

## GENERAL INFORMATION

Job Title:	Head of Income Generation
Hours:	Full time at 37.5 hours per week (will involve some evening and weekend working).
Terms & Conditions	In accordance with the Hospice pay terms and conditions
Responsible to:	Chief Executive
Accountable to:	Chief Executive
Main Base:	Alnwick or Berwick

## 1. OVERALL AIM

To achieve strong, sustained income growth through an effectively led and inspired income generation, retail and marketing team, enabling Hospice Care North Northumberland (HCNN) to achieve its vision, strategic aims and financial targets.

To lead and develop effective marketing strategies for the hospice. Ensuring the effective promotion of HCNN, and engendering support from all sectors of the local community for the work of the hospice

Responsible for the following operations:

- All voluntary income through Fundraising, Retail and digital; Trusts and Grants; new business developments and projects (as appropriate); models of social enterprise
- External, internal and clinical communications, media, public affairs, digital and marketing communications strategies.
- Leadership of staff: Fundraising, Retail, Communications and Marketing staff, and associated volunteers.

## 2. MAIN DUTIES AND RESPONSIBILITIES

### Key Responsibilities (SLT)

#### Strategic Leadership

- Ensure HCNN fulfils its mission, via delivery of the organisational strategy and embeds a culture of continuous improvement.
- Ensure the long-term sustainability of HCNN, via delivery of the strategy through planned and sustainable income generation.
- Ensure HCNN manages risk effectively.
- Ensure that services are co-produced by the people using them or supporting the hospice.

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- Demonstrate, safeguard and promote HCNN values ensuring that they are at the core of everything we do.
- Lead change management processes across all areas of responsibility as required.
- Act as a positive member of the Senior Leadership Team, contributing effectively to the overall leadership of HCNN and playing a strong role in collective leadership.
- Represent HCNN to enhance its external profile.

### Workforce Leadership

- Provide effective leadership for the department, harnessing the efforts of the team and enabling staff to operate to their full potential and achieve their goals.
- Responsible for ensuring ongoing development of staff and volunteers in the department.
- Responsible for ensuring workforce accountability for the delivery of agreed plans and targets
- Ensure that performance management systems and salary structures are applied consistently in line with HCNN values and agreed human resource management frameworks and policies.
- Develop and deliver training/development activities in designated areas of expertise.
- Ensure the development of volunteer roles, support and management across the department.

### Budgetary and Statutory Responsibilities

- Prepare papers and reports for Hospice Board and other agencies as required and to agreed deadlines.
- To formulate budgets for the department.
- To work within HCNN financial policies and procedures.
- Adhere to Charity Commission guidance on fundraising and the FR Code of Practice
- Ensure an effective return on investment for all resource and budget allocation.
- Develop and maintain a pipeline of IG opportunities and prospects
- Ensure compliance with privacy and electronic communications regulations (PECR)

### Professional Development

- To maintain own professional expertise and to be responsible for own professional development.



## **Key Responsibilities (Department)**

### General - Voluntary Income generation strategy creation, implementation and monitoring.

- Create, implement and continuously improve income generation, marketing and community engagement strategies for HCNN Hospice.
- Develop measurable outcomes for income generation, community engagement and marketing, establishing performance indicators and departmental shared working values and policies to enable the outcomes to be achieved.
- To monitor and review departmental performance to ensure all staff are working effectively and collaboratively within agreed strategy and policies.
- To ensure that an effective mechanism exists to analyse and assess key risks and assumptions for all income generation and community engagement activities.
- To ensure that the profile of HCNN is maintained and enhanced in key target markets.
- To advise CEO and Trustees on income issues, providing recommendations on strategic and policy options.
- To oversee the management and development of the CRM system and data to maximise income generation initiatives.

### Effective Working Relationships

- To behave in a professional manner at all times, reflecting and maintaining the values and ethos of the organisation and generating a positive image of HCNN.
- To contribute to the maintenance of HCNN's credibility and reputation in the community.
- To develop links and networks with organisations and agencies outside HCNN, collecting information on developments relevant to the Hospice and Voluntary sectors and relaying this information internally to other directors and managers.
- To maintain effective working relationships with all colleagues, in particular work closely with the Chief Executive and other Heads of Department as part of a positive and mutually supportive senior management team.
- To keep up to date and abreast of developments in the specialism and sector and engaging with relevant professional bodies.

