

Job Description

Job Title	Director of Income Generation and Marketing
Responsible to	Chief Executive
Salary	£ 61,336
Hours	37.5 hours per week
Location	East Lancashire Hospice, Blackburn

Role Overview

East Lancashire Hospice is seeking an ambitious and innovative Director of Income Generation and Marketing to lead the development of a sustainable, diversified income portfolio and raise the profile of the Hospice across East Lancashire. Reporting directly to the Chief Executive and forming part of the Senior Leadership Team, the postholder will drive income growth, supporter engagement and long-term organisational sustainability. This role leads a department of 32 staff plus volunteers, responsible for delivering approximately £3 million annual income generated through fundraising, retail, lottery, grants, legacies, catering and corporate partnerships.

KEY PERFORMANCE AREAS

- Provide leadership, direction, expertise, and guidance on all income generation activities, creating and embedding a positive culture and joined up model to provide a cohesive income generation team.
- Work closely with other teams to integrate thinking and plans related to income generation throughout the Hospice.
- Provide a creative and dynamic external focus to identify and develop a range of income generation initiatives.
- Lead on the development and implementation of a comprehensive and effective income generation strategy for significant long-term growth of income, increased profile and supporter engagement.
- Identify and maintain the maximum possible support from a wide variety of sources to ensure targets within all areas of income generation are achieved to support the activities of the Hospice.
- Be responsible for all internal and external communications that will develop awareness and encourage support from all sectors of the local community.

MAIN DUTIES

- Lead on the development and implementation of the Hospice's overall income generation strategy, this will include the evolution of existing income streams and the development of innovative initiatives for income generation across all areas.
- Lead the development of digital fundraising, supporter engagement and data-driven marketing initiatives.
- Utilise supporter insight, CRM data and digital analytics to maximise income and engagement.

- Provide strategic leadership across fundraising, retail, marketing, communications, catering and supporter engagement functions.
- Ensure effective information/communication sharing throughout income generation, maximising synergy between the departments/teams.
- Ensure the hospice communicates professionally and effectively in all areas of its operations, both internally and externally including the website, social media, publications, print, broadcast, media and intranet.
- Develop and maintain active, effective relationships with organisations and individuals who can support the Hospice in achieving its income generation objectives, including but not confined to individual donors, major corporate donors, groups, and various media.
- Maximise gift aid from both fundraising and retail operations, monitoring and reviewing against targets.
- Develop and deliver ambitious growth strategies supported by robust performance frameworks and measurable outcomes.
- Effectively manage all income generation budgets as agreed through the annual budget process.
- Serve as a visible and influential ambassador, representing the Hospice with key stakeholders, supporters, partners and the media.
- Develop, lead, and manage the effective employment of volunteers throughout the income generation team.
- Deliver effective methods of quality assurance and quality improvement including data collection, for all income generation activity.
- Develop and deliver effective performance monitoring reports on income generating activity on a regular basis for Trustees and others as required.
- Support new ways of working to enable efficient and effective methods of generating income this includes the development and use of the raisers edge database.
- Promote and manage high standards of Information Governance, being responsible for ensuring that the Hospice meets all relevant statutory requirements and industry standards in relation to income generation, including but not confined to those of the Fundraising Regulator Code of Fundraising Practice and Gambling Commission.
- Carry out full evaluations of all income generation activities to establish which are delivering best results to ensure maximum profitability.
- Formulate, review and implement policies and procedures to ensure safe effective practice relevant to area of responsibility.
- Advise the Chief Executive on all matters relating to Income Generation.

LEADERSHIP

- Develop and maintain a culture that embeds the values of the Hospice.
- Through one's own behaviour and leadership, promote positive relationships, collaboration and effective team working across all Hospice teams. Hold all staff and volunteers in a positive regard and foster a culture of respect and consideration between all members of the Hospice.
- Support the effective governance of the Hospice by engaging fully with governance committees and processes, chairing Governance Committees as required.
- As a member of the Senior Leadership Team contribute to the effective risk management across the Hospice ensuring we meet all statutory and regulatory requirements as a charity, service provider and employer.
- Lead and contribute to a culture of continual improvement across the Hospice.

- Be accountable for the professional development of the income generation teams to ensure they have the skills and knowledge to deliver.
- Ensure all team members receive effective induction on appointment followed by regular supervision and effective annual appraisal.
- Effectively lead and inspire the development of income generation departments/teams and communications to work cohesively as one team to support the delivery of strategic objectives.
- Lead and drive the teams for full maximisation of income generation opportunities across direct response, corporate partnerships, events, major gift, legacy, retail, catering and promotional activities.
- Support and develop the current volunteer roles within income generation to innovatively maximise how we can use volunteers throughout income generation.

PROFESSIONAL RESPONSIBILITIES

- Maintain appropriate and respectful professional relationships with colleagues and other staff.
- Exercise good personal time management, punctuality, appearance and consistent reliable attendance.
- Act as an ambassador for the East Lancashire Hospice promoting at all times the Hospice mission, values, and acting in a way to uphold public confidence.
- Conduct duties with regard to the Hospice's stated values and behaviours.
- Ensure that personal actions and conduct apply with Hospice policies and procedures.
- Ensure effective use of Hospice resources.

PERSONAL DEVELOPMENT

- Access mandatory training appropriate to the role.
- Participate in the Hospice appraisal system and access training opportunities to improve own knowledge and skills.
- Participate in the education and training of others as appropriate to the role.

