



<b>JOB TITLE:</b>	<b>Head of Supporter Engagement</b>
<b>RESPONSIBLE TO:</b>	Director of Income Generation
<b>DIRECT REPORTS:</b>	Supporter Engagement Manager Corporate Fundraising Manager
<b>SALARY:</b>	pp31-34
<b>Location</b>	Hospice in Gravesend or Swanscombe Office (Flexible with WFH)
<b>Hours of work:</b>	Full Time – 37.5 hours per week (Would consider 4 days a week PT)
	Requirement to work evenings and weekends as necessary, with time off in lieu.

**ellenor** Hospice is a specialist palliative care provider for adults and children in Dartford, Gravesham and Swanley, and for children in the London Borough of Bexley. The organisation has in-patient and outpatient and Living Well services at Northfleet, comprehensive Hospice at Home services and a range of outpatient and community services all supported and delivered through a multi-disciplinary team.

### **Role Purpose:**

The role of the Head of Supporter Engagement is to lead and manage the growth of ellenor's fundraising income in three core areas; Community & Events, Corporate and Trusts and Foundations. The current annual target of approximately £1 million per year. The post holder will have responsibility of delivering this annual fundraising income target and will devise and implement strategies to build and manage partnerships, work creatively to establish new and develop existing income streams from all channels of income.

The post holder will be expected to ready to roll up their sleeves as this role is both strategic and operational and we are looking for the right individual to inspire our fantastic team of fundraisers and volunteers to take our activities to the next level. As a hospice, we are about to embark on the construction of the new Wellbeing Centre, an extension to the building in Gravesend. This is the perfect time for someone who understands supporter behaviour and wants to make a difference to a loved local charity.

Amongst other things we want to: grow the number of challenge event participants; grow the number of community fundraisers supporting us, increase the number of returning supporters through providing excellent stewardship; grow our flagship event Twilight Walk and develop new products; and ensure we

have efficient and effective systems underpinning all our work. The post holder will have the opportunity to develop our existing strategy and plans, and make their mark on the team – and ultimately the hospice.

The Head of Supporter Engagement will line-manage and support a team of 10.

## **Main duties and responsibilities:**

### **Income Generation:**

1. To work with the Director of Income Generation to develop the annual Fundraising income budget for Supporter Engagement, Corporate and Trusts.
2. Review, implement and manage our fundraising strategy and tactical plans.
3. Ensure an excellent supporter care programme to maximise income and ensure that our supporters receive the appropriate interaction with ellenor.
4. To agree, develop and achieve an income target for an area of fundraising within the department depending on the post holder's skills.
5. Develop and deliver the team strategy and operational plans in line with budget and an excellent return on investment
6. Ensure the efficient and effective operation of the Supporter Engagement team, Corporate Team and Trusts Team and highly effective supporter communications and stewardship
7. Actively grow the number of both new and returning supporters
8. Ensure that relationships with community and event fundraisers, groups and volunteers are managed and stewarded to the highest standards – motivating, recognising, and rewarding fundraisers to encourage their long-term support Use analysis, insight and audience understanding to inform decision making and further develop Community and Event Fundraising

### **Management and Reporting**

9. Line-manage, monitor and support the team to achieve the agreed outcomes for each identified project and to measure those outcomes against agreed targets.
10. Provide guidance and leadership and add value to existing and new initiatives.
11. Establish and direct a wide range of internal and external stakeholder relationships
12. Provide effective fundraising marketing leadership for the organisation in collaboration with the Head of Marketing and Communication and drive forward transformational integrated marketing activities and campaigns and develop an annual communications plan for fundraising activities.

13. Work in a collaborative manner with the other Heads of departments to ensure that they support the strategic goals of the organisation
14. To identify training opportunities that will benefit the Fundraising Team skills
15. To collate, analysis and report monthly analysis and reforecasting of income and expenditure
16. Ensure KPIs and reports are in place to support successful delivery of activities and performance
17. Manage income and expenditure budgets, ensuring accurate forecasting, strong financial management and ownership of income targets and KPIs
18. Lead the Community and Events team, effectively, retaining and coaching team members to develop skills, motivation and performance
19. Manage staff (and volunteers) in line with policy and practice, developing and retaining skills, ensuring motivation and performance
20. Be an effective part of the leadership of the Fundraising and Communications Team,

### General Responsibilities

21. To undertake mandatory training as required by **ellenor** and participate in appropriate education, learning and development.
22. Maintain confidentiality of all information acquired. This includes supporters, patients, carers, staff and volunteers.
23. To undertake an appraisal annually and, through self-development, continuously update and improve knowledge and competencies.
24. To respect and guide all volunteers utilised in your area and to develop effective working relationships including, when requested by management, providing regular feedback on their performance.
25. To take responsibility for being up to date with current policies and procedures and to adhere to these.
26. Co-operating fully in the introduction of any new technology and new methods of working as appropriate. Strive to have a high level of IT literacy.
27. To promote at all times **ellenor's** aims and values.
28. To be aware of guidelines stated in staff handbook and all relevant policies and procedures
29. Keeping up to date on key trends, best practice and fundraising law.
30. Any other duties that may be reasonably requested.

## Person Specification

### Head of Supporter Engagement

	Essential	Desirable	Application &/or Interview
<b>EDUCATION AND TRAINING</b>			
Education to A-level standard or equivalent		X	A
Fundraising Certificate or similar accreditation		X	A
<b>EXPERIENCE</b>			
Extensive experience at a senior level in Community Fundraising as well as at least significant experience in at least one of the following: <ul style="list-style-type: none"> <li>o Corporate partnerships (new business preferably)</li> <li>o Trusts and Foundation bids</li> <li>o Major Donor Fundraising (Stewardship of five figure gifts and above)</li> </ul>	X		A/I
Excellent track record of achievement in setting and meeting ambitious income targets.	X		A/I
Experience planning and implementing operational plans at a senior level.	X		A/I
Experience of working with senior level figures and persuade them to act in support of challenging goals	X		I
Experience of managing fundraising income budgets, forecasting, and planning	X		A/I
Experience in leading a team of 10+ with multiple direct line management	X		A
Experience of taking staff through a performance management process		X	A/I
<b>KNOWLEDGE AND SKILLS</b>			
Ability to understand and analysis financial reports.	X		A/I
An understanding of effective strategic and financial planning and the ability to develop	X		A/I

appropriate, stretching targets and meaningful performance measures			
Knowledge in social media marketing with understanding of trends in digital technology		X	A/I
Ability to organise and manage time and priorities	X		A/I
Emotionally intelligent with the ability to relate to a wide range of people and specifically within a hospice setting	X		A/I
Credible and confident, possessing the presence as well as the depth of fundraising experience at a senior level to inspire and drive change	X		A/I
Creative, energetic and resourceful with the ability to influence	X		A/I
Exceptional interpersonal and communication skills, both written and oral	X		A/I
Leadership skills and the ability to work effectively as a member of a team	X		I
<b>PERSONALITY AND DISPOSITION</b>			
Flexibility and adaptability to change	X		I
Resilient and able to work in a fast paced and evolving environment	x		I
Ability and willingness to participate in the on-call rota.	X		I
Committed to continuous self-development.	X		I
Able and willing to travel to external organisations and events as required.	X		I
Entrepreneurial self-starter and leader with creativity, initiative and confidence	X		I
Tactful and diplomatic, able to build relationships with people from a wide range of backgrounds	X		I