



Demelza
Hospice Care for Children

Director of Fundraising
& Marketing

Information for Applicants
March 2021



Note: Photo taken pre Covid-19



Demelza
Hospice Care for Children

Welcome

Thank you for your interest in Demelza Hospice Care for Children, which is proud to be one of the leading children's hospices in the UK.

Some might say that a children's hospice is an easy fundraising 'ask', but nothing could be further from the truth. Pressures on health funding aside, we need to continually adapt to the changing wishes of the children, young people and families we serve and respond quickly to advances in clinical, social and therapeutic care.

Almost uniquely amongst essential healthcare provision, only a very small proportion of the funding for children's hospice care comes from the state. We exist because the communities we serve want us to exist. Our fundraisers are as involved and integral to the care we provide as our nurses and therapists.

Our marketing is more than just the production of attractive leaflets. We are changing the perception of what hospice care for children is; that it helps enable the living of rewarding, enjoyable and fulfilling lives, as well as supporting families through the end of life period.

As our Fundraising and Marketing Director you will be an integral part of our leadership, and one of the lynch-pins of children's palliative care provision in South-East London, Kent and East Sussex, cultivating deep and lasting relationships with the people and organisations who will want to support our inspirational work, leading from the front, out and about networking and fundraising.

We are incredibly proud of our reputation not just for the work that we do with children and their families, but also for how we go about our fundraising and communications. As our next Director of Fundraising and Marketing, you will ensure that we continue to have a special place in the hearts of our communities and that our fundraising activity exceeds the ethical standards that people expect of us.

Ryan Campbell CBE
Chief Executive

Director of Fundraising & Marketing

Sittingbourne (Kent) and Eltham (SE London)

£70,000 p.a

The job is advertised on a full-time basis. However, we encourage applicants who wish to consider flexible working arrangements

Opened in 1998, our organisation carries the name of Demelza Phillips, daughter of Derek and Jennifer Phillips. The vision of our founders in Kent working with others in the South-East, and the coming together with other similar organisations across South-East London and East Sussex became the foundation of what is now one of the leading children's hospices in the UK.

Our vision is for life to be better for children and young people who have serious or terminal conditions; and for their parents, brothers and sisters, and those who love them, to receive support.

Our primary aim is to provide specialist care and support to babies, children, young people and the whole family from diagnosis, during day-to-day family life, times of crisis, end of life and through bereavement.

By virtue of our preeminent position, we also seek to influence the care and support provided by other professionals.

We say that we are all about life, which means that we are all about people.

As Director of Fundraising and Marketing you will bring that genuine empathy needed to understand why people will want to support our work if only we ask them in absolutely the right way and at the right time.

Long-term partnerships are the foundation for all successful fundraising and we are no exception so careful cultivation of the individuals and organisations that support our work is absolutely central to our ongoing success and it will be your number one priority.

Demelza is undertaking an extensive long-term change project to keep pace and lead on digital transformation, including in our fundraising. Our Director of Fundraising and Marketing will be fully engaged and knowledgeable about this area, helping us open up new possibilities.

You will be comfortable leading from the front, being a visible face of the organisation. You will be equally at ease alongside local volunteer groups who fundraise on our behalf, influential donors and major celebrities.

When the 'ask' is needed, you will know how to craft it.

How to apply

Please apply online here: www.demelza.org.uk/work-with-us/general-vacancies

About Us

Demelza Hospice Care for Children is the children's hospice for Kent, South East London and East Sussex. We care for and support over 750 children with life-limiting and life-threatening conditions at any one time, plus their brothers, sisters, parents and grandparents. We're here to create precious moments and happy memories, in the family home or in our family hospices.



Demelza
Hospice Care for Children

What we do

Supporting families from diagnosis:

When a child is born with or develops a serious medical condition for which there may not be a cure, the whole family is affected. Some parents know their baby has a condition that will shorten their life before they are born, other children can be diagnosed in early childhood or in their teenage years. Often no-one can tell parents how long their child will live, only that they need constant care.

