



# **Application Pack**

**Lead for Community & Events Fundraising**

**Closing date for applications: 9<sup>th</sup> October 2023**

## Alexander Devine Children's Hospice Service

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Alexander Devine Children's Hospice Service (Alexander Devine) is a local charity that provides specialist care and vital support to babies, children and young people with life-limiting and life-threatening conditions, and their families, across Berkshire and into surrounding counties.

We individualise our approach to meet the unique clinical, emotional and practical needs of each child and their family, ensuring they receive the best possible care and support. Our comprehensive range of care services include Respite care, Specialist play, Symptom management, Family support, End of life care and Bereavement support. We provide care from our children's hospice in Maidenhead as well as in the family home and across the community, including hospitals and schools.

Our hospice facilities offer opportunities for children and their siblings to experience fun, joy and adventures, and help families make precious memories for as long as they have. These include a hydrotherapy pool, sensory room, music room, games room, outdoor playground and sensory garden, six children's bedrooms and two self-contained family flats. We also have a dedicated bereavement suite with its own garden.

Our children's hospice service is free of charge for families, but it costs over £2.8 million a year just to maintain our current level of care. With very minimal government funding, our charity is almost entirely reliant on donations, fundraising and gifts in Wills to meet the costs of running our service. Which means every penny donated makes a huge difference to those we support.

We currently support over 165 children and their families, but we are committed to growing our service and reaching out to every child and family that needs us. In Berkshire alone, we know that there are an estimated 1,371 children with life-limiting conditions. And research shows that this number is likely to increase by at least a further 11% by 2030.

The charity was founded by John and Fiona Devine in memory of their son Alexander who sadly passed away from a rare brain tumour in 2006 at the age of eight. Their personal experience led them to realise a desperate need for a local children's hospice service with a hospice facility in Berkshire.

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



## Our values, vision and mission

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### Our values

Our work is powered by our core values. They are key to everything that we do and the way in which we do it. Our expectation is that our values are upheld in all that we do and in our engagements, both internally and externally.



#### **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.

### Our vision

We deliver palliative care to children and families through an holistic approach that meets the individual needs of each child and their family.

Our vision is to provide a service within Berkshire and surrounding counties that will give children and families a choice of care and support from a skilled and dedicated team. We work closely with the NHS, local authorities and other services in delivering our care.

### Our mission

**Reaching out to every child and family who needs us, offering support and care from people who understand.**

Determined \* Empowering \* Valuing others \* Integrity \* Nurture \* Empathy

## The role

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### Lead for Community & Events Fundraising

<b>Hours</b>	Up to 37.5 hours per week (will include some weekend and out of hours working).  Part time working will be considered, no less than 3 days per week.
<b>Salary</b>	Band 6: £34,376 to £42,007 per annum, pro-rata for part time
<b>Location</b>	Alexander Devine Children's hospice in Maidenhead, Berkshire  Occasional working from home will be considered
<b>Benefits</b>	Competitive salary Generous annual leave (plus your birthday as an additional day off) Pension Employee assistance programme Free on-site parking

## Job purpose

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To contribute to the Alexander Devine fundraising strategy by developing and delivering the community fundraising programme

<b>Grade</b>	Lead for Community & Events Fundraising - Band 6
<b>Managerial reporting responsibility</b>	Director of Fundraising, Alexander Devine Children's Hospice Service
<b>Professional reporting responsibility</b>	Director of Fundraising, Alexander Devine Children's Hospice Service
<b>Direct Reports</b>	Two Community Fundraisers

## Job Description

### Areas of responsibility

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1. Identify, build and maintain strong relationships with individuals, community groups, schools, businesses, and local organisations to create fundraising opportunities and secure support.
2. Develop and implement creative and effective fundraising initiatives, including events, challenges, appeals, and partnerships, to maximise income generation and donor engagement.
3. Provide guidance, support, and resources to individuals and groups organising community-led fundraising activities on behalf of the charity.
4. To lead on a number of Hospice led events.
5. To assist the Volunteer Development Manager in recruiting, training and supporting community volunteers to nurture their continued support and assistance.
6. Collaborate with the Marketing and Communications Manager to develop compelling fundraising materials, including promotional materials, online campaigns, and social media content.
7. Maintain accurate and up-to-date records of supporters, fundraising activities, income, and expenses.
8. Monitor and analyse fundraising performance, produce regular reports, and provide recommendations for improvement and growth.
9. Work collaboratively across the fundraising team and the wider organisation to support each other and maximise opportunities.
10. To line manage the community fundraisers ensuring they are empowered and supported in their own work and that the team works well together.
11. Represent the charity at community events, meetings, and networking opportunities, delivering engaging presentations to inspire support and promote the charity's work.
12. Stay up-to-date with fundraising trends, best practices, and regulatory requirements in the charity sector, ensuring compliance with relevant laws and guidelines.

