

DEMELZA HOSPICE CARE FOR CHILDREN

JOB DESCRIPTION

JOB TITLE - Director of Fundraising and Marketing

REPORTS TO - Chief Executive

RESPONSIBLE FOR - Fundraising and Marketing Departments

PURPOSE OF ROLE

To ensure the charity has a sustainable and diverse fundraising and supporter base enabling it to fund its strategic objectives. Growing and supporting both existing income streams and developing new streams whilst maintaining and developing the integrity of the brand at all times.

To lead brand positioning and external communications, including a department which manages the organisations' external profile through digital and traditional channels, including press and media relations, and relationships with celebrities.

As a member of the Senior Leadership Team the post holder will actively contribute to the leadership and development of the whole organisation.

KEY RESPONSIBILITIES

1. Devise and implement a strategic plan for fundraising and marketing and ensure its delivery to meet the agreed annual targets and outcomes.
2. In conjunction with the Chief Executive, Directors and Senior Managers provide day-to-day executive leadership of Demelza to ensure the charity meets its strategic aims and objectives and that the Fundraising and Marketing Departments are at all times fit for purpose.
3. Develop, monitor and regularly review a range of comprehensive strategies to generate fundraising income: including corporate, community, trusts, and foundations, individual giving, events, major donors, in memory, and supporter care
4. Develop, monitor and regularly review marketing and brand positioning strategies to ensure we maintain a high and positive profile which reaches service-users, supporters, volunteers and other key audiences
5. Provide effective line management support to the lead for each team, ensuring a strategy for the appropriate development of all team members is executed and good line management support structures are in place.
6. Act as a channel of communication between the Fundraising and Marketing Teams, Chief Executive and Trustees.
7. Identify and manage specific 'key accounts' to personally generate new income against an annual target, including directing and delivering high-level pitches and 'asks'
8. Lead, motivate and support the Fundraising Teams to develop innovative major income generation initiatives to ensure each department meets its financial objectives and other targets.
9. Ensure the website, social media, magazine and all forms of external communication are informative and kept up to date at all times.
10. Ensure that families using Demelza's services are represented well in communications, and that consent and boundary issues are managed well, in conjunction with Clinical Teams where required
11. Ensure that volunteers continue to be utilised to maximum potential in our income generation activities and that the operational plans for each income generation team incorporates the recruitment, development, good management and nurturing of volunteer support.
12. Ensure all Fundraising and Marketing team members actively cross promote and support other areas of the organisation ensuring opportunities, donations, corporate leads etc. are maximised to best benefit the whole of Demelza.

13. Represent the organisation to key stakeholders as a senior leader, including presentations and media appearances where required
14. Act at all times in accordance with the organisation's values, and as a senior leader promote and demonstrate these values within Fundraising and Marketing Teams more widely

PERSON SPECIFICATION

Skills and Experience

- Successful track record of fundraising and marketing at a senior level.
- Evidence of professional and/or academic qualifications and professional development commensurate with this senior role.
- Evidence of a strong and effective leadership style with an ability to inspire and motivate teams and individuals to achieve defined results.
- Evidence of developing and successfully implementing innovative and sustainable income streams.
- Ability to successfully develop, implement and review projects.
- Highly developed presentation and communication skills.
- Proven ability to develop and deliver strategic plans.
- Ability to persuade and influence people to support a cause.
- Able to demonstrate competent knowledge of all regulatory and best practice requirements relating to fundraising and marketing.

Fundraising and Marketing Knowledge

- Clear understanding of the role of fundraising and marketing within the charity sector.

Personal Qualities

- Able to research and analyse relevant data to help plan and evaluate.
- Excellent organisational skills, with the ability to prioritise effectively.
- Ability to influence and motivate others and provide guidance, support, coaching and regular reviews of all team members.
- Able to travel extensively throughout the region.
- Available to work flexibly when required; evenings and weekends.
- Enthusiasm, integrity and empathy for the work of Demelza Hospice Care for Children and how its work is promoted.
- A mature and discreet approach to the sensitive nature of the charity's work, maintaining compliance with policies on confidentiality.
- Demonstrate close alignment to all Demelza values

The tasks listed in this job description are not designed to be exhaustive and may vary from time to time according to the needs of the organisation. This document will be reviewed in consultation with the post holder as the role and services provided by the organisation develop.

Demelza is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment.

All employees will demonstrate commitment to and actively promote Demelza's policy and procedures to value and respect diversity and inclusion in all aspects of their duties and working relationships.

Employees are required to attend mandatory training as required by their role. Employees are expected to make reasonable efforts attend and engage in development training as part of their role within Demelza. Training may be delivered through a variety of on site and off site methods.

All employees are required to participate in staff performance reviews and supervision and to make all reasonable efforts to attend training and staff development as identified and agreed.

Employees must take the initiative to actively seek out training updates required for their role and for mandatory training, within training expiry time frames. Employees can find their current training records on the HR Database.

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