

JOB DESCRIPTION

1. JOB IDENTIFICATION

Job Title: **Senior Fundraiser**

Responsible to: Head of Fundraising

Department(s): Income Generation

Last Updated: May, 2025

2. JOB PURPOSE

The **Senior Fundraiser** plays a key leadership role in driving income generation through community fundraising, corporate partnerships, and event management. This role is responsible for developing and delivering a strategic plan to grow supporter engagement and financial contributions, ensuring St Vincent's Hospice is the charity of choice for businesses, community groups, and individual fundraisers.

The postholder will provide **leadership, guidance, and motivation** to the Community, Corporate & Events fundraising team, ensuring ambitious income targets are met. A key aspect of the role is identifying and securing new partnerships, developing a robust events portfolio, and enhancing engagement with supporters to maximise participation and long-term commitment.

3. DIMENSIONS OF THE ROLE

Key Responsibilities

Strategic Leadership & Fundraising Development

- ▮ Lead, inspire, and manage the fundraising team, ensuring professional development and high performance.
- ▮ Identify new income streams, leveraging market trends and innovative fundraising approaches.
- ▮ Build strong relationships with stakeholders, including businesses, community groups, local authorities, and volunteers, to maximise opportunities.
- ▮ Set and monitor fundraising targets, producing regular reports for the Head of Fundraising.

Corporate Fundraising & Partnerships

- ▮ Develop and grow corporate partnerships, securing sponsorships, donations, and employee engagement opportunities.
- ▮ Lead on high-value corporate fundraising initiatives, ensuring tailored engagement and meaningful partnerships.
- ▮ Manage the prospect pipeline for corporate giving, ensuring long-term sustainability.

- ▮ Act as the lead representative at corporate networking events, securing new business relationships and collaborations.

Community Fundraising & Engagement

- ▮ Oversee the development of community-led fundraising initiatives, ensuring sustainable income generation.
- ▮ Work with schools, local groups, and individuals to inspire fundraising activities.
- ▮ Develop and maintain relationships with key community stakeholders, ensuring excellent stewardship and ongoing support.
- ▮ Oversee the hospice's Volunteer Fundraising Groups, providing guidance and strategic direction.

Events Management

- ▮ Lead the planning and execution of a diverse range of fundraising events, ensuring financial targets and participation goals are met.
- ▮ Research and promote third-party challenge events, maximising supporter participation.

Marketing & Communications

- ▮ Ensure all fundraising activities align with the hospice's brand values and strategic vision.
- ▮ Develop high-quality fundraising proposals and presentations to engage potential corporate and community partners.
- ▮ Utilise Raiser's Edge to track fundraising activities, maintain donor records, and enhance engagement strategies.

Team Leadership & Volunteer Coordination

- ▮ Line manage and mentor our Fundraiser, ensuring professional growth and performance excellence.
- ▮ Oversee the recruitment and engagement of fundraising volunteers, ensuring effective resource allocation.
- ▮ Foster a collaborative team culture, encouraging innovation and shared success.

General Duties

- ▮ Ensure compliance with fundraising regulations and hospice policies.
- ▮ Represent the hospice at key events, conferences, and corporate functions.
- ▮ Undertake additional duties as reasonably required by the Head of Fundraising.

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
- ▢ Telephone Systems including telephone conferencing equipment
- ▢ Multifunction Device (Printer/Photocopier/Scanner)
- ▢ Franking Machine
- ▢ Laminator

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 Head of Fundraising 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 Head of Fundraising 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 daily, 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

- Balancing multiple priorities and deadlines, often under pressure and with changing circumstances.
- Engaging new supporters and corporate partners in an increasingly competitive fundraising environment.
- Managing and motivating volunteers and staff while maintaining a high level of enthusiasm and morale.
- Ensuring the success of fundraising events, despite external challenges such as weather, economic conditions, or unforeseen logistical issues.
- Maintaining compliance with fundraising regulations and best practices while innovating and expanding fundraising strategies.
- Navigating sensitive conversations with donors and corporate partners regarding financial contributions and expectations.

- ▮ Managing personal resilience and emotional well-being when working closely with hospice service users, bereaved families, and individuals with life-limiting illnesses.

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, 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:

- ▮ Regularly required to sit at a desk for extended periods using a computer and other office equipment.
- ▮ Frequent travel within the community to attend meetings, fundraising events, and networking engagements.
- ▮ Occasional lifting and manual handling of event materials, promotional items, and equipment.

Mental Demands:

- ▮ Managing multiple projects, deadlines, and competing priorities in a fast-paced environment.
- ▮ Regular need for focused concentration when preparing reports, proposals, and presentations.
- ▮ Ability to make sound decisions under pressure, particularly in high-profile fundraising situations.

Emotional Demands:

- ▮ Engaging with hospice service users, bereaved families, and individuals experiencing emotional distress.
- ▮ Navigating difficult conversations with donors, supporters, and corporate partners.

- ▮ Maintaining personal resilience while working with sensitive topics related to palliative care and loss.

Environmental Demands:

- ▮ Office-based with regular travel across Renfrewshire and North Ayrshire.
- ▮ Occasional exposure to outdoor conditions when attending or supporting events.
- ▮ Working in a busy office environment with frequent interruptions and high workload pressures.

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

Skills and Knowledge

Essential:

- ▮ Proven experience in senior fundraising, corporate partnerships, or event management roles.
- ▮ Strong leadership and team management skills, with experience in coaching and mentoring.
- ▮ Demonstrable track record of achieving ambitious fundraising targets.
- ▮ Excellent relationship management and negotiation skills.
- ▮ Strong strategic thinking, problem-solving abilities, and commercial acumen.
- ▮ Excellent communication and presentation skills, both written and verbal.
- ▮ Proficiency in Microsoft Office and CRM systems (Raiser's Edge preferred).
- ▮ Willingness to work flexible hours, including evenings and weekends as required.
- ▮ Full UK driving license and access to own transport.

Desirable:

- ▮ Experience in the hospice or healthcare charity sector.
- ▮ Understanding of fundraising regulations and best practices.
- ▮ Experience managing large-scale events and campaigns.

Personal Qualities

- ▮ Passionate about the mission of St Vincent's Hospice.
- ▮ Highly personable and approachable, with strong networking skills.
- ▮ Organised, proactive, and results-driven.
- ▮ Committed to maintaining the highest standards of professionalism and confidentiality.

OTHER

Must hold a valid driving license and have access to a car and be able to undertake 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: