

## JOB DESCRIPTION

### 1. JOB IDENTIFICATION

Job Title:	<b>Head of Business Development</b>
Responsible to:	Chief Executive Officer
Department(s):	Income Generation
Last Updated:	October, 2024

### 2. JOB PURPOSE

The **Head of Business Development** plays a pivotal role in supporting the growth and financial sustainability of St Vincent's Hospice. This highly strategic role involves managing and developing the Trusts and Grants portfolio, establishing major donor income streams, and driving the hospice's lottery and innovative income-generating initiatives.

In addition, the postholder will be responsible for developing a comprehensive **three-year strategy and income budget** that demonstrates **sustainable year-on-year growth**. Reporting directly to the CEO, the role focuses on identifying new opportunities for growth, securing significant income through diverse channels, and working closely with senior management to align business development efforts with the hospice's broader goals.

### 3. DIMENSIONS OF THE ROLE

#### Key Responsibilities

#### Strategic Leadership and Business Development:

- Develop and implement a comprehensive **Business Development strategy** in line with the hospice's strategic aims, working closely with the CEO and Senior Management to meet ambitious growth and income targets.
- **Take full responsibility for achieving the set budget for Trusts and Foundations**, ensuring consistent growth year on year. Lead the strategic direction for securing and managing this income stream, including identifying new funding opportunities, building a strong pipeline, and cultivating long-term relationships with funders.
- Scope tender opportunities and **manage large-scale bids** to core funders (e.g., National Lottery), managing the entire process from research and writing to submission and reporting.
- **Develop and establish a new major donor income stream**, creating and implementing targeted strategies to identify, engage, and cultivate lasting relationships with high-net-worth individuals, ensuring sustainable growth in this area.

- **Oversee the partnership with the third-party supplier for the hospice lottery**, ensuring optimal collaboration to maximise the impact of the hospice's activities. Leverage these efforts to drive lottery acquisition and increase income, with a focus on sustained growth.

#### **Income and Funding Development:**

- Build and maintain a pipeline of **mid to large-scale funding opportunities** (£30k - £100k+) through Trusts, Foundations, and statutory grants.
- Coordinate proposal development, ensuring high standards in **writing, reviewing, and editing proposals**.
- Develop **Cases for Support** tailored to different funding sources, ensuring alignment with St Vincent's mission and goals.
- Identify new partnerships and **build relationships with strategic stakeholders**, donors, and partners, positioning St Vincent's Hospice as a leader in palliative care.

#### **Stakeholder Engagement & Relationship Building:**

- Engage and build strong relationships with corporate partners, community leaders, and philanthropic networks to expand the hospice's funding base.
- Strengthen ongoing engagement with strategic partners, ensuring St Vincent's Hospice remains relevant and recognised within the Scottish care sector.
- Represent St Vincent's Hospice at key **meetings, conferences, and strategic opportunities**, ensuring the hospice's values and mission are communicated effectively.

#### **Innovation and Entrepreneurial Leadership:**

- Identify, develop, and implement creative income-generating ideas, fostering innovation to achieve St Vincent's strategic goals.
- Ensure any opportunities that fall below the business development level are shared with the fundraising team for further exploration and execution.
- Continuously explore new business opportunities and partnerships that align with St Vincent's values and community-focused mission, driving sustainable growth across all income streams.

## **4. ROLE OF ORGANISATION**

### **Our Vision**

St. Vincent's Hospice is a charitable organisation at the heart of the community, offering specialist care and services to all those affected by life-shortening illness; we are known as "the little hospice with the big heart".

Care for all is at the heart of everything we do. We achieve this by:

- Being passionate about delivering high quality palliative care and support;
- Working with patients, families and those closest to them to ensure that care is right for everyone, every time;
- Having appropriately skilled teams who are able to work in home, hospice and other settings;
- Ensuring we have the necessary funds to maintain and develop services;
- Using our influence and expertise to shape the development of palliative care locally and nationally.

