

**Reaching out to every child  
and family that needs us**

[www.alexanderdevine.org](http://www.alexanderdevine.org)

# **Application Pack**

**Director of Fundraising**

Closing date 21<sup>st</sup> September 2020

## Alexander Devine Children's Hospice Service

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We are a charity that provides specialist care and vital support to children with life-limiting and life-threatening conditions and their families across Berkshire and the surrounding counties.

John and Fiona Devine from Windsor set up the charity in memory of their extraordinary little boy who sadly passed away in 2006 at the age of eight from a rare brain tumour. Their personal experience, and subsequent extensive research, led them to realise that there was a vital need for a local children's hospice service and hospice.

Our children's hospice service means very different things for each child and their family and as such, our care is very individual. Whatever and wherever the need, we are dedicated to bringing comfort and care to these families. Our services include: respite care, specialist play, symptom management, family support, end of life care and bereavement support.

Care is delivered either at home, in hospital, in schools or within our very own children's hospice, which was opened summer 2018. Designed to complement the community service, the hospice has state-of-the-art facilities such as a hydrotherapy pool, sensory room, music room, games room, family accommodation and bereavement suite.

We currently support over 130 children and their families, but we are committed to growing our service and reaching out to every child and their family that needs us. In Berkshire alone we know that there are over 1,370 children with life-limiting conditions.

96% of what we need to deliver our children's hospice service comes from voluntary donations and every penny that is raised makes a real difference to local families.

**[www.alexanderdevine.org](http://www.alexanderdevine.org)**  
**Reg. Charity No. 1118947**

## Our core values

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### **DETERMINED**

And resolute in our service to all those that need us.



### **EMPOWERING**

To enable whoever comes into contact with us, the power and courage to make decisions, ask questions or simply to be.



### **VALUING OTHERS**

We value you and each other, because we are all unique and special in our own way.



### **INTEGRITY**

To be consistent in our ethos and values, principles and actions. To always behave and hold the integrity of our charity as core.



### **NURTURE**

To provide an environment of protection, support, growth and encouragement.



### **EMPATHY**

To know that we will provide a place of safety for everyone to express their feelings, thoughts and emotions, without judgement.

## The role

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Hours: Up to 37.5 hours per week (will include some weekend and out of hours working)

Salary: £50,000 per annum, pro-rata for part time.

This is a key role, being a member of our Senior Management Team, you will help to develop and deliver our strategy which will develop the services that we offer in a sustainable fashion.

You will be responsible for managing a team of Fundraisers and will be responsible for ensuring that fundraising targets are developed and met.

## Job purpose

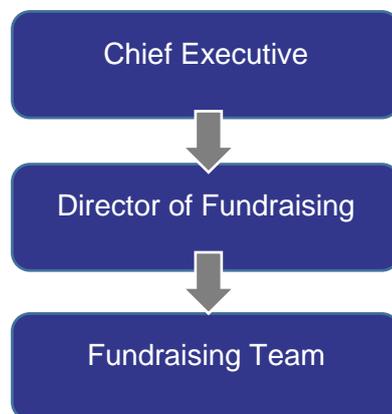
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You will be responsible for the development and delivery of a cost effective fundraising strategy for the Charity.

This includes developing and implementing innovative new fundraising programmes to significantly increase income and profile of the Trust. The role holder will be responsible for all areas of fundraising and will be required to provide vision, leadership and inspiration to the fundraising team.

The role holder will also represent the organisation with key supports, funders and other stakeholders.

