

St Leonard's Hospice

Caring for Local People



Candidate Brief
for the post of

**Individual Giving Fundraiser
(full or part-time, permanent, office-
based or hybrid)
Salary band £23,225 - £25,628**



St Leonard's Hospice | 185 Tadcaster Road | Dringhouses | YORK | YO24 1GL
Tel | 01904 708553

E mail | enquiries@stleonardshospice.org.uk | web | www.stleonardshospice.org.uk

Registered Charity No : 509294 | Company Limited by Guarantee No : 01451533

Individual Giving Fundraiser

Here at St Leonard's Hospice we want to provide excellent care and support to even more people living with life-limiting illness, and to those they care about – at the hospice, at home and in the community.

Looking to the future, we have created the role of Individual Giving Fundraiser to find and engage more people who support this mission and provide meaningful experiences through which those supporters can play their part in enabling this vital work.

Building on a solid foundation of insight-based fundraising, the Individual Giving fundraiser will be expected to understand donors' motivations, deliver outstanding supporter experiences and build longer, stronger relationships with our cash donors, regular givers and weekly lottery players.

Currently, our work to attract new supporters in these areas is a mix of direct mail, email marketing and face-to-face fundraising. We are by no means limited to these methods though, so in addition to being able to plan and land a direct-response campaign, you'll also need to be able to come up with and test new ideas. You will also be expected to keep up with emerging trends in individual giving and make sure we're always in position to harness the potential of new activities, channels and platforms.

Ultimately, your success will be measured by long-term growth in sustainable income through individual giving, within which our externally-managed weekly lottery has been identified as a strategic priority for growth. As such, this role is ideal for anyone looking to specialise in individual giving and / or direct-response fundraising. There is a wealth of experience in these areas in the existing team, so this is a perfect opportunity to learn more and develop as a specialist while raising vital funds for a great cause.

To proceed with your application, you'll need to demonstrate your understanding of the basic principles of fundraising, as well as explaining how your skills and previous experience (in fundraising or marketing / communications) make you suitable for a role engaging our amazing supporters.

This post is either full time (37.5 hours a week) or part-time (hours TBC) with occasional evening and weekend work. We are open to hybrid working between home and the office.

Subject to eligibility, successful candidates may retain/ continue their NHS pension when joining.

Closing Date for Applications: 4th July 2022

Interview Date: w/c 11th July 2022

Providing quality care for our patients, their families and carers is our purpose and at the centre of everything we do. Our staff and volunteers are one of our greatest assets and we require inspirational colleagues to join our team. St Leonard's is a teaching Hospice offering an excellent environment to work in, outstanding employment conditions & benefits, great opportunities for development and huge job satisfaction.

June 2022

Dear Applicant

Individual Giving Fundraiser

Thank you for your interest in the Individual Giving Fundraiser position at St Leonard's Hospice.

Please take time to read the Candidate Brief before completing an application form. This will not only hopefully answer your questions on some of the practical details but I hope it will give you an insight into what it's like to work here. Completed application forms should ideally be emailed to us at hr@stleonardshospice.nhs.uk or be posted to St Leonard's Hospice, 185 Tadcaster Road, York, YO24 1GL and to arrive no later than 12 noon on the specified closing date. **Application forms not fully completed with employment or other gaps, questions unanswered or unsigned, will not be considered.**

If you wish to have any informal discussion ahead of submitting your application, please do not hesitate to contact James Wainwright, Head of Fundraising. James can be contacted on 01904 777776 or via email at james.wainwright@stleonardshospice.nhs.uk

Once again thank you for your interest in working at St Leonard's. I look forward to receiving your application and possibly working with you in the future.

Yours sincerely



Emma Johnson
Chief Executive

JOB PROFILE

Post:	Individual Giving Fundraiser
Post Reference:	FR/DC/06/22
Responsible to:	Head of Fundraising
Accountable to:	Director of Income Generation

JOB SUMMARY

As Individual Giving Fundraiser you will be responsible for planning and delivering appeals, campaigns and supporter journeys to recruit, retain and reward individual donors. Specifically, you will be responsible for the growth of strategically important income streams in the form of ad hoc donations, committed giving and weekly lottery.

