

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

www.alexanderdevine.org

Application Pack

Fundraiser

Closing date 5th October 2020

Alexander Devine Children's Hospice Service

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
Reg. Charity No. 1118947

Our core values



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

We are looking for an enthusiastic, energetic individual to join our fundraising team.

If you are a natural networker and compelling communicator who enjoys working in a fast-paced environment to achieve outstanding results, then we would love to hear from you!

This vital role will contribute to the development and delivery of the Alexander Devine fundraising strategy by maximising income predominantly from community, events and corporate fundraising.

The post holder will also actively support the growth of a donor acquisition and retention programme, as well as offering exceptional stewardship to a range of supporters across the organisation.

We would welcome applications from candidates with strong fundraising experience and excellent relationship management skills who want to use their experience to make a real difference to the lives of the children and families that we support.

Hours: Full time (37.5 hours), part time hours may be considered

Salary: £27,000 to £30,000 per annum (pro rata for part time)

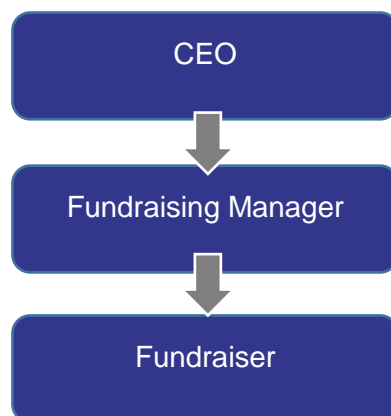
Job purpose

The purpose of the role is to contribute to the development and delivery of the Alexander Devine fundraising strategy by maximising income predominantly from community, events and corporate fundraising.

The post holder will contribute to the growth of a donor acquisition and retention programme, helping us attract new, committed supporters and will be responsible for the delivery of specific agreed fundraising targets.

The post holder will also be responsible for offering exceptional stewardship to a range of supporters across the organisation and will act as a representative of Alexander Devine Children's Hospice promoting the work of our charity locally.

Reporting structure



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Key responsibilities

- Contribute to the development and delivery of a fundraising strategy to help achieve Alexander Devine's short term and long term financial and non-financial objectives
- Maximise voluntary income opportunities through community, events and corporate fundraising activities in Berkshire and the surrounding counties
- Work with the organisation's administration team and third party suppliers to provide a professional supporter and customer care service ensuring that all telephone, email, social media, postal donations, information requests, queries or complaints are processed, fulfilled and recorded accurately, and promptly
- Work across the team to develop and deliver new fundraising products and virtual events, whilst maintaining existing income driving activities
- Ensure that existing community supporters and charity of the year partnerships are managed to their maximum potential through excellent stewardship and account management
- Develop innovative opportunities engage with the local community via networking, public speaking, presentation and demonstrate how this can be achieved remotely and digitally
- Support and develop local fundraising initiatives ensuring all fundraising events are planned, marketed and executed within the planned expenditure and income budget
- To generate and grow income from corporate partnerships (including but not limited to, donations, gifts in kind, sponsorship employee fundraising, event attendance and payroll giving), in order to meet corporate fundraising income targets

- To generate and grow income from community supporters (including but not limited to, local businesses, groups and associations, schools, faith groups and volunteer groups), in order to meet community fundraising targets
- Assist the Fundraising Manager to develop and deliver income streams including, virtual events, legacy, regular giving and major donors
- To assist the Volunteer Development Manager in the development and relationship management of fundraising volunteers and to help maintain high standards in communicating and training of volunteers
- To create fundraising communications, including press releases, events marketing collateral and social media posts, with sign off from Communications and Marketing Officer
- Work under own initiative in a cost effective way to respond to local fundraising opportunities, referring to line manager as appropriate
- Responsible for providing detailed reports on the progress of various income streams to Fundraising Manager, and CEO
- Work within an extremely fast moving environment and identify and respond to changing priorities, taking direction from the Fundraising Manager where necessary
- Maintain best practice surrounding fundraising and supporter care, ensuring compliance with the organisation's policies and GDPR, the fundraising regulator, PECR and other areas of relevant legislation
- Take initiative for your own learning , research new fundraising techniques and keep abreast of developments within the charity sector, hospice movement and Berkshire's business community
- Contribute positively to good teamwork our core values and "one team" culture
- Commitment to ensuring your own wellbeing and that of your colleagues

Person specification

Our ideal candidate will be a positive and proactive fundraiser who is a strategic thinker, confident communicator, has excellent relationship management skills, and is able to comfortably engage at all levels.

With demonstrable experience for achieving targets and growth, you will have enthusiasm and drive with a flair for motivating others. You must relish working in a fast-paced environment with a varied workload. The ability to embrace change and the new structure whilst driving projects forward will be crucial to the success of this role.

Desirable criteria

- Institute of Fundraising Certificate or equivalent
- Experience of developing and stewarding relationships with high-value donors
- Experience of legacy fundraising
- Experience of managing social media platforms including: Facebook, Instagram and LinkedIn

Essential criteria

- Demonstrable attitude and behaviours which champion the Alexander Devine core values: Determined, Empowering, Valuing others, Integrity, Nurture and Empathy
- A commitment to our charity and ensuring that all that come into contact with us have a positive experience
- Experience of working in a target driven fundraising environment, with a proven record of successfully achieving income against target
- Experience of delivering excellent stewardship and relationship management to a range of donors from community groups and individuals to corporates and major donors
- Exceptional communication and presentation skills, confident in networking and the ability to flex your approach dependant on the audience
- Demonstrable experience of creating engaging and compelling written content for varied audiences and purposes, including donor stewardship, event marketing, appeals and social media

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- Excellent track record of developing and maintaining relationships with community groups and individuals to achieve financial targets
- Experience of supporting volunteers to assist income generation
- Experience of identifying, qualifying and securing new corporate business income
- Experience of managing corporate partnerships worth in excess of £10,000
- Strong project management experience with a proven ability to manage and deliver fundraising and stewardship events
- Proven ability to work collaboratively and positively with colleagues to embrace a “one team” culture
- Excellent organisational skills and ability to be flexible and meet deadlines whilst managing a varied workload in a fast paced and unpredictable environment
- Demonstrable experience of producing written financial reports with commentary
- Experience of working with a fundraising CRM database
- Excellent administrative and IT skills to include Microsoft Word, Excel, PowerPoint, Publisher
- Act as an ambassador for Alexander Devine and attend and support fundraising events as and when required
- Full driving licence and use of own vehicle

This job description provides the main requirements of the post but is not exclusive. The Board of Alexander Devine Trustees reserves the right, after due consideration, to indicate a requirement to develop the services where appropriate.

This post will be evaluated and the post holder appraised at regular intervals, when objectives will be set and monitored.

Further information

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 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

Applications must be received by midday **5th October 2020**.

Interviews will take place week commencing **12th October 2020**.