

## JOB DESCRIPTION

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|------------------------|-------------------------------|
| <b>Job Title:</b>      | Head of Fundraising (Interim) |
| <b>Department:</b>     | Fundraising                   |
| <b>Reports to:</b>     | Director of Income Generation |
| <b>Direct Reports:</b> | Relationship Fundraising Team |
| <b>Location:</b>       | Letchworth Garden City        |
| <b>Hours:</b>          | 37.5 hours per week           |

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### Job Summary

To lead and deliver the strategic direction, development, and operational success of all fundraising activity at Garden House Hospice Care. This includes full accountability for planning, implementing, and monitoring activities across public fundraising, corporate partnerships, events, campaigns, legacy, and community giving. The role holds direct responsibility for achieving and growing all fundraising income streams to meet organisational objectives.

### Main Duties and Responsibilities

#### Strategic Fundraising Leadership

- Develop and deliver a comprehensive, data-driven fundraising strategy aligned with the hospice's business plan and strategic goals.
- Plan and execute multi-channel, integrated fundraising plans across individual giving, events, community fundraising, legacies, in-memoriam, and corporate fundraising.
- Create annual income and expenditure budgets for all fundraising streams, ensuring plans are based on insight, ROI analysis, and market trends.
- Lead innovation and the development of new income-generating products to grow sustainable revenue and diversify supporter audiences.
- Monitor external trends, regulatory changes, and donor behaviours to proactively adapt fundraising strategy.

#### Fundraising Performance and Income Accountability

- Take full accountability for achieving annual fundraising income targets, including unrestricted, restricted, and event-based income.
- Develop and maintain monthly reporting cycles and dashboards to track performance against KPIs across all fundraising streams.
- Identify and mitigate risks to income delivery through contingency planning, proactive problem-solving, and close collaboration with key teams.
- Deliver monthly reports to the Director of Income Generation and Executive Team, clearly presenting performance against target, variances, and growth opportunities.
- Development and delivery of the Hospice Conference, including developing candidate packages, venue management and securing sponsorship
- Personally responsible for the development of commercial income generation including the development of packages and products to enhance our service delivery whilst generating sustainable income streams.

### **Team Leadership and Line Management**

- Provide visionary, values-led leadership to a multi-disciplinary team of fundraising managers and leads.
- Set and monitor individual and team SMART objectives aligned to departmental annual plan, KPIs and income targets.
- Ensure all managers are equipped to drive high performance, develop their teams, and maintain accountability.
- Lead performance management processes including appraisals, one-to-ones, learning & development planning, and issue resolution.

### **Supporter Engagement and Stewardship**

- In conjunction with the Head of Supporter Care, oversee development and refinement of the supporter journey across all income streams, ensuring consistent supporter experience and stewardship practices.
- Champion an insight-led, relationship-first approach to supporter management, placing long-term engagement at the heart of fundraising practice.
- Work in collaboration with Marketing & Communications to ensure coherent messaging and campaign integration.

### **Collaboration and Internal Leadership**

- Represent the fundraising function within the Hospice Leadership Team, contributing to organisation-wide planning and decision-making.
- Build close working relationships with Finance, Supporter Care, Clinical, and Executive teams to ensure alignment with the 10 years strategy and annual business plan, transparency, and cross-functional success.
- Lead cross-departmental working groups as required for campaign planning, innovation, or performance improvement initiatives.

### **Compliance and Governance**

- Ensure all fundraising activity complies with current fundraising legislation, the Fundraising Regulator Code of Practice, GDPR, and internal policies.
- Work closely with the Head of Supporter Care and Supporter Care team to ensure accurate and timely use of the CRM (Donorflex) for recording, reporting and engagement tracking.
- Lead risk assessments, risk management and Health and Safety for fundraising activities and ensure mitigation strategies are in place for events and campaigns.

### **Confidentiality**

The contractual relationship between the Hospice and its employees is founded on trust. Employees will treat as confidential all information regarding the business of the Hospice, information with regard to and agreements with suppliers, and information gained about other employees and consultants.

### **Health and Safety**

- Employees must be aware of the responsibilities placed on them under the Health and Safety at Work Act (1974) to ensure that the agreed safety procedures are carried out to maintain a safe environment for employees and visitors.
- Ensure familiarity with procedures for dealing with incidents such as accidents or fire
- Attend fire lectures annually and take part in maintaining fire safety within the building
- To ensure that all events are appropriately risk assessed for the safety of participants, staff,

- volunteers and the general public
- Ensure risk assessments are completed efficiently for all activities related to this role.