## **Our Values**

Caring	Respect
Compassion	Dignity
Commitment	Sensitivity

### **In putting people at the heart of everything we do, we work together to:**

- Support every person as a unique and valued individual
- Respect the dignity of everyone
- Listen to and respect the wishes of people

### **In striving for excellence in every aspect of our services, we:**

- Provide a safe, comfortable, caring environment
- Develop and provide high quality services that are underpinned by audit and research
- Demonstrate clinical, financial and organisational excellence
- Work to achieve financial sustainability
- Deliver effective leadership and management throughout the organisation
- Ensure we have the right number of people with the right skills in the right place at the right time

### **In building relationships, we:**

- Listen to, respect and value the contribution of everyone
- Work together to improve all of our services
- Extend our collaboration with external partners

## **5. (a) EQUIPMENT AND MACHINERY**

### **IT Equipment**

- Computer/Laptop
- Projector
- Telephone Systems including telephone conferencing equipment
- Multifunction Device (Printer/Photocopier/Scanner)
- Franking Machine
- Laminator
- Binding equipment
- Guillotine

## **6. (b) SYSTEMS**

- Microsoft Office (incl Word, Excel, Publisher, PowerPoint, Outlook, Teams)
- Internet
- Website
- Social media platforms
- Raisers Edge database
- Third party platforms

## 7. ASSIGNMENT AND REVIEW OF WORK

The post holder works within clearly defined occupational policies, protocols, procedures and/or codes of conduct. Advice and support are available from the CEO where required. Workload is demand-led based on staff and volunteer activity.

A formal review of performance and objective setting is carried out by the CEO in accordance with Hospice performance management arrangements and regular review of workload and performance also takes place.

The post holder is responsible for highlighting areas where learning and development is required.

## 8. DECISIONS AND JUDGEMENTS

The post holder will prioritise tasks on a daily basis, making judgements concerning their own working day and using initiative where appropriate.

The post holder is required to comply with Hospice Policies and Procedures.

The post holder has responsibility for ensuring that all their own activities in relation to patient or supporter information (creation, access, storage, maintenance, destruction, communication and transportation) are carried out in line with relevant legislation and policies and procedures, including Information Governance Policy and General Data Protection Regulations (GDPR).

## 9. MOST CHALLENGING/DIFFICULT PARTS OF THE JOB

**Meeting Ambitious Income Targets:** Balancing the need to achieve and exceed challenging income targets across multiple income streams, including Trusts and Foundations, major donors, and the lottery, while ensuring sustainable growth year on year.

**Managing Multiple Priorities:** Simultaneously driving strategic business development initiatives while maintaining strong relationships with existing funders and partners, and ensuring alignment with the hospice's overall goals.

**Adapting to a Changing Funding Landscape:** Navigating the unpredictability of the funding environment, including changes in donor priorities, economic fluctuations, and increased competition for limited resources.

**Building New Revenue Streams:** Developing and launching new income streams, such as major donor programs, while managing the pressure to quickly demonstrate impact and return on investment.

**Collaboration and Stakeholder Management:** Balancing the needs of various internal and external stakeholders, including senior leadership, the fundraising team, external partners, and third-party suppliers, to ensure successful delivery of key objectives.

**Maintaining Innovation and Momentum:** Continuously generating and implementing innovative ideas for income generation while ensuring that routine operations, such as the hospice lottery, continue to grow and perform well.

**Long-term Strategy vs. Short-term Wins:** Striking the right balance between developing long-term business development strategies and delivering short-term income generation results that meet immediate financial needs.

## 10. COMMUNICATIONS AND RELATIONSHIPS

The post holder will be required to **build and maintain highly effective, strategic relationships** with a wide range of stakeholders, including Hospice staff, major donors, partners, supporters, volunteers, and key representatives from external agencies and bodies. As a key ambassador for St Vincent's Hospice, the ability to influence and engage stakeholders at all levels is critical.

The post holder will regularly handle **sensitive and confidential information**, ensuring clear, consistent, and professional communication while maintaining the highest levels of tact, diplomacy, and discretion. Strong interpersonal skills will be essential to navigate complex relationships and resolve conflicts, ensuring the hospice's best interests are upheld at all times.

They will need **excellent verbal and written communication skills** to effectively convey information, inspire action, and build trust both internally and externally.

Additionally, the role requires an ability to tailor messaging to various audiences, from volunteers and staff to high-level donors and partners, ensuring clarity, engagement, and alignment with St Vincent's values and strategic objectives.

