



The Countess of Brecknock Hospice Trust

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Registered Charity: 1067238

Company Limited by Guarantee: 03481737

HEAD OF COMMUNITY FUNDRAISING AND COMMUNICATIONS

Job Specification

Job Title:	Head of Community Fundraising and Communications
Location:	Countess of Brecknock Hospice, Charlton Road, Andover SP10 3LB
Status:	Full-time, permanent
Hours:	35 per week – flexible working available
Reporting to:	Director of the Hospice Charitable Trust
Salary:	£30,000 - £35,000 per annum (depending on experience)

PURPOSE OF THIS ROLE

The Head of Community Fundraising and Communications is a vital new role as we restructure the charity's priorities for the future. You will be employed by the charitable trust and will work from our charity offices at the hospice, although some home working is available.

The role will maximise income generation from events, community fundraising, retail and digital activities to achieve agreed fundraising targets, and provide the administration for these activities. You will also deliver our communications strategy to promote and celebrate support for and the work of the Hospice and the Charity.

Reporting to the Hospice Trust Director, you will:

- develop, deliver and promote an events programme including both physical and virtual events. You will also manage and co-ordinate volunteers to support these events.
- develop, promote and support individual and community fundraising.
- maximise income from the sale of a range of retail products.
- write and create communications and marketing materials to promote and celebrate fundraising opportunities and raise awareness through our website, digital and social media, print and press aiming to reach current and new audiences and increase the number of supporters.
- provide comprehensive, effective and efficient data administration including the recording, processing and stewardship of income from individuals, community, events and retail, reporting results and validating data.

Patrons: Marquess Camden, Mrs Jane Benson DL

Chairman: Lady Mary Fagan LG DCVO

Vice-Chairman: Mrs Clare Scheckter DL

Trustees: Vice Admiral Paul Boissier CB, Rear Admiral Iain Henderson CB CBE DL,

Mrs Patricia Kinnersley-West, Mr Bruce Parker MBE, Mrs Emma Sandy.

You will normally work from 9am – 5pm, however, evening and weekend working will be a key part of this role. In consultation, with the Director, working hours will be flexible to meet these requirements. Time off in lieu may be granted as necessary but, with a small team, the aim is to keep this to a minimum. You will also need to have your own transport and travel expenses are reimbursed.

Although there are currently no line management responsibilities, you will lead and co-ordinate volunteers who fundraise for the hospice or who assist with the running of events.

A DBS check will be required for this role.

KEY STRATEGIC RESPONSIBILITIES

Fundraising

- Organise, promote and deliver a programme of fundraising events to maximise income. This will include processing registrations, providing materials and information, and supporting participants and volunteers. Ensure that fundraising events and activities are planned with due care observing legal requirements, health and safety, risk assessment and best practice so that they run effectively and safely. Working with the Director, liaise with event partners and sponsors to maximise fundraising opportunities.
- Review, research and develop our events, community fundraising and retail to create new opportunities to grow income from new and current supporters.
- Promote and support individual fundraisers' involvement in third party fundraising events and community group activities to maximise income, including maximising Gift Aid and corporate match-funding. Ensure activities planned in our name observe legal requirements, health and safety, risk assessment and best practice so that they run effectively and safely.
- Develop and manage new and existing relationships with individuals and community groups and organisations to maximise fundraising and other forms of support.
- Promote challenge events to existing and new supporters (including running, cycling, hiking, walking events) and enable participants to maximise fundraising from such events.
- Deliver an excellent supporter experience ensuring donors are thanked for their support and requests for information are responded to in a timely manner
- Manage, co-ordinate and grow our retail income.
- Manage and steward any ad hoc requests from individuals wanting to fundraise on our behalf or individual one-off donations coming to CoBH.
- Develop and support local fundraising groups and/or village representatives.
- Attend external events as a representative for CoBH collecting cheques, manning information stalls, giving talks or assemblies and engaging members of the public to learn more about and support our work.
- Assist in the development and setting of personal fundraising KPI's and targets to achieve the fundraising strategy.

Communications

- Ensure the CoBH website content is updated, relevant and represents the work of the hospice and the activities of our charity. Produce and upload news, events and agreed content and images. Liaise with the website developers as required.
- Ensure Facebook and Twitter are regularly updated, working with the Director to agree content on weekly basis. Develop other social media platforms where relevant.
- Place social media adverts where relevant.
- Implement Google Adwords.
- Produce and send the monthly newsletter (currently Mailchimp) and annual printed newsletter.
- With the Matron and Clinical Team, identify and record emotive and motivating stories from supporters, patients and their families, working sensitively and ensuring consents are in place.
- Write and circulate press releases and submit event details to external platforms to maximise coverage and promotion.
- Develop social media assets including images, videos, infographics using available tools.
- Work alongside the Director to develop, implement and maintain the CoBH brand. Ensure materials produced by fundraisers adhere to our style and brand.
- Prepare short video productions for use on the website and for promotional purposes.
- Manage the photograph archive and produce photos when required for the newsletter, website. appeal and promotional purposes.
- Develop flyers, posters and information leaflets as required including a set of Fundraising Templates for individual and community fundraisers.
- Track, monitor and evaluate the impact and effectiveness of communications, circulating relevant press cuttings to key staff and producing monthly statistics on engagement and coverage.