## Duties in common with other members of staff

- Contribute positively to good teamwork.
- A commitment to, attitude and behaviour that reflects our core values - Determined, Empowering, Valuing others. Integrity, Nurture, Empathy.
- Commitment to ensuring your own wellbeing and that of your colleagues.
- To report and record accidents and incidents.
- To be an ambassador for the charity.
- To uphold and demonstrate the values of the charity.
- To maintain the best appearance of your immediate working area.
- To demonstrate a positive and supportive attitude to staff and volunteers.
- Respect confidentiality applying to all areas of the hospice.
- To adhere to the Infection Control Policies and Procedures set by the charity and the Care Quality Commission.

**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
<b>Education, training and qualifications</b>	English Language and Mathematics GCSE or equivalent grade C (grade 4) or above  Excellent administrative skills  Demonstrable proficiency in intermediate IT skills including Microsoft Office, Outlook, Access, Excel, PowerPoint, Publisher and a CRM database.	Chartered Institute of Fundraising Certificate or equivalent.
<b>Experience</b>	Previous experience in community fundraising and event management  Management of volunteers	Both challenge and special event management experience  Line Management experience
<b>Skills</b>	Excellent face to face and spoken communication skills and ability to build relationships with a range of supporters and volunteers with varied motivations and interests	

	<p>Knowledge of social media and digital tools, platforms and techniques and the opportunities to maximise them for fundraising</p> <p>Ability to work well under own initiative, cope well with managing deadlines and juggle numerous marketing and fundraising demands at once</p> <p>Self-motivated and target-driven, with a demonstrated ability to meet and exceed fundraising goals.</p> <p>Creative thinker with the ability to develop innovative fundraising initiatives and campaigns.</p> <p>Strong organizational and project management skills, with the ability to manage multiple priorities and meet deadlines.</p> <p>Proficiency in using fundraising databases and CRM systems to manage donor data and track fundraising activities.</p>	
	<b>Essential</b>	<b>Desirable</b>
<b>Other</b>	<p>Car driver and vehicle available for working.</p> <p>Flexible schedule to accommodate evening and weekend events particularly during summer months and the pre-Christmas period. (Time off in lieu will be given)</p> <p>Commitment to the mission and ethos of Alexander Devine Children's Hospice Service</p> <p>Able to work within and uphold our core values: determined, empowering, valuing others, integrity, nurture and empathy.</p> <p>Ability to work alone and as a member of a team.</p> <p>Able to assess risk to maintain personal safety in a variety of settings.</p> <p>Ability to cope with the physical demands expected of the role e.g. moving and handling.</p> <p>Willing to undertake an Enhanced DBS.</p> <p>Passed fit to undertake the duties of the post by Occupational Health.</p>	

## A rewarding and special place to work

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Finding ways to recognise, reward and support every member of our team is important to us. Here's four big reasons why you will want to join our charity...



### The amazing people that work here

Very simply, the team at Alexander Devine makes our charity such a unique place to work. To quote one of the young people that we support:

*"If I had to summarise what makes Alexander Devine so special, I would say it's the people that work there...they are like family to us"*

Whichever part of the charity you are working or if you are a volunteer, we are proud of our 'one team' spirit.



### An employer that listens and cares

We pride ourselves on ensuring our staff receive regular supervision and support from their line manager, with opportunities for further training and development.

We also have an employee assistance programme, offering our employees a free confidential advisory and counselling service to help with any personal, work or family issues they may face.



### A beautiful setting in a convenient location

Our stunning purpose-built hospice is surrounded by beautiful countryside, but also just a stones throw from the M4 and A404, on the outskirts of Maidenhead.

There is free on-site parking for all staff.



### A strong focus on work / life balance, taking care of your health and planning for retirement

Making sure our employees have a good work/life balance is vital. In addition to a wellbeing programme, we offer generous annual leave entitlement with a day off for your birthday and an extra two additional days holiday, known as Alexander days each year.

There are also staff discounts on a range of products and services including travel and high street savings.

## 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 an Enhanced DBS check.

### How to apply

For an informal discussion about the role, please call Anne Bajorek, Director of Fundraising, on **01628 822777** or email questions to [anneb@alexanderdevine.org](mailto:anneb@alexanderdevine.org)

For an application form, please email [fayd@alexanderdevine.org](mailto:fayd@alexanderdevine.org)

Completed applications must be returned to [fayd@alexanderdevine.org](mailto:fayd@alexanderdevine.org), no later than midday on 9<sup>th</sup> October 2023