KEY RELATIONSHIPS

You will work with the close support of your line manager, the Head of Fundraising, and – where necessary – the Director of Income Generation. You will work alongside one other Individual Giving Fundraiser, who is responsible for in-memory fundraising and legacy promotion.

MAIN DUTIES AND RESPONSIBILITIES

1 Committed Giving (Direct Debits and Standing Orders)

- 1.1 Implementation and reporting of campaigns to recruit and retain donors on committed giving programmes, mainly but not exclusively via Direct Debit, having planned these campaigns in conjunction with the Head of Fundraising.
- 1.2 Contribute to maximising the potential of the fundraising database, segmenting and targeting supporters who have the potential to give regularly or at a mid-range level.
- 1.3 Liaise with internal and external stakeholders, building strong relationships and providing all required information for the successful delivery of campaigns and strategies.

2 Weekly Lottery

- 2.1 Develop, implement and monitor a weekly lottery marketing plan, reporting back on progress and identifying areas for review.
- 2.2 Analyse the data on new players, cancellations and player engagement, taking action when necessary to minimise risk, maximise potential and grow sustainable income from the weekly lottery.

3 Direct Marketing and Cash Appeals

- 3.1 Develop, implement and monitor direct response campaigns (post, email, phone and digital) to acquire new supporters and deepen our relationship with existing supporters.

- 3.2 To carry out research and maintain awareness of the wider fundraising industry in order to obtain relevant information that can contribute to proposals, mailings, applications, donor strategies and fundraising communications.
- 3.3 Use supporter insight, data, and external trend analysis to spot opportunities for income growth or development.
- 3.4 Work with colleagues in Communications to develop engaging case studies and beneficiary stories to support fundraising and donor relationship-building.
- 3.5 Devise inspirational and exciting ways to demonstrate the impact of donations on the lives of beneficiaries, and ensure that this is communicated regularly and effectively to supporters.

4 Supporter Experience and Insight

- 4.1 Develop audience insight-led initiatives and ideas designed to improve experience, grow engagement and increase donations.
- 4.2 Regularly review communications with supporters and ask for feedback on ways in which we can improve.
- 4.3 Contribute to the wider fundraising team's work to implement effective supporter journeys to build relationships with new supporters and maximise lifetime value.
- 4.4 Ensure individual giving donors are appropriately thanked to build their loyalty and commitment to St Leonard's.
- 4.5 Develop and report on non-financial KPIs to demonstrate the value of investing in supporter experience and insight-based fundraising.

5 Cross-team Working, Compliance and Reporting

- 5.1 Contribute to the maintenance of the donor database, ensuring that all records are fully and accurately maintained and that new contacts are added on a regular and timely basis.
- 5.2 Be aware of the overall activities of the Hospice and represent the Hospice at seminars, conferences and networking events to build up awareness and increase income.
- 5.3 Work collaboratively with colleagues across the Income Generation department in order to assist in maximising income and support for the Hospice from all sources. Assist with department fundraising activities as required, attend Hospice and public events and support the Hospice within the community.
- 5.4 Provide the Head of Fundraising with regular activity reports and attend 1:1 and group meetings.
- 5.6 Provide information and articles for Hospice publications, e.g. newsletter and social media as well as external publications.
- 5.7 Work closely with the Communications Team on promotions, publicity, public relations and advertising in relation to regular giving and one-off appeals. Manage the production and booking of all marketing, PR and other promotional activity for the initiatives included in the role.

- 5.8 Maintain and develop good relationships with Hospice volunteers.
- 5.9 Ensure all fundraising activity complies with St Leonard's Hospice policies and procedures and also the legislative requirements of fundraising, including the Fundraising Regulator, Charity Commission, the Charities Act, the Data Protection Act and GDPR and PECR.

Other

- 1. To attend any training or development required by the Hospice.
- 2. To read, understand and follow all Hospice policies and procedures.
- 3. To participate in the Annual Performance Review and take responsibility for your own development.
- 4. To positively promote, support and represent the Hospice especially within the community, and to maintain the philosophy, ethos and ambience.
- 5. To be aware of personal responsibilities and discharge these as defined by the Health & Safety at Work Act 1974.
- 6. To maintain strict confidentiality in all matters relating to the Hospice, its business, patients, staff and ethos.
- 7. To undertake any other tasks, duties or responsibilities as requested by your Line Manager or other Senior Manager, including the Board of Trustees and Chief Executive.

