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**Application Pack**

**Direct Marketing Fundraiser**

**Closing date for applications: 27th May 2025**

**Alexander Devine Children’s Hospice Service**

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 £3million 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 200 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**

**Reg. Charity No. 1118947**

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**Our values, vision and mission**

Diagram, timeline

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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.

**Our vision**

We deliver palliative care to children and families through a 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.**

**The role**

**Direct Marketing Fundraiser**

**Hours** Part time – 22.5 hours per week

**Salary**  Band 5 £17,849 to £21,857 per annum (£29,749 to £36,429 pro rata)

**Location** Hybrid.

**Benefits**  Competitive salary

Generous annual leave (plus your birthday as an additional day off)

Pension

Employee assistance programme

Death in Service Cover

Private Medical Insurance

Free on-site parking

**Job purpose**

The post holder will be responsible for the delivery of our annual individual giving campaigns and stewardship of our supporters, working to inspire and support our local community to help us in our mission.

|  |  |
| --- | --- |
| **Grade** | Direct Marketing Fundraiser - Band 5 |
| **Managerial reporting responsibility** | Lead for Trusts and Supporter Engagement, Alexander Devine Children’s Hospice Service |
| **Professional reporting responsibility** | Lead for Trusts and Supporter Engagement, Alexander Devine Children’s Hospice Service |

**Job Description**

**Areas of responsibility**

Reporting to the Lead for Trusts and Supporter Engagement, you will play a key role in the continued development of our individual giving income stream, providing appropriate support to those who make a one-off and regular donation to our charity as well as using all available opportunities to increase donations.

* Deliver a schedule of planned fundraising direct marketing activities, including appeals and supporter newsletters.

Take a lead reviewing, developing, coordinating and delivering our annual direct marketing appeals (Christmas, Spring, Children’s Hospice Week) including design, copy, data selections, print, production, postage and digital components and coordinating with the Communications 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.

* Develop and deliver a multi-channel supporter journey plan which crosses income areas to encourage one off, repeat, regular and upgraded donations including:
  + Provide stewardship to all regular donors so they feel informed, appreciated, and motivated to continuing giving.
  + Devise and organise opportunities for us to thank our supporters including supporter appreciation campaigns, coffee mornings and invitations to tours and events.
  + Working with fundraising colleagues to give supporters engaged in other areas of our fundraising the opportunity to become a cash donor where appropriate.
* To work with the Communications team to create resources needed to be successful including our bi-annual supporter newsletter and monthly digital newsletters.
* To work with the Communications team to ensure digital fundraising has been considered across all campaigns and ensure an integrated approach where necessary.
* To work effectively with our data to ensure communications are appropriate and most effective and opportunities are identified and maximised.

* Support the Lead for Trusts and Supporter Engagement in the implementation and delivery of a new hospice lottery.
* With the support of the Fundraising Administrator and Finance Team, ensure all donations are properly recorded and thanked.
* Manage the budgets allocated to these activities, monitoring performance against budget and analysing the success of activities.
* Stay up-to-date with best practices and regulatory requirements, ensuring compliance with GDPR and data protection regulations, relevant laws and guidelines.

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

* Contribute positively to good teamwork.
* To report and record accidents and incidents.
* To be an ambassador for 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.
* 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.

**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** |
| **Education, training and qualifications** | English Language and Mathematics GCSE or equivalent grade C (grade 4) or above  Excellent administrative skills |  |
| **Experience** | Relationship management experience  Experience creating inspiring marketing materials  Experience planning and delivering campaigns or projects with fixed deadlines  Experience of planning and delivering marketing and digital activities  An understanding of GDPR regulation | Database experience including data entry and data analysis  Experience of working in a fundraising context and of fundraising  processes and tools  Event Planning  Experience of direct marketing across multiple channels including offline and digital |
| **Skills** | High attention to detail    Numerate - Confidence using data and insight to evaluate and improve performance  Excellent copywriting, creative and proofreading skills for both online and offline materials.  Excellent face to face and spoken communication skills and ability to build relationships with colleagues across multiple teams and supporters.  Basic event management skills to plan supporter focused events.  Ability to work well under own initiative, cope well with managing deadlines and juggle numerous marketing and fundraising demands at once.  Knowledge of legislation related to fundraising, particularly the role of data protection in direct marketing.  Excellent proficiency in Microsoft Office including word, excel and outlook  An understanding of CRM and/or marketing databases | Advanced Excel skills  Basic skills in Canva or an equivalent design package  Experience of writing fundraising copy |
|  | **Essential** | **Desirable** |
| **Other** | Car driver - vehicle available for working  Commitment to the mission and ethos of Alexander Devine Children’s Hospice Service  Able to work within and uphold our core values: determined, empowering, valuing others, integrity, nurture and empathy  Ability to work alone and as a member of a team  Able to assess risk to maintain personal safety in a variety of settings  Ability to cope with the physical demands expected of the role  Willing to undertake an Enhanced DBS  Passed fit to undertake the duties of the post by Occupational Health |  |

**A rewarding and special place to work**

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…

A group of people posing for a photo in front of a brick building

Description automatically generated**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.

A picture containing person, appliance, indoor

Description automatically generated**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 picture containing sky, outdoor, grass, flower

Description automatically generated**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**

**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@alexanderdvine.org](mailto:fayd@alexanderdvine.org)

Completed applications must be returned to [fayd@alexanderdevine.org](mailto:fayd@alexanderdevine.org), by midday on **27th May 2025.**