## **Education**

- Participate in induction programmes for new members of the team
- Ensure that standard setting and audit is undertaken and regularly reviewed
- Participate in appropriate internal and external educational programmes
- Undertake continuous professional development suitable and relevant to the role on an annual basis.

## **Purpose and core values**

All Hospice staff are expected to work in line with Garden House Hospice Care Purpose and Core Values as these act as a value base which directly influences how all work activities are undertaken. The ethos of the Hospice should be apparent in the behaviours and attitudes of all employees as the work they undertake, whether it is direct or indirect care, is ultimately for the benefit of patients. The Purpose and Core Values are an integral part of all job descriptions, recruitment, the probationary period and performance and development reviews.

### ***Caring and compassion***

We will care with compassion, communicate with honesty and sensitivity, facilitate understanding and choice and ensure both respect and dignity.

### ***Accountability***

We will dedicate ourselves to safeguard and support our patients, their families, our volunteers and our staff by working to the highest professional and ethical standards.

### ***Respect***

We will respect all regardless of their ability, age, gender, race or sexual orientation and we will not tolerate prejudice of any kind.

### ***Excellence***

We will remain committed to continual learning and development to ensure we deliver excellence in all that we do.

## **General duties**

- To always comply with the requirements of the Health & Safety regulations under the Health & Safety at Work Act (1974) and to take responsibility for the health and safety and welfare of others in the working environment ensuring that agreed safety procedures are carried out to maintain a safe environment.
- To always comply with the Hospice Information security policy. Also, to respect confidentiality of information about staff, patients and health service business and in particular the confidentiality of electronically stored personal data in line with the Data Protection Act.
- It is the responsibility of all Hospice employees to fully comply with the safeguarding policies and procedures of the Hospice. As a Garden House Hospice Care employee, you must ensure that you understand your role in protecting adults and children that may be at risk of abuse. Individuals must ensure compliance with their safeguarding training.
- The Hospice is committed to a policy of equal opportunities. A copy of our policy is available from the Human Resources department.
- The Hospice operates a no-smoking policy.
- The role description gives a general outline of the duties of the post and is not intended to be

an inflexible or finite list of tasks. It may be varied, from time to time, after consultation with the post holder.

- All appointments are subject to pre-employment health screening.
- It is the responsibility of all employees to ensure that they comply with the Hospice Infection control practises, as outlined in the Health Act 2008 and staff must be familiar with the policies in the Organisation's infection control manual, this includes Infection Prevention and Control Adult Hospice Policies and Safe Practice Guidance.
- All staff are required to implement infection control policies and practices, including hand hygiene, waste disposal, staff uniform and occupational health responsibilities, as detailed in the Hospice Policies.
- It is the responsibility of all staff to ensure that they have evidence of annual/or otherwise infection control training as appropriate.

### **General**

This job description is not an exhaustive list of duties but it is intended to give a general identification of the range of work undertaken and will vary in detail in the light of changing demands and priorities within the Department. Substantive changes in the range of work undertaken will be carried out in consultation with the job holder.

**"team" refers to all members of staff including volunteers**

**Garden House Hospice Care is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.**

## PERSON SPECIFICATION

| Criteria                                 | Essential   | Desirable   |
|--|---|---|
| <b>Experience</b>                        | <ul style="list-style-type: none"> <li>• Substantial senior-level experience leading and managing successful fundraising operations across multiple income streams.</li> <li>• Proven track record of meeting or exceeding fundraising income targets (6-7 figures annually).</li> <li>• Strong leadership experience with direct accountability for line managing fundraising professionals and building high-performing teams.</li> </ul> | <ul style="list-style-type: none"> <li>• Experience within the hospice, health, or palliative care sectors.</li> <li>• Experience writing or supporting major bids, tenders, or commercial income proposals.</li> </ul> |
| <b>Knowledge, Skills &amp; Abilities</b> | <ul style="list-style-type: none"> <li>• Excellent financial acumen including budgeting, forecasting, reporting, and interpreting ROI and performance data.</li> <li>• Knowledge of fundraising compliance, GDPR, and best practice across supporter journeys.</li> <li>• Strategic thinker with excellent communication, influencing and interpersonal skills.</li> </ul>  | <ul style="list-style-type: none"> <li>• Strong network of high-value or corporate donors.</li> <li>• Membership of the Chartered Institute of Fundraising or equivalent.</li> </ul>                                    |

### Additional Information:

The role requires flexibility to work evenings and weekends, for which TOIL will be provided by prior agreement.

Shortlisting for all positions will be undertaken on the basis of applicants meeting the requirements listed above. Please note that in order to be offered an interview, the applicant must meet all the essential requirements for the post.