This Job Profile is an outline of responsibilities and will be subject to review with the postholder in light of the changing needs of the post and Hospice.

Post: Individual Giving Team Leader

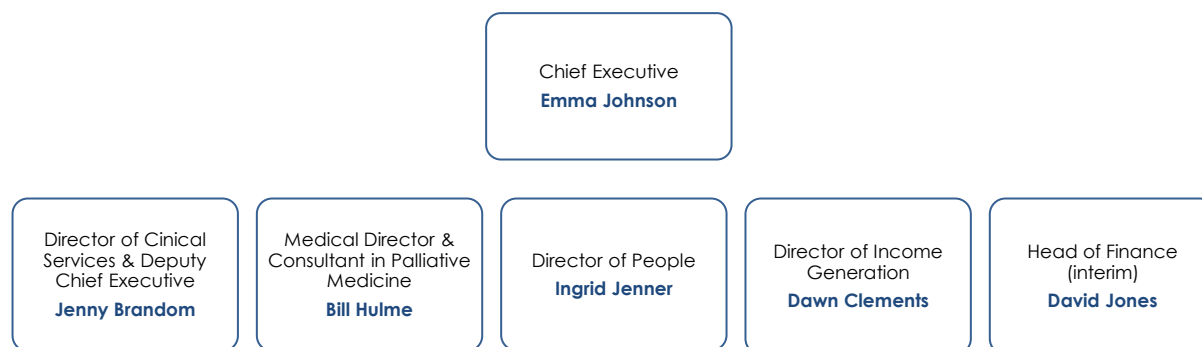
Requirement	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> n/a 	<ul style="list-style-type: none"> Fundraising Qualification
Experience & Skills	<ul style="list-style-type: none"> Operational, hands on experience of direct response campaigns Strong planning and reporting Excellent time management and able to manage and prioritise own workload Good attention to detail 	<ul style="list-style-type: none"> Previous experience of working in fundraising
Communication	<ul style="list-style-type: none"> Excellent verbal and written communication skills 	<ul style="list-style-type: none"> Experience of tailoring approach and language to audience
Personal	<ul style="list-style-type: none"> Team Player Courteous and respectful of others Self-motivated & committed to achieving results Ability to listen & act on feedback Integrity, discretion and be able to respect confidentially Sense of humour Enthusiasm 	
IT	<ul style="list-style-type: none"> Good IT Skills – Microsoft Office applications (i.e. Outlook, Word, Excel) 	<ul style="list-style-type: none"> Working knowledge of fundraising databases Confident user of social media platforms – Facebook, LinkedIn etc. Experience of using online collaboration platforms
Other Requirements	<ul style="list-style-type: none"> Flexible approach to hours of 	<ul style="list-style-type: none"> Current driving licence & access to a vehicle

	work	for work purposes
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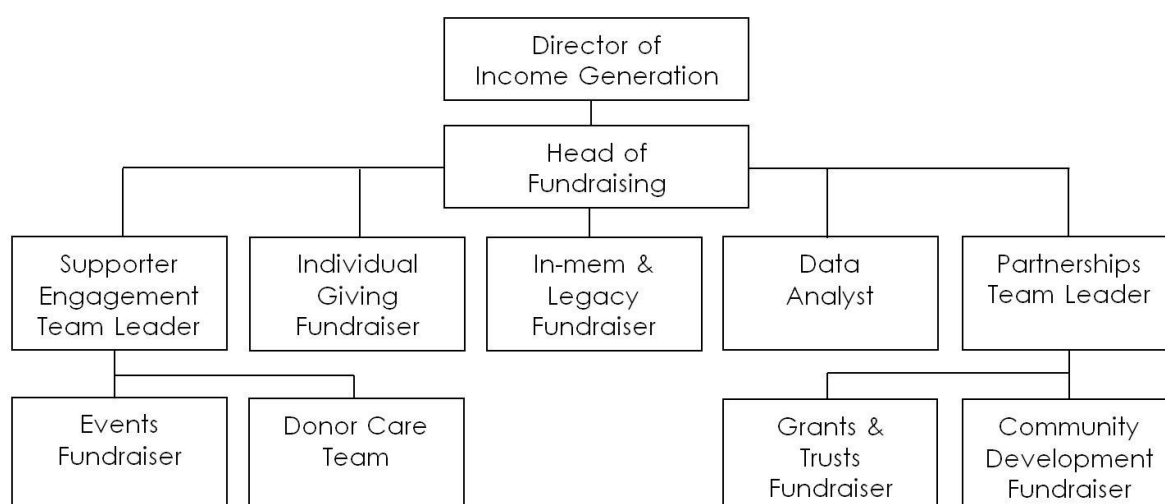
You must be able to demonstrate how you meet the essential or desirable requirements in your CV, supporting statement, documentation or evidence, interview presentation or during interview.

Offers are made conditional upon demonstrating evidence of right to work in the UK.

Senior Management Team



Fundraising team structure (May 2022)



JOB DETAILS, BENEFITS & INFORMATION

- Employment:** The 'Employer' is St. Leonard's Hospice York.
- Terms & Conditions:** The terms and conditions are those of St Leonard's Hospice. The Hospice is not bound by any external pay and conditions arrangements.
- Salary Information:**
- Unless candidates can clearly demonstrate to the satisfaction of the interview panel extensive experience, knowledge and skills attributable to the role, salary will be at the starting point on the salary band.
 - Progression on the Hospice pay scale is in accordance with the Pay Progression Policy.
 - Inflationary pay awards and incremental rises are not guaranteed.
 - Salaries are paid on or before the 25th of each month by Bank Transfer.

Professional fees: Reimbursement of professional fees required for your role, including NMC

Annual Leave:

Length of Employment With Hospice	Annual Leave, General Public Holidays, Statutory Days	TOTAL (pro rata for part time)
On Appointment	27 days plus 8 days	35
After 5 years employment	29 days plus 8 days	37
After 10 years employment	33 days plus 8 days	41

- Previous employment (service) with any other employer will not count towards continuous service or holiday entitlement. We will honour your NHS service for our leave provided you join direct from the NHS.
- The leave year runs from 1st April to 31st March.
- In support of our commitment to 'Work/ Life Balance', all leave must be taken within the year it is allocated.

Pension: If currently contributing to the **NHS Pension Scheme** or eligible to contribute within the last 12 months, this is transferable. For remaining staff there is the option of joining a contributory group personal pension scheme operated by Legal & General. In addition, St Leonard's complies with its duties under auto enrolment legislation.

Life Assurance:	A non-contributory scheme (death in service) operates for all employees paying a lump sum of 2.5x annual salary upon death to nominees. This scheme is not open to those within the NHS Pension Scheme (as separate arrangements exist within the scheme). Please note bank workers are not eligible for this benefit.
Healthcare Schemes:	There is the option of joining contributory schemes at advantageous rates. These are available to families of employees.
EAP & employee discounts:	Employees have access to Our Hospice Hub an online reward & recognition site which includes discounts & cash back from hundreds of well-known retailers, a confidential 24 hour Employee Assistance Programme (EAP) offering counselling, financial and legal helpline to staff and their immediate family members in the same household (over 16 years of age) and a Wellbeing Centre and recognition scheme.
Maternity Leave:	<p>Enhanced Occupational Maternity Pay (OMP) is payable subject to eligibility (upon 12 months service with SLH immediately preceding the beginning of the 11th week before the baby is due):</p> <ul style="list-style-type: none">- 8 weeks full pay (made up of Occupational Maternity Pay & Statutory Maternity Pay),- 18 weeks ½ pay (made up of OMP plus SMP),- 13 weeks SMP <p>Where colleagues are new to the organisation and have less than 12 months service the statutory provisions continue to apply.</p>
Refer a Friend Scheme:	We offer an incentive reward to any employee who successfully introduces another person to employment within the organisation. This will usually comprise of a net total of £250 paid in two £125 payments.
Cycle to Work:	Whether you want a new bike, equipment or both, Cycle to Work will save you either 32% or 42% on the total cost. Covered bike racks are also in place.
Uniform:	If a uniform is required for your role, this will be provided. Please note, the Hospice has a dress policy in place.
Sick Pay:	<p>Entitlement to sick pay is in accordance with the following:</p> <p><i>During 1st year of service (and after completing 4 months service) one months full pay & two months half pay.</i></p> <p><i>During 2nd year of service two months full pay & four months half pay.</i></p> <p><i>During 3rd year of service four months full pay & five months half pay.</i></p> <p><i>During 4th & 5th year of service five months full pay & five months half pay.</i></p>

After completing 5 year's service ~ six months full pay & six months half pay.