Demelza exists to help these children and their families across East Sussex, Kent and South East London.

Short breaks:

Round-the-clock care can be physically and emotionally draining for families. Short breaks at Demelza provide a rest from caring, which helps to restore a sense of normality to family life. Day care and overnight stays at our hospices, Demelza Kent and Demelza SEL, and in the families' home, offers children and young people a fun and therapeutic experience.

Step-down from hospital:

Children with serious and terminal conditions can often be in hospital for long periods of time. New parents of babies with complex care needs may also need support when leaving hospital for the first time. Demelza can support families to make a smooth transition from an acute hospital environment, to our more 'home-like' hospice setting, while preparations for care are made at home.

Therapies:

Demelza offers a range of therapies for children. They form a major part of the care we provide; helping to promote communication and relaxation and enhance wellbeing by reducing tension. These include creative music, art and play therapy.

Care for the whole family:

Taking care of a child with very complex needs can be one of the most draining and difficult tasks a parent, grandparent or carer can face. Demelza looks after mums, dad, brothers, sisters and grandparents, making sure they always have somewhere to turn when times are hard.

Transition to adulthood:

Preparation for adult life is an increasingly important part of the work we do, helping teenagers to develop life skills to be as independent as possible. We're here with advice and links to adult care providers for life after Demelza.

End of life care:

Our care team helps families to think about their wishes when their child is dying. Some may choose to come to our hospices for end of life care, and we will liaise with all professionals known to the child, ensuring they are cared for in the best possible way. Some families may choose to stay at home or in a hospital and come to the hospice after their child has died. Our special bedrooms – the Butterfly Suite and the Hop Garden – enable a family to stay close to their child before the funeral.

Bereavement support:

Demelza will continue to provide practical and emotional support for the whole family. Our aim is to help families understand their loss and begin to face life, whilst remembering their child.

Organisational Values

I am delighted to share with you Demelza's new organisational values.

As we grow as an organisation, it is important these values are in place to help us feel bonded as a team. We are all working together for one cause – the children and families that we provide support to.

We will be using the values in our recruitment, management, service delivery, behaviours and the way we act in our everyday working practises.

In doing so, we will constantly be seeking to improve as well as continuing to feel that this organisation is a fantastic place to work and volunteer for.

Ryan Campbell CBE
Chief Executive



Good enough
ISN'T GOOD ENOUGH

Each member of **#TeamDemelza** is driven to do better.

Through evidence, insight and experience, we're constantly **developing and improving** to give children and families better care and support.

Standing still doesn't get us anywhere. We always look for ways to transform **change into opportunity** and growth.



ALWAYS
HONEST
ALWAYS AUTHENTIC

We are clear, open and honest with everyone, because **we value everyone**.

It's good to challenge each other, as long as it's constructive – **we always look for a positive solution** that moves us all forward.

We exist to give **the best care and support** to children and their families and that matters more than anything else.



HUMAN
IS OUR
NATURE

Because we see the person and not the condition, we give each baby, child and family member a service that fits them as an **individual**.

We're all human, and through empathy and understanding, we can **provide essential care** as unique as the person it's designed for.

Our different roles, skills and experiences make us stronger. **We value and respect everyone** who is part of our story, from the families we help, to the supporters and volunteers who keep us going, to each member of staff.

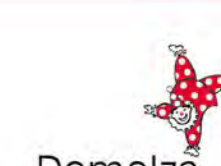


Passion
PERFORMANCE
PRIDE

We admit it. **We love what we do**. We feel privileged to support the families who trust us to care for those they love.

And we couldn't be prouder to be part of **#TeamDemelza**. It's the most rewarding job in the world.

We believe in passion, performance and pride – it's how we get the best from each other and deliver exceptional care and support.



Fiercely
COMMITTED TO
QUALITY

The families and children we help, and our supporters, deserve nothing but **excellence**.

Each one of us has a vital role to play in providing unique care and support and we **always strive** to deliver a brilliant service.