## Reporting structure



## Areas of responsibility

### Key Responsibilities

- To ensure that the values and culture of Alexander Devine is at the fore of all fundraising and embedded within the Fundraising team.
- Establishing a close and effective working relationship with the CEO
- Develop, instigate and deliver a sustainable fundraising strategy while supporting the fundraising team to produce and deliver annual operational plans to help achieve this.
- Ensure effectiveness and efficiency across all fundraising activity, maximising returns on investment.
- Responsible for identifying new fundraising opportunities and innovation, researching these, seeking approval to implement and delivering them.
- Ensure evaluations of all activities are carried out to a high standard and learning is communicated and implemented.
- To work with the CEO and Finance Director in forecasting budgets
- Develop strong working relationships with colleagues and Trustees, ensuring there is regular communication across the charity and fundraising plans are understood and supported.
- Excellent leadership qualities, motivating, inspiring and developing the fundraising team to achieve outstanding results which will enable the charity to offer a first class service to our children.
- Create a positive working environment, be visible, energetic and participative, encouraging cross-team working and initiative.
- To ensure that the donors journey and experiences with Alexander Devine are for filling and positive.
- Ensure all communication material is current and consistent across the Charity.

- Represent the charity externally in order to further our aims and protect and enhance our reputation-to include, media representation, fundraising and other high profile events and activities.
- Responsible for health and safety in the area under his/her control.

**Note:** This job description reflects the present requirements of the post. As duties and responsibilities change and develop, the job description will be reviewed and is subject to amendment in consultation with the post holder.

## Person specification

Essential	Desirable
<ul style="list-style-type: none"> <li>• Substantial experience in a similar role in a small to medium sized organisation-covering all areas of fundraising with proven and demonstrable experience in raising and increasing funds year on year.</li> </ul>	Diploma in Fundraising
<ul style="list-style-type: none"> <li>• Proven experience and success in motivating and empowering people at all levels. This includes setting objectives, monitoring performance, conducting appraisals and seeking development opportunities.</li> </ul>	
<ul style="list-style-type: none"> <li>• Experience of developing and delivering fundraising and communications strategies and action plans.</li> </ul>	
<ul style="list-style-type: none"> <li>• Knowledge of multiple voluntary income streams, with demonstrable experience of developing new fundraising products in response to new opportunities.</li> </ul>	

<ul style="list-style-type: none"> <li>• Experience of monitoring, reporting and forecasting against plans, forecasts and budgets.</li> </ul>	
<ul style="list-style-type: none"> <li>• Excellent verbal and written communication skills with experience of representing an organisation to key supporters, funders and stakeholders.</li> </ul>	
<ul style="list-style-type: none"> <li>• A sound knowledge of legislation, regulations and financial issues relating to fundraising.</li> </ul>	
<ul style="list-style-type: none"> <li>• Ability to handle confidential and sensitive information appropriately.</li> </ul>	
<ul style="list-style-type: none"> <li>• Outstanding ability to produce written reports and meet deadlines.</li> </ul>	
<ul style="list-style-type: none"> <li>• Demonstrable proficiency in intermediate IT skills including Microsoft Office, Outlook, Access, Excel, PowerPoint.</li> </ul>	
<ul style="list-style-type: none"> <li>• Excellent presentation skills.</li> </ul>	
<ul style="list-style-type: none"> <li>• An ability to believe and share in Alexander Devine ethos.</li> </ul>	
<ul style="list-style-type: none"> <li>• Ability to work evening and weekends when required.</li> </ul>	
<ul style="list-style-type: none"> <li>• Full driving licence and use of own vehicle.</li> </ul>	

## Further information

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### Equal opportunities

It is the policy of Alexander Devine Children's Hospice Service to provide equal opportunities to any employee or job applicant and will not discriminate either directly or indirectly because of race, sex, sexual orientation, transgender status, religion or belief, marital or civil partnership status, age, disability, or pregnancy and maternity.

### Safeguarding statement

We are committed to safeguarding and promoting the welfare of children and applicants must be willing to undergo Child Protection screening appropriate to the post, including checks with the Disclosure and Barring Service.

### Applications

To apply, please email [fayd@alexanderdevine.org](mailto:fayd@alexanderdevine.org) to request an application form.

Once complete, please post to:

Fay Denwood  
Alexander Devine Children's Hospice Service  
Snowball Hill  
SL6 3LU

Alternatively, completed forms can be emailed to [fayd@alexanderdevine.org](mailto:fayd@alexanderdevine.org)

Applications must be received by **18<sup>th</sup> September 2020**.