Training & Development Opportunities:

- Supporting colleagues through formal training up to Masters Degree level
- Appraisal through annual performance reviews
- Induction Programme
- Peer, mentor, line manager and a wide range of other support

Staff Benefits:

- High quality subsidised meals and snacks
- Newly refurbished staff rest and bistro dining areas, inside and outside
- Free beverages
- Occupational Health Service
- Annual flu vaccination
- Staff changing areas, lockers and modern shower facilities.
- Opportunities to help with fundraising
- Staff Engagement Group – we have an internal group for staff consultation and communication on all key areas of the organisation.

* the above list is not exhaustive, may not be available to all staff, and may be amended or changed without notice.

DBS:

If a DBS (Disclosure and Barring Check) is required for the position you are applying for we will ask you to complete and submit the form when you attend for interview and bring in all original documentation to support this.

Health Screening:

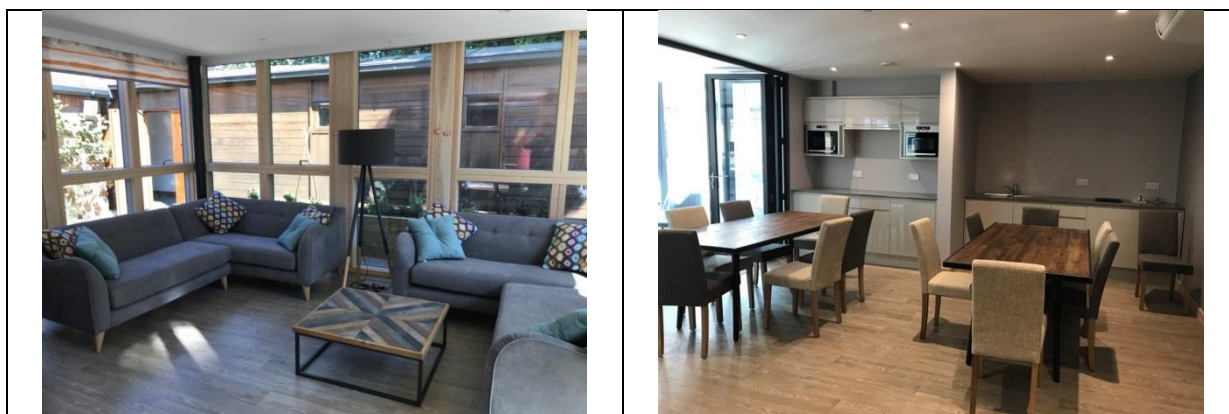
The post holder will be required to undergo health screening prior to appointment. This is usually in the form of a confidential medical questionnaire and will be used to determine if any reasonable adjustments are required.

COVID-19 Vaccination:

As outlined in the Government report "Living with COVID", Professional bodies, the Royal Colleges, the Chief Medical Officer, Chief Nursing Officer and others consider it is a professional responsibility for health and care staff to be vaccinated. We support this and it is our preference that all of our staff are fully vaccinated for COVID in order to keep themselves safe, our patients and our colleagues.

Please note as an employer and a health care provider we take the matter of providing a safe working environment very seriously. Throughout the COVID pandemic we have remained vigilant to managing all risks and are committed to complying with Public Health England guidance and the Government guidance on working safely through COVID-19 in full. We have involved our staff in seeking their input, ideas and feedback in making adjustments to our workplace and keep this under regular review.

Smoking Policy:	A no smoking policy operates on all Hospice premises and in Hospice vehicles for staff and volunteers. Staff must not smoke when they represent the Hospice at events or functions.
Driving Documentation:	If there is a requirement to have the use of a vehicle during working hours, the Hospice requires the full disclosure/authorisation to check MOT, Tax, Driving Licence/endorsements and Motor Vehicle Insurance which must include under limitation as to use, for business purposes.
Location:	<p>St Leonard's Hospice is located in an attractive rural/residential area to the South West of York with easy access to major road networks including the A64, A1/M1, A19, A59 and M62. The Hospice is a very short walk from Tesco, Askham Bar, a 'Park & Ride' service operates close to the Hospice allowing frequent travel to the City Centre and mainline railway station. Local buses stop immediately outside the Hospice entrance.</p> <p>The Hospice has excellent modern facilities.</p> <p>The Hospice cannot provide on-site parking for all staff therefore off-site parking is available in the local vicinity, with up to a 10 minute walk to the Hospice. Public transport should be used whenever possible.</p>
Base:	We have a number of sites including the main Hospice on Tadcaster Road and a number of retail outlets. The base of work will be made clear in each recruitment exercise.
Employees:	The Hospice employs circa 200 people (full and part time, including bank workers). We are supported by over 200 volunteers working in all areas of the Hospice including circa 160 that work in our shops. All staff and volunteers are based at the Hospice, at the retail offices or in one of our twelve retail outlets and our Donation Centre.