By working and improving together, we can give even more families a chance to **enjoy time as a family**, for as long as they have.



Our Reset and Recovery Plan

This is an 18-month plan setting our direction out of the COVID-19 emergency. It defines our services and priorities as we move towards our 'new normal' whilst protecting the long-term sustainability of the organisation. It also provide space to put together a longer-term strategy as things become more certain.

| Priority | Why? |
|--|---|
| Being flexible and prepared for all eventualities, including a second wave, changing government guidance and a vaccine | To maintain our services and minimise disruption and uncertainty amongst our families, staff and volunteers |
| Making a leap forward in care and support | To build on the positive steps being taken in response to COVID-19. These include increased collaboration with families via digital channels, being more responsive to their needs and increasing our reach and impact via new services and ways of supporting people |
| Maintaining the highest standards of infection prevention and control | To keep our families, volunteers and staff safe from COVID-19 and ensuring we are fit for purpose in the post-COVID world |
| Reintroducing services which have been restricted, including short breaks and care at home, in ways that better meet the current needs of our families | These services were vital parts of our care prior to the pandemic. They were restricted because we had to minimise the risk of infection, they are no less important now |
| Prioritising collaboration and integration with the wider care and support sector | Families need the whole system, including Demelza, working for them. We need to play our part, thinking more widely than just our own services |
| Delivering actions which will improve our equality, diversity and inclusion | To bring out the unique contributions of all sections of the communities we serve and from all who come into contact with Demelza (service users, staff, volunteers and supporters) |
| Embracing the digital revolution across the whole organisation to transform and extend our impact | We recognise the world is in a digital revolution, accelerated by the pandemic. We want to be at the forefront of this in children's hospice care |
| Balancing our finances to ensure a strong financial platform for the longer term | We have a responsibility to our beneficiaries to ensure we are financially viable and sustainable now and into the future |



Our funding

In a 'normal' non-pandemic year Demelza receives approximately 17% of its £11.5m income from the NHS. We rely on the generosity of our local community for the remaining 83%. This comes from individual donors, local businesses, trusts, sponsored events, our lottery, community fundraising groups, our retail shops, and legacies.

Download our latest Annual Report

The fundraising target in a 'normal' year is around £3.8m, plus legacy income of £1.5m.

We operate from three locations:

