stories, family stories and celebration events
* There will be circumstances where the post holder has to impart unwelcome, contentious or difficult news about performance, investigations or unachieved outcomes.
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| **WORKING CONDITIONS** |
| Office based with visits to various hospital locations, community venues and national / regional events as required. |
| **OTHER RESPONSIBILITIES**  |
| Take part in regular performance appraisal.Undertake any training required in order to maintain competency including mandatory training, e.g. Manual HandlingContribute to and work within a safe working environment You are expected to comply with Trust Infection Control Policies and conduct him/herself at all times in such a manner as to minimise the risk of healthcare associated infectionAs an employee of the Trust, it is a contractual duty that you abide by any relevant code of professional conduct and/or practice applicable to you. A breach of this requirement may result in action being taken against you (in accordance with the Trust’s disciplinary policy) up to and including dismissal.You must also take responsibility for your workplace health and wellbeing:* When required, gain support from Occupational Health, Human Resources or other sources.
* Familiarise yourself with the health and wellbeing support available from policies and/or Occupational Health.
* Follow the Trust’s health and wellbeing vision of healthy body, healthy mind, healthy you.
* Undertake a Display Screen Equipment assessment (DES) if appropriate to role.
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| **APPLICABLE TO MANAGERS ONLY** |
| Leading the team effectively and supporting their wellbeing by:* Championing health and wellbeing.
* Encouraging and support staff engagement in delivery of the service.
* Encouraging staff to comment on development and delivery of the service.
* Ensuring during 1:1’s / supervision with employees you always check how they are.
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| **DISCLOSURE AND BARRING SERVICE CHECKS**  |
| This post has been identified as involving access to vulnerable adults and/or children and in line with Trust policy successful applicants will be required to undertake a Disclosure & Barring Service Disclosure Check. |
| **GENERAL**  |
| This is a description of the job as it is now. We periodically examine employees' job descriptions and update them to ensure that they reflect the job as it is then being performed, or to incorporate any changes being proposed. This procedure is conducted by the manager in consultation with the jobholder. You will, therefore, be expected to participate fully in such discussions. We aim to reach agreement on reasonable changes, but if agreement is not possible, we reserve the right to insist on changes to your job description after consultation with you.Everyone within the Trust has a responsibility for, and is committed to, safeguarding and promoting the welfare of vulnerable adults, children and young people and for ensuring that they are protected from harm, ensuring that the Trusts Child Protection and Safeguarding Adult policies and procedures are promoted and adhered to by all members of staff. At the Royal Devon, we are committed to reducing our carbon emissions and minimising the impact of healthcare on the environment, as outlined in our Green Plan available on our website. We actively promote sustainable practices and encourage colleagues to explore and implement greener ways of working within their roles. |

PERSON SPECIFICATION

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| **Job Title** | Head of Charity |

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| **Requirements** | **Essential** | **Desirable** |
| **QUALIFICATION/ SPECIAL TRAINING**Educated to a minimum of Masters Degree level (or equivalent qualification or level of experience) and additional in-depth professional knowledge in a number of disciplines, e.g. fundraising, chartered institute of marketing and communications acquired through training and experience over extended periodEvidence of Management and Leadership Development geared towards very senior postsEvidence of continual management and leadership developmentMember of the Institute of Fundraising | EEE | D |
| **KNOWLEDGE/SKILLS**High level problem solving, negotiation, interpersonal, administrative, budgetary, analytical, advocacy, presentational , communication and IT skillsEnvironmental and political awarenessExcellent written and verbal communications, including presenting and media interviewsThe ability to build successful relationshipsAbility to make things happen and to deliver on the most challenging of issuesAble to assess priorities and make effective decisions in a pressurised environment Capable of analysing or interpreting complex facts and decide on a course of action in situations when there may be a range of expert conflicting opinionsHigh levels of relationship management experience, evidence by the ability to influence, persuade and give leadership and direction that build mutually beneficial outcomes.Confident and approachableIT literateProject management skillsIn depth knowledge of a number of areas especially fundraising and governanceKnowledge of the structure, functions, culture and values of the NHS and its inter-relationship with other agencies High quality business and service planning skills Skills in innovation and creativityKnowledge of digital marketing, social media, writing content for web | EEEEEEEEEEEEEE | DD |
| **EXPERIENCE** Significant experience in a senior management role Excellent track record of delivering successful fundraising outcomes Significant management experience in fundraising with a track record of enhancing reputation, stakeholder engagement and implementing innovative solutions to deliver effective fundraisingExperience in service improvement techniques / methodologiesBudgetary experience / responsibility and evidence of managing workforceExperience of working for a public sector organisationExperience of working closely with finance, procurement, communications, marketing, engagement, web and design professionals | EEEEE | DD |
| **PERSONAL ATTRIBUTES** Disposition congruent with the Trust’s vision, mission and valuesInspires others and leads by exampleAble to make rational decisions in the face of adversity Capacity to work with managers and others to develop a shared vision of how to enhance services for patients and the experience of NHS staff Exemplary personal integrity and standards of conduct and behaviourPersonal credibility, with the ability to quickly gain the confidence of others, including clinicians, managers, staff, patients, relatives and users of services | EEEEEE |  |
| **OTHER REQUIREMENTS** The post holder must demonstrate a positive commitment to uphold diversity and equality policies approved by the Trust. Ability to travel to other locations as required.  | EE |  |

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|  | **FREQUENCY****(Rare/ Occasional/ Moderate/ Frequent)** |
| **WORKING CONDITIONS/HAZARDS** | **R** | **O** | **M** | **F** |
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| **Hazards/ Risks requiring Immunisation Screening** |  |  |  |  |
| Laboratory specimens | N |  |  |  |  |
| Contact with patients | N |  |  |  |  |
| Exposure Prone Procedures | N |  |  |  |  |
| Blood/body fluids | N |  |  |  |  |
| Laboratory specimens | N |  |  |  |  |
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| **Hazard/Risks requiring Respiratory Health Surveillance** |  |  |  |  |  |
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| Solvents (e.g. toluene, xylene, white spirit, acetone, formaldehyde and ethyl acetate) | N |  |  |  |  |
| Respiratory sensitisers (e.g isocyanates) | N |  |  |  |  |
| Chlorine based cleaning solutions (e.g. Chlorclean, Actichlor, Tristel) | N |  |  |  |  |
| Animals | N |  |  |  |  |
| Cytotoxic drugs | N |  |  |  |  |
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| **Risks requiring Other Health Surveillance** |  |  |  |  |
| Radiation (>6mSv) | N |  |  |  |  |
| Laser (Class 3R, 3B, 4) | N |  |  |  |  |
| Dusty environment (>4mg/m3) | N |  |  |  |  |
| Noise (over 80dBA) | N |  |  |  |  |
| Hand held vibration tools (=>2.5 m/s2) | N |  |  |  |  |
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| **Other General Hazards/ Risks** |  |  |  |  |
| VDU use ( > 1 hour daily) | Y |  |  |  | X |
| Heavy manual handling (>10kg) | Y |  |  | X |  |
| Driving | Y |  |  |  | X |
| Food handling | Y | X |  |  |  |
| Night working | Y |  |  | X |  |
| Electrical work | N |  |  |  |  |
| Physical Effort  | Y |  |  | X |  |
| Mental Effort  | Y |  |  |  | X |
| Emotional Effort  | Y |  |  |  | X |
| Working in isolation | Y |  |  |  | X |
| Challenging behaviour | Y | X |  |  |  |