Period of Notice: One Month

Probation Period: Six months.

Offer of Employment: Any offer of employment following interview is made subject to:

- Receipt of satisfactory references to a standard deemed acceptable by the Hospice.
- Completion of all required documentation.
- Photographic passport and driving licence evidence.
- Disclosure & Barring checks.
- Evidence of qualifications.
- Evidence of the right to work and reside in the UK.
- Medical Clearance from Occupational Health.
- Satisfactory bank details to enable a bank transfer for salary purposes.
- A formal 'offer letter' being issued.

Any of the above details or conditions may change without notice. Please check details with the Human Resources Manager if successfully appointed to the post.

BACKGROUND & INTRODUCTION

Brief History

St Leonard's Hospice was founded in 1985 and is proud to celebrate over 30 years of serving the local community. The founders were four Royal College of Nursing members whose initial thoughts and commitment in 1978 led to the establishment of a Steering Committee and formal appeal. The original Day Hospice opened in February 1984 and the In Patient Unit was completed in September 1984 with the first patient admitted in February 1985.

Over the following years services developed, fundraising increased and the building expanded. In 2001 the superb new In Patient Unit, education facilities and office accommodation were added and the original building was completely refurbished.

Hospice@Home was established in 2010 to enable high quality Hospice care to be taken to the patient in their preferred place of care.

As well as the main site situated on Tadcaster Road, the Hospice has a number of retail outlets. The Retail Office is based in Acomb, along with two Hospice shops and a donation centre. Further Hospice shops are located in Fulford, Haxby, Tang Hall, Scarcroft, Layerthorpe, Colliergate and Fossgate all within the City of York. The Hospice also has shops in Selby (2 units) and Easingwold.

In December 2013, St Leonard's began a major capital refurbishment programme to ensure the in-patient unit, day care and family care areas were 'fit for purpose' for the future. This work was completed in December 2014 resulting in a very modern design and excellent comfort for both patients and visitors. A refurbishment project improving our changing facilities, washrooms and an extension to our staff dining room was completed in May 2019. The changing rooms are bright and modern, with lockers available for staff to store personal belongings. All the washroom facilities are high spec and available for staff use.

The staff dining room has three distinct areas; a section for dining, with family style dining tables and smart modern kitchen facilities, a bistro style area for coffee breaks and a catch up with colleagues, and a quiet, comfortable lounge area, where staff can enjoy a tranquil setting with views out onto our landscaped garden. There is also outside furniture if staff want a breath of fresh air. The dining room is equipped with all kitchen mod-cons, plus mobile phone chargers, a Bluetooth speaker, wifi access and a non-networked PC for break time internet browsing.

Mission Statement, Purpose and Care

Our mission is to provide excellent care and support to those living with life-limiting illness and to the people they care about, to enrich their lives and to contribute to the ongoing development of end-of-life care, we do this by:-

- placing our patients at the centre of everything we do
- involving patients in decisions regarding their care
- recognising that our patients have, in addition to their physical symptoms, emotional, social and spiritual needs that are addressed by a multi-professional team
- maintaining and enhancing quality of life for patients and their families whenever possible
- providing bereavement support for families and carers after a patient has died
- developing and recognising the contribution of our staff, both paid and voluntary, sharing our knowledge and skills through education, audit and research

- collaborating with other professionals and advisors to make a positive contribution to local healthcare strategy

Governance

St Leonard's Hospice is a registered charity and a company limited by guarantee. It is governed by a Board of twelve Trustees under the leadership of the Chair of the Board of Trustees – Mr David Dickson. The Trustees are all volunteers coming from a range of backgrounds. The Board meets five times per year, and has a number of sub committees that report into it, namely:

- Governance
- Finance & Investment
- People & Culture
- Income Generation
- Service Development
- Membership

Senior Management Team

Chief Executive
Director of Clinical Services & Deputy Chief Executive
Director of People
Medical Director & Consultant in Palliative Medicine
Director of Income Generation
Head of Finance (interim)

Emma Johnson
Jenny Brandom
Ingrid Jenner
Bill Hulme
Dawn Clements
David Jones

The strategic and operational management of the Hospice is the responsibility of the Chief Executive who works collaboratively with the Senior Management Team.

St Leonard's Hospice is registered under and inspected by, the Care Quality Commission. The Director of Clinical Services is the Registered Manager and the Medical Director is the Nominated Individual. Recent reports can be found on their website : www.cqc.org.uk

The Hospice has been rated as 'Outstanding' by CQC in the latest report.

SERVICES PROVIDED and KEY FACTS

Patient Care

In Patient Unit

A purpose built in patient facility with 20 beds comprising - 2 x 4 bedded units with bathrooms, 12 en suite single rooms. All rooms have views of a courtyard garden, grounds or fields. Other facilities include an admission room, office accommodation for staff, Sister's office, seating areas, an independent wet room, two assisted bathrooms, beverage bay, a kitchen and storage areas.

Number of Patients cared for 272

Hospice@Home

A service working in partnership with the patients 'primary care provider' to enable patients to be cared for in their home at the end of life. The service enables patients to be cared for at home, enables patients to be discharged rapidly from any care setting, prevents unnecessary and often out of hours admission to acute settings and provides care if a patient requires a Hospice bed and one is not available.

Number of Patients cared for 535

Bereavement Service

A service led by qualified professionals working closely with highly trained volunteers providing support for families and carers.

Number of Bereavement sessions delivered 893

Our People

The Hospice employs over 200 staff (full and part time, including bank staff) in a wide range of roles. We also have a loyal and hardworking team of over 200 volunteers working in all areas of the Hospice including 160 that work in our shops. All staff and volunteers are either based at the Hospice, at the retail offices or in one of the retail shops.

Clinical Team

Medics, Nurses, Care Assistants, Social Workers, Spiritual Care, Bereavement, Physiotherapy and Occupation Therapy, Education and Activity Leader.

Corporate & Support Services Team

Administration, Finance, Information Communication Technology, Human Resources, Catering, Maintenance & Facilities, Volunteer Services, Receptionists, Health & Safety and Housekeeping.

Income Generation Team

Income Generation Team, Retail and Shop Managers, Communication Manager, Fundraising/Retail Vehicles Drivers.

Finance

It costs just over £7.3 million a year for the Hospice to continue to provide its services. Over 75% of this expenditure is people related. Whilst St Leonard's always strives to achieve a 'balanced budget', it is not always possible to achieve this.

Hospice finances and resources are managed carefully and prudently. Due to good public support and efficient housekeeping since the Hospice opened, we are in a position to hold reserves. This allows the Hospice to continue to provide services during the years it experiences a deficit.

Approximately 29% of expenditure is covered by grants from local Clinical Commissioning Groups. The majority of this funding comes from the Vale of York Clinical Commissioning Group. The balance of the money needed to run the Hospice is raised from voluntary incomes which includes: donations, fundraising activities, the weekly prize draw, Hospice shops and legacies.

Full copies of the accounts can be found on www.stleonardshospice.org.uk

All our services are provided without charge to our patients, their families and carers.

Commissioning & Geographical Area

The Hospice catchment area has a population size of 351,900 and incorporates The City of York area where over 70% of our patients reside. The remaining population are based around the smaller towns of Selby, Tadcaster, Easingwold, Pocklington, Pickering, Helmsley and Kirkbymoorside. Its catchment extends to Sherburn in Elmet near Leeds in the West, to Howden in the South, Pickering in the East and Easingwold in the North.

The NHS Vale of York Clinical Commissioning Group (VoYCCG) has a population of 337,500. The VoYCCG are the main commissioners of Hospice services. The Hospice also provides services to NHS East Riding of Yorkshire Clinical Commissioning Group in Holme on Spalding Moor and Market Weighton covering a population of 14,400.