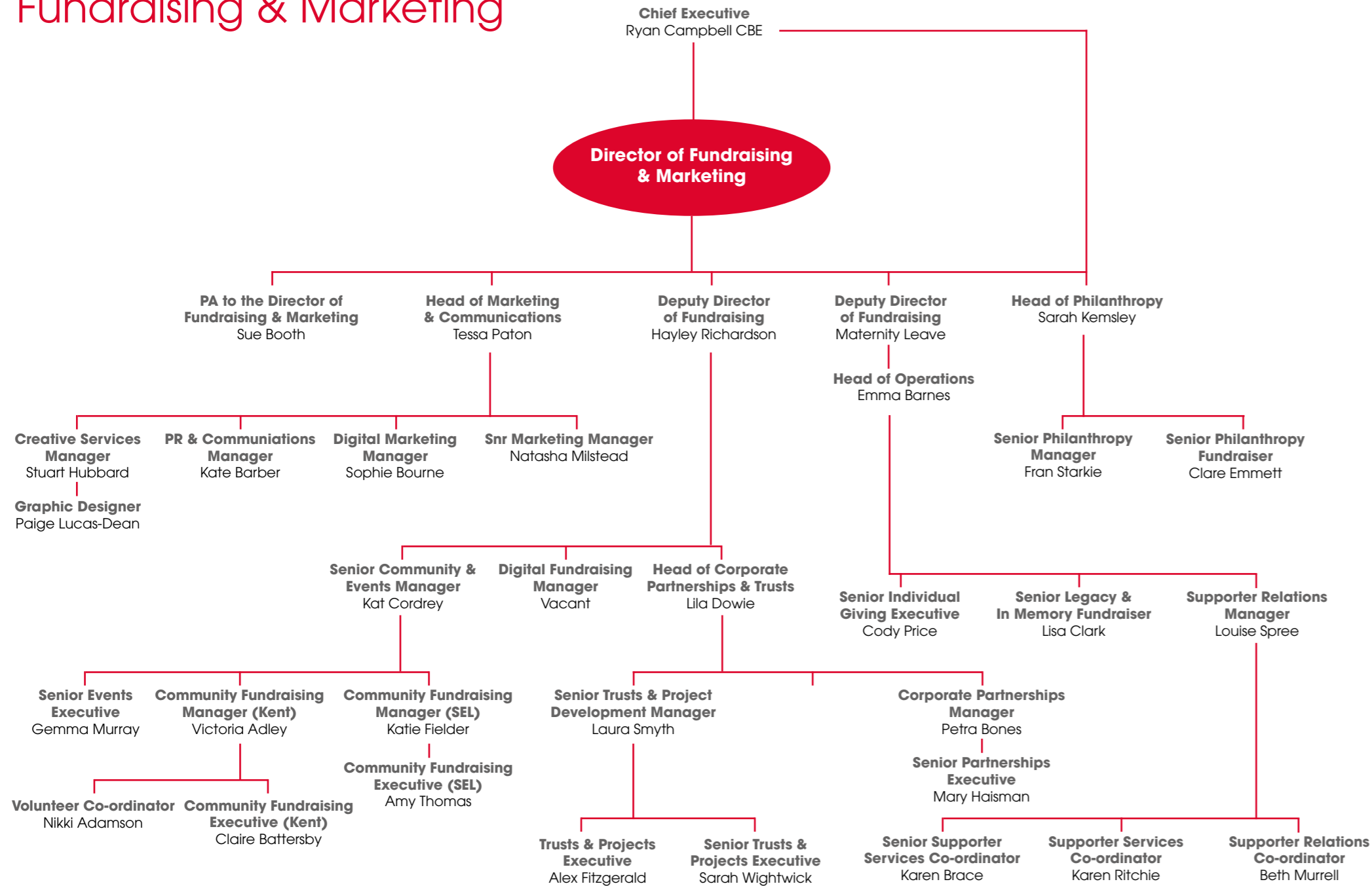
Demelza Kent: Demelza House, Rook Lane, Bobbing, Sittingbourne, Kent, ME9 8DZ

Demelza South East London: 5 Wensley Close, Eltham, London, SE9 5AB

Demelza East Sussex: 150a Bexhill Road, St Leonards On Sea, East Sussex, TN38 8BL

Organisational Structure

Fundraising & Marketing



Person specification

Skills and Experience

- Successful track record of fundraising and marketing at a senior level
- An understanding of donor journeys and donor acquisition
- 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.

JOB DESCRIPTION

JOB TITLE: Director of Fundraising and Marketing | **REPORTS TO:** Chief Executive

RESPONSIBLE FOR: Fundraising and Marketing Department

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.



The tasks listed in the 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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REVIEW DATE: March 2022

VERSION: 1

www.demelza.org.uk

Application

Accessibility

Please let us know if you have any special requirements which we might need to consider in relation to the selection process, e.g. attending interview, completing the online exercise.

Equality, Diversity and Inclusion

We are committed to being an inclusive organisation to all people. However we have recognised that we are not yet at this point, and have identified a particular problem in racial equality. Whilst we are proud that the profiles of our service-users match the ethnic profiles of the communities in which we work, this is not the case for our workforce, and particularly not for senior leadership. We are formulating a plan, with support, to address this serious issue, for the benefit of the people and communities we serve and to improve our organisation. We are particularly keen to work with people who can help us achieve this.

Interview location

Interviews will initially be by Zoom. A face to face interview, with appropriate social distancing and safety in place, and a site visit, will be included within the interview process.

Please apply online here: www.demelza.org.uk/work-with-us/general-vacancies

Registered Charity Number: 1039651