Fundraising Administration

- Process, record and report on all event, individual and community fundraising monies and sponsorship on our Harlequin CRM database. Ensure supporter records are accurately maintained including contact preferences. Produce thank you letters and other appropriate acknowledgement for supporters as required. This includes those received via bank accounts and on-line giving agencies. Regularly gather and update fundraising data from online tools (Just Giving, Virgin Money). Monitor payment systems and liaise with agencies or supporters to rectify any queries or anomalies.

- Set up new records maintaining up-to-date personal information, Gift Aid declarations, data protection and contact status and any data relating to fundraising, donations and events.
- Set up and process event entries - bookings, record income, acknowledge entries and provide reports as required.
- Collate, copy and record Gift Aid declarations.
- Prepare the weekly banking schedule and arrange for cash and cheques to be banked, including going to the bank as necessary.
- Produce and submit Gift Aid Claims and maintain a working knowledge of HM Revenue & Customs (HMRC) Gift Aid processes.
- Provide monthly reports and information on activity, performance, projected income, supporters and income/targets.
- Ensure that all activity is accurately and comprehensively recorded on our Harlequin CRM and in accordance with the Data Protection Act. This includes implementing upgrades, data housekeeping and providing data and reporting as required.
- Maintain our presence on JustGiving, Virgin Money Giving and other third-party fundraising platforms.
- Ensure compliance with GDPR and other data protection requirements and best practice.
- In consultation with the Trust Director, update, purchase or produce fundraising resources and marketing materials. Maintain and administer the Harlequin booking system for marketing materials.
- In the absence of the Administration and Book-keeping Officer, you will ensure our main reception is covered.

GENERAL RESPONSIBILITIES

- Embrace the vision and values of the Hospice and the Charity.
- Be sympathetic to and project the philosophy and concept of the Hospice.
- Fully understand and adhere to the policies and procedures of the Charity and where appropriate HHFT.
- Adhere to and promote the Chartered Institute of Fundraising Codes of Practice and promote legal and safe fundraising in line with current legal requires and best practice.
- Contribute to the Hospice and the Charitable Trust through effective team working.
- Attend and contribute constructively to team meetings and other meetings as required.
- Awareness of and willingness to participate in other activities that may occur from time to time to promote the Hospice within the community

- Work in a flexible and responsive way to meet the changing needs of the charity and the hospice.
- You will have access to confidential data on supporters, volunteers, staff and/or patients and/or services within the Hospice. Failure to maintain confidentiality will lead to disciplinary action which could ultimately lead to dismissal.
- You will be required to assess all risks to your systems, processes and environment and contribute towards the governance agenda as appropriate.
- You will be expected to produce work to a high standard and always promote quality in all areas.
- You will not be required to wear a uniform but will need to be smartly dressed.

This job description does not purport to be an exhaustive list of duties and responsibilities. The Postholder will be expected to undertake additional duties as the requirements of the department and/or post change and/or develop.

The job description will be reviewed periodically to consider developments in the charity, hospice or role.

PERSON SPECIFICATION

Essential Qualifications and Experience

Minimum 5 GCSEs at grade C or above (or equivalent) incl. English Language and Maths

Member of the Chartered Institute of Fundraisers or professional qualification in a fundraising or communications or marketing discipline

Proven experience generating and growing income from events, individuals and community groups.

Proven experience of developing and delivering successful communications, which grew organisation profile, reach and engagement.

Supervisory experience and/or experience of working with volunteers

Use of a CRM system, inputting and extracting data.

Copywriting and producing online content for a variety of audiences; proven ability to write about complex issues clearly and effectively.

Writing for and presenting to a wide range of audiences.

Full Driving License.

Desirable Qualifications and Experience

Evaluating and reporting on KPIs and targets

Creating and designing marketing materials such as leaflets and flyers or working with an agency to deliver these.

Working within a health and social care setting within the charitable or public sector

Essential Skills

Demonstrable knowledge of charity law, health and safety, risk assessment, applying fundraising best practice, GDPR regulations and handling confidential information.

Confident communication and interpersonal skills. Able to build relationships at all levels and provide consistent and high-quality supporter care.

Capable of working independently, prioritise competing tasks and manage a busy workload and multiple projects to meet deadlines.

IT skills including use of Microsoft office tools, CRM database, WordPress and developing content and uploading content, including images and video to online sites/social media channels.

Use of social media channels in a professional context .

Sound financial accounting and reporting skills with an eye for detail and accuracy.

Analyse information, identify actions and produce concise reports.

Proactive, self-motivated, confident and innovative.

Able to motivate and inspire.

Able to respond quickly and calmly to problems and transmit confidence and professionalism.

Personal Attributes

Passionate about hospice care.

A valuable team member who can also work independently with limited supervision.

Friendly and enthusiastic, supportive and approachable.

Able to work flexibly and multitask.

Attention to detail and accuracy.

Willingness to undertake personal development.

Willingness to work evenings and weekends.

Own transport and willingness to travel.

Neat, tidy and portraying a professional image.