MANAGING SERVICES

- Ensure a safe environment by ensuring the reporting of hazards and incidents, completion of relevant risk assessments, investigation of incidents and implementation of risk reduction measures.
- Ensure effective use of all resources within allocated budget.

MANAGING PEOPLE

- Recruit staff and volunteers in accordance with Hospice policy and procedures.
- Induct new staff and volunteers in accordance with Hospice policy and procedures to ensure they have the appropriate information and training to carry out their role.
- Ensure all staff have an annual PDR to assess performance and identify development needs.
- Facilitate staff development to enhance service delivery.
- Organise and manage staff in accordance with Hospice policies and procedures.

STATUTORY DUTIES

- Ensure the security of information accessed in the course of your duties ensuring compliance with the Data Protection Act, Caldicott principles and information governance best practice guidance.

- Report any hazards or incidents in accordance with the Health Safety and Risk Management Policy and procedures.
- Comply with the East Lancashire Hospice 'no smoking' policy in all Hospice premises and grounds.
- Be responsible for maintaining own vaccinations including Hepatitis B immunity (as applicable).
- Ensure that infection control measures are followed in relation to your role.
- Work at all times to safeguard the rights of individuals promoting their wellbeing and protecting those at risk from harm, acting on any concerns related to safeguarding children and adults at risk in line with policy and local guidance.
- Work at all times to respect people's individuality, rights and diversity to ensure equality.

WORKING HOURS

The post holder will work 37.5 hours flexibly. These will be worked according to a rota of up to any 5 days of a 7-day working week.

NOTES

This job description reflects how the post currently meets the needs of the service. Since the Hospice is constantly developing and changing its services to ensure it meets the needs of the community it serves, the role and responsibilities of the post holder may change accordingly.

This job description will be reviewed annually at the annual PDR and may change as is deemed necessary.

Equality and Diversity

We support an inclusive and holistic working environment and aim to empower our people to bring their authentic self to work. We are committed to this and so encourage applications from all individuals with the required skills for the role inclusive of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, colour, caste, nationality, ethnic or national origin, religion or belief, socio-economic background, trade union membership status, marriage, and civil partnerships. *East Lancashire Hospice* is committed to equality of opportunity for all staff and volunteers.

ACCEPTANCE OF JOB DESCRIPTION

I confirm I accept the duties contained in the above job description.

NAME:
(PRINT)

SIGNED: **DATE:**

EAST LANCASHIRE HOSPICE
Person Specification

	Post: Director of Income Generation and Marketing	Recruiting manager: CEO		
	Criteria	Essential	Desirable	Tested By
Experience	E1 A proven creative commercial approach to income generation activities backed up with a strong understanding of the market	✓		Application, Interview
	E2 Evidence of a range of innovative ideas and thinking related to income generation that complements but extends beyond traditional fundraising	✓		
	E3 An in depth knowledge of all aspects of fundraising and income generation	✓		
	E4 Significant experience in fundraising or income generation leadership at a senior level with a range of stakeholders	✓		
	E5 A strategic approach to engaging the Hospice in the process of identifying and pursuing opportunities	✓		
	E6 Ability to establish and lead a joined up collaborative approach to income generation in the Hospice across a diverse range of internal teams and individuals	✓		
	E7 The ability to plan financial budgets and targets within an evolving environment	✓		
	E8 The ability to think and operate at a strategic level		✓	
	E9 Experience of management within a third sector organisation			
	E10 Experience of developing, leading and delivering a strategic plan	✓		
	E11 Significant experience in fundraising / income generation with proven success in leading a range of varied areas in generation income		✓	
	E12 Experience of working in public relations, Media engagement and management			

Leadership	L1 Well-developed leadership skills that encourage commitment and participation from others L2 The ability to create a new culture and joined up model for income generation across the organisation L3 An empowering style – valuing the contribution of others L4 Ability to manage change positively L5 Be able to reflect on personal practice and make changes when required L6 Energy, drive and resilience with ability to deliver under pressure	✓ ✓ ✓ ✓ ✓ ✓		Application, Interview
Skills	S1 Strong negotiation and influencing skills with the ability to act diplomatic and credible whilst representing the Hospice S2 Ability to think strategically and plan ahead whilst also being flexible and reacting swiftly to changing needs and demanding situations S3 The ability to plan and project manage with the ability to ensure varied income generation activity is coordinated articulated and understood S4 An entrepreneurial approach with the ability to make good business judgements S5 Ability to organise and undertake a diverse workload with constantly shifting demands S6 Computer literate – have a good sound knowledge of fundraising data bases and how they can be used S7 Ability to manage performance in pursuit to of agreed goals S8 Proven ability to write /critique press marketing communications that gives a positive message to our community S9 Ability to speak publicly to large and varied audiences S10 A demonstrable record of establishing, maintaining and	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓		Application, Interview

	developing long lasting positive partnerships S11 The ability to proactively develop different relationships at different levels to meet different supporters needs. S12 Proven personal skills and willingness to be able to work collaboratively within income generation team and the wider organisation S13 Up to date knowledge of current developments in regulation/ legislation relating to income generation and the charity sector	✓ ✓ ✓		
General	G1 Excellent attendance record G2 Able to work unsocial hours/ flexibly as required by the service G3 Full U.K driving license and the use of own car	✓ ✓ ✓		Reference, Employee health check
Qualifications	Q1 Educated to degree level or equivalent professional experience Q2 Management Leadership Qualification or equivalent professional experience Q3 Documented evidence of continuing professional development	✓ ✓	✓	Certificates, CPD / portfolio file