## 11. PHYSICAL, MENTAL, EMOTIONAL AND ENVIRONMENTAL DEMANDS OF THE JOB

### Physical Demands

- **Prolonged Sitting:** The role requires extended periods of sitting, often while engaging in computer-based tasks or meetings.
- **Extended Use of Display Screen Equipment (DSE):** Frequent use of DSE for data entry, proposal writing, and communications is necessary, necessitating adherence to ergonomic practices to mitigate fatigue and discomfort.

### Mental Demands

- **High Concentration Levels:** The position demands sustained concentration when preparing sensitive or confidential documentation, analysing data, and developing strategic plans.
- **Adaptability to Interruptions:** Flexibility is essential, as the role often involves managing interruptions and responding to unforeseen events that require quick adjustment of focus and priorities.

- **Complex Decision-Making:** The ability to maintain high levels of concentration is crucial when managing personnel correspondence, documentation, and strategic initiatives, ensuring accuracy and compliance with organisational standards.
- **Timely Execution of Key Tasks:** The role requires efficient and precise completion of critical tasks under tight deadlines, necessitating strong organisational skills and the ability to prioritise effectively.
- **Multitasking Abilities:** The postholder must manage several tasks simultaneously while ensuring that quality and timeliness are maintained across all activities.

### Emotional Demands

- **Balancing Competing Priorities:** The role often requires juggling competing priorities and demands, necessitating strong emotional resilience and effective time management skills.
- **Diplomatic Engagement:** The ability to act with tact and diplomacy is essential, especially when addressing conflicting priorities and managing stakeholder expectations under pressure.
- **Exposure to Sensitive Situations:** Occasional exposure to emotionally charged situations is expected, such as interactions with bereaved families, requiring compassion and professionalism.

### Environmental Demands

- **Dynamic Office Environment:** The role is situated in a busy office setting, where frequent unplanned interruptions and competing demands are common, necessitating adaptability and strong organisational skills.
- **Tight Deadlines and Workload Management:** Regularly working to tight timelines requires the ability to reorganise workload effectively to meet strategic objectives and respond to emerging challenges.

## 12. KNOWLEDGE, TRAINING AND EXPERIENCE REQUIRED TO DO THE JOB

### Skills and Knowledge

#### Essential:

- **Proficient in IT and CRM Systems:** Strong working knowledge of standard IT packages and CRM systems, enabling effective data management, reporting, and communication strategies.
- **Customer-Facing Experience:** Demonstrated experience in customer-facing roles, showcasing the ability to engage and build relationships with diverse stakeholders.
- **Financial Management Acumen:** Solid understanding of standard financial management processes, including budgeting, forecasting, and financial reporting, to ensure sound decision-making.
- **Exceptional Communication Skills:** Proven ability to communicate clearly and persuasively, both verbally and in writing, with the capacity to tailor messages for various audiences.
- **Social Media Proficiency:** Confidence in leveraging social media platforms for outreach, engagement, and relationship building to enhance fundraising efforts.

## Personal Qualities

### Essential:

- **Outstanding Written and Oral Communication:** Exceptional communication skills, with a keen eye for detail, ensuring clarity and professionalism in all interactions.
- **Collaborative Team Player:** Strong ability to work collaboratively within a team when required, fostering a positive and productive working environment.
- **Effective Time Management:** Excellent organisational skills, with the capability to manage time effectively and prioritise tasks to meet deadlines in a fast-paced setting.
- **Adaptability in a Complex Environment:** Comfortable navigating the challenges of a dynamic, fast-growing organisation, demonstrating resilience and flexibility.
- **Self-Motivated and Proactive:** Highly self-motivated, demonstrating initiative and a proactive approach to identifying and addressing opportunities and challenges.
- **Strategic Thinker:** Capable of contributing innovative ideas and insights that inform decision-making and drive the organisation's strategic objectives.
- **Numeracy Skills:** A high degree of numeracy, enabling accurate data analysis and financial oversight in various contexts.

### OTHER

Must hold a valid driving license and have access to a car and be able to undertake occasional travel within Renfrewshire and North Ayrshire.

### 13. JOB DESCRIPTION AGREEMENT

This job description is a general outline of the above post and it is not exhaustive. This job description is subject to periodic review with the post holder. Duties may change in line with the service changes and of the post holder's own personal development.

I agree that this is an accurate reflection of the duties involved in my current role in St. Vincent's hospice.

Job Holder's Signature

Date:

Head of Department Signature

Date: