Job Description

Job Title: Community Engagement Team Leader

Grade: S5:P18- 22

Hours of duty: 37.5hrs a week

Organisational Arrangements

Accountable to: Director of Income Development & Marketing

Role Summary

Working with the Director of Income Development & Marketing the post holder will support the strategic direction of Community and Corporate Community fundraising for the Hospice. Developing and delivering a Community Strategy which fits within the Income Development Strategy and aligns with the Hospice's overarching strategy and objectives. Focussing on a Community Brand, which aligns with the Hospice's overarching Brand, and enhancing the Hospice's presence, following, and reputation within the local community.

The Community Team will lead on and deliver a range of activities, including but not limited to:

- Campaigns & Appeals
- Community specific Events
- Sponsorships
- COY Partnerships
- School & Community Groups fundraising
- Individual third party fundraising
- Account management and stewardship for all funder relationships

The post holder will work towards agreed financial targets and set KPIs, aligned to annual objectives as revised and set each year during the appraisal process.

Key responsibilities:

- Develop a clear Community Fundraising Strategy which fits within the Income Development Strategy and aligns with the overarching strategy of the Hospice. To include the development of a Community brand, Hospice mascot, a set annual programme of community campaigns and events, a COY package, and a focused stewardship programme for third party fundraisers;
- Cultivating and stewarding third party fundraisers to ensure a dynamic Hospice fundraising experience that is beneficial both to them and to Dr Kershaw's Hospice;

- As a Team develop and deliver an annual programme of community campaigns and events, that could include but not limited to an annual direct ask appeal, Bunny Hop, Forget me Knot, Yorkshire 3 Peaks, Collection Pot Campaign, Hey Hey It's Dr Kershaw's Day and crafts;
- Proactively engage with current and prospective members of the community, to raise awareness of Hospice services and raise essential funds;
- Establish and develop relationships within the community to maximise sustainable opportunities, including but not limited to community groups, schools, and SME's;
- Attend and present at third party fundraising events and cheque presentations;
- Provide information and assets to support and contribute to the Hospice's established Communications department;
- Develop additional new fundraising campaigns, appeals and initiatives aligned to a community audience as appropriate;
- Line Management of the Community Engagement Co-ordinator – setting objectives, KPIs and project and individual financial targets;
- Work with the Community Engagement Co-ordinator to devise work plans and apportion activities across the Team;
- Represent the Hospice at internal and external events as required, and represent the team at a variety of meetings;
- Support the promotion of all Income Development activities and Hospice services;
- Provide the Director of Income Development & Marketing with updates and written progress reports as requested and to facilitate monthly one to one meetings;
- Undertake all relevant Income Development fundraising administration using the Hospice's CRM database and in line with GDPR regulations;
- Liaise with Hospice staff, volunteers, patients and their loved ones to develop case studies to help us tell our story and dispel myths around hospice care;
- Responsibility for cash handling, public collections, and accurate record keeping and reporting;
- Be able to work flexibly, including evenings and weekends, which may entail hours being spread across multiple days;
- Keep up-to-date on best practice within the charity sector generally and particularly changes to communications, legislation, and codes of practice;
- Any additional responsibilities as deemed appropriate by the Director of Income Development & Marketing.

Health and Safety/Security

1. To be familiar with all requirements of the Health and Safety at Works Acts and the Hospice Health & Safety policies and regulations applicable to the post.
2. To co-operate actively with the nominated Health & Safety person in achieving the aims of the Hospice Health & Safety Policy, Fire Regulations, related issues and various procedures and ensure the legal requirements are met.

3. To take responsible care the health and safety of themselves and of others who may be affected by their acts or omission, and comply with the Health and Safety legislation.
4. To wear appropriate safety clothing and use appropriate safety devices as requires, and not to interfere with or misuse anything which is provided in the interests of health and safety.
5. To report and co-operate with the investigation of all incidents and accidents that have led to or may lead to injury and to report all hazards or shortcoming in the protection arrangements.
6. To ensure as far as predictable that all materials used within the Hospice and its subsidiaries for fundraising activities are properly stored, used and disposed of and that any items of equipment are properly tested, used, maintained and repaired as necessary.
7. To oversee appeals and event Risk Management Assessments and ensure outcomes are acted upon.

Education & Training

The post holder will:

1. Participate in the Hospice appraisal system.
2. Maintain high professional standards and continue own personal and professional development.
3. Assist in teaching and supervision of other members of staff and volunteers.
4. Participate in the orientation of new staff.
5. Attend all mandatory training/update sessions.

General

1. **Confidentiality** - It is a condition of employment that staff will not disclose any information obtained in the course of their duties other than to those entitled to receive it. The post obtained in the course of their duties other than to those entitled to receive it. The post holder must ensure that the confidentiality of personal data remains secure and the terms of the Data Protection Act and relevant Hospice policies are met in respect of information held on the Hospice computer system.
2. **Equal Opportunities** – The Hospice is committed to equality of opportunity. All staff are required to comply with current legislation and Hospice policies.
3. **Health and Safety** – Staff must ensure they are familiar with the requirements of the Health and Safety Work Act (1974) and the Hospice Health and Safety policies and regulations applicable to their post.

4. **Safeguarding** – Dr Kershaw's Hospice is committed to safeguarding adults and children and expects all staff to share in this commitment. Staff have a responsibility to ensure that they are aware of specific duties relating to their role and should familiarise themselves with the Hospice safeguarding policy. Regular safeguarding training updates will be held and are mandatory for all staff.

The above indicates the main duties that may be reviewed in the light of experience and developments within the service. Any review will be undertaken in conjunction with the post holder.

PERSON SPECIFICATION

JOB TITLE: Community Engagement Team Leader

Note to applicant: When completing your application form you should demonstrate the extent to which you have the necessary education, experience, knowledge and skills identified for the post.

KEY: E = Essential | D = Desirable | A = Application | I = Interview | P = Practical | **S** = Short listing criteria		
Requirement	Essential/ Desirable	**Assess from:**
Education & Qualifications		
Educated to A-level standard or equivalent, and /or have substantial relevant work experience to a minimum of 5 years	E	A, **S**
Relevant qualification in fundraising or Community Fundraising	D	A, I
Experience & Knowledge		
Proven experience in meeting income targets and KPIs	E	A, I, **S**
Proven experience of actively engaging with members of the public on all levels	E	A, I, **S**
Experience in monitoring and evaluating projects	E	A, I
Experience in managing data on CRM (Customer Relationship Management) systems and good knowledge of GDPR	E	A, I
Experience of working in the charity sector	D	A, I
Significant experience of working with and to a wide range of financial and non-financial KPIs	D	A, I,
Demonstrable knowledge and understanding of Community Fundraising or similar scenario	D	A, I
Up-to-date knowledge of best practice within the charity sector generally and particularly changes to communications, legislation, and codes of practice.	D	A, I
Experience of building effective relationships with key internal and external stakeholders	E	A, I, **S**
Excellent written and verbal communications skills – with the ability to write creatively for different audiences and purposes and able to influence small and large groups of stakeholders through storytelling	E	A, I, **S**
Networking and strong interpersonal skills – the ability to build good relationships across all levels of the organisation and externally	E	A, I
Personal Attributes		
Full clean driving licence with access to own car	E	A, I, **S**
Ability to drive Hospice van	D	A, I

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Committed to equal opportunities, anti-discrimination, anti-oppressive policy and practice and social inclusion	E	A, I, **S**
Works in an empathetic and sensitive way at all times, particularly when in contact with or distributing information to/on behalf of Hospice families	E	A, I
Committed to the values and work of voluntary and community organisations	E	A, I, **S**
Able to work as part of a team and on own initiative	E	I
Enthusiastic and self-motivated	E	A, I
Application of creative and lateral thinking, combined with good problem-solving skills	E	A, I, P
Ability to work on a number of competing high priority projects, using different disciplines, at once	E	A, I, P
Ability to work sensitively with people of differing viewpoints	E	I,
Excellent communication skills with an excellent standard of written and oral English	E	I, P
Strong IT, digital and administrative skills	E	I, P
Pro-active and a self-starter	E	I
Ability and willingness to work flexibly including some evening and weekend work	E	I
Able to travel in course of carrying out duties	E	A, I