



# **Application Pack**

## **Supporter Engagement Fundraiser**

**Applications reviewed when received**

## 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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### Supporter Engagement Fundraiser (Individual Giving)

<b>Hours</b>	3 days a week (22.5 hours per week). Hybrid working will be considered.
<b>Salary</b>	Band 5 FTE: £27,507 to £33,682 per annum (£16,504 - £20,172 pro-rata)
<b>Location</b>	Alexander Devine Children's hospice in Maidenhead, Berkshire
<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 overall development and the delivery of the Alexander Devine fundraising strategy by developing and delivering an individual giving strategy to maximise income and recognise the generosity of our supporters.

<b>Grade</b>	Supporter Engagement Fundraiser - Band 5
<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

## Job Description

### Areas of responsibility

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1. Using both existing and new channels, create engaging appeals and campaigns to acquire new and repeat individual donors including:
  - a. Direct Mail
  - b. E-mail Marketing and Newsletters
  - c. Face to Face opportunities at AD and community events
  - d. Digital
2. Take a lead reviewing, developing, coordinating and delivering our annual appeals (Christmas, Spring, Children's Hospice Week) coordinating with the Marketing & Comms Manager and other fundraising colleagues to ensure there is a cohesive approach to these major campaigns and we can maximise income across all areas of fundraising.
3. Develop and deliver a multi-channel supporter journey plan which crosses income areas to encourage one off, repeat and regular and upgraded donations including:
  - a. Provide stewardship to all regular donors so they feel informed, appreciated, and motivated to continuing giving.
  - b. Devise and organise opportunities for us to thank our supporters including supporter appreciation campaigns, Blue Tea coffee mornings and invitations to tours and events.
  - c. Working with fundraising colleagues to give supporters engaged in other areas of our fundraising the opportunity to become a cash donor where appropriate.
4. To work with the marketing and comms team to create resources needed to be successful.
5. To interrogate our data to ensure communications are appropriate and most effective and opportunities are identified and maximised.
6. Support colleagues by conducting data analysis and desk-based research as required to help identify potential major donors.
7. To be a champion of our Salesforce database helping other team members to maximise their use of the system.
8. Maximise the opportunity to claim Gift Aid on eligible donations.
9. With the support of the Fundraising Administrator and Finance Team, ensure all donations are properly recorded and thanked.

10. Manage the budgets allocated to these activities by setting income and expenditure budgets, monitoring performance against budget and analysing the success of activities.
11. Contribute positively to good teamwork.
12. A commitment to, attitude and behaviour that reflects our core values - Determined, Empowering, Valuing others. Integrity, Nurture, Empathy.
13. Commitment to ensuring your own wellbeing and that of your colleagues.

### **Duties in common with other members of staff**

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- 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>	<p>English Language and Mathematics GCSE or equivalent grade C (grade 4) or above</p> <p>Excellent administrative skills</p> <p>Demonstrable proficiency in intermediate IT skills including Microsoft Office, Outlook, Access, Excel, PowerPoint, Publisher and a CRM database.</p>	Chartered Institute of Fundraising Certificate or equivalent.
<b>Experience</b>	Previous experience in a similar fundraising role or transferable experience from a different sector	Proven experience in donor acquisition
<b>Skills</b>	<p>Able to evaluate data and campaign results to identify opportunities, measure success and inform future work.</p> <p>Excellent copywriting, creative and proofreading skills for both online and offline materials.</p> <p>Excellent face to face and spoken communication skills and ability to build relationships with supporters.</p> <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>Knowledge of legislation related to fundraising, particularly the role of data protection in direct marketing.</p>	Basic event management skills

	Essential	Desirable
Other	<p>Car driver - vehicle available for working.</p> <p>Ability to work flexible working hours.</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)**

To apply for the role, please request an application from [fayd@alexanderdevine.org](mailto:fayd@alexanderdevine.org)

Applications review when received