### Risk Management including Health & Safety

- To adhere to HCNN Health and Safety policy as set out in HCNN Health and Safety policy statement.
- To attend all health and safety training HCNN deems mandatory.
- To adhere to the responsibilities for line managers as set out in the relevant HCNN policies related to the management of risk.



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- To attend all induction and ongoing risk management and health and safety training for line managers as required by HCNN.
- To monitor and maintain a safe working environment and working practices at all times and report any unsafe conditions or potential hazards.
- To ensure staff and volunteers attend Health and Safety induction and update training as required.

Other

- To deputise as required for the Chief Executive.
- The postholder may be required to undertake any other duties as appropriate within the competence level and general level of responsibility of the post as required by the CEO.

**This role description is intended as a basic guide to the responsibilities of the post and is not exhaustive and may be subject to review in consultation with the post holder.**

**PERSON SPECIFICATION**

**Post – Head of Income Generation**

**Location – Alnwick or Berwick**

<b>CATEGORY</b>	<b>ESSENTIAL</b>	<b>DESIRABLE</b>	<b>EVIDENCE</b>
<b>Qualifications Training &amp; Education</b>	Degree, or equivalent in a related field, or 5 years' experience in a multi-disciplinary fundraising/sales management role.	<ul style="list-style-type: none"> <li>• Institute of Fundraising Certificate</li> <li>• Management qualification</li> <li>• Member of the Institute of Fundraising</li> </ul>	<ul style="list-style-type: none"> <li>• Application form</li> <li>• Certificates</li> </ul>
<b>Experience</b>	<p>Proven experience in generating substantial income (six figures) from a broad mix of fundraising/income generation disciplines.</p> <p>Experience of working at management level, leading on a range of income generation/marketing functions.</p> <p>Proven experience of developing existing income streams and creating/sustaining new funding streams.</p> <p>Experience of strategic planning, project development and implementation.</p> <p>Ability to define and set challenging but achievable income generation targets and KPI's.</p> <p>Able to demonstrate marketing expertise from planning to implementation, with experience of delivering projects through the use of a wide range of marketing tactics.</p>	<ul style="list-style-type: none"> <li>• Experience of working in the voluntary sector.</li> <li>• Commercial sales experience.</li> </ul>	<ul style="list-style-type: none"> <li>• Application form</li> <li>• Interview</li> </ul>
<b>Skills, Aptitudes &amp; Abilities</b>	<p>A pro-active, creative approach to income generation with an ability to identify/exploit income opportunities and a desire to succeed.</p> <p>The ability to motivate and lead a team to generate and implement new ideas and achieve/exceed income targets.</p>		<ul style="list-style-type: none"> <li>• Application form</li> <li>• Interview</li> <li>• References</li> </ul>

	<p>The ability to negotiate effectively with senior and influential people in a range of settings.</p> <p>Proven skills in budgetary management including an ability to set and manage annual budgets for multiple income streams.</p> <p>Strong written and verbal communication skills, including the ability to carry out compelling presentations at all levels and to produce written documents to a high standard.</p> <p>Able to plan and manage projects/programmes and activities to tight deadlines.</p>		
<b>Knowledge</b>	<p>A thorough knowledge of income generation CRM databases, data segmentation and analysis.</p> <p>An appreciation of tax (Gift Aid and VAT) and legal issues affecting professional fundraising is essential, as is demonstrable knowledge of professional best practice and regulatory standards/requirements in fundraising.</p> <p>Charity of the Year adoption opportunities in the North Northumberland region.</p> <p>Corporate Social Responsibility in the Corporate sector.</p> <p>An understanding and appreciation of the benefits of role of digital technologies in the improvement of services.</p>		<ul style="list-style-type: none"> <li>• Application form</li> <li>• Interview</li> <li>• References</li> </ul>
<b>Personal Qualities and Attributes</b>	<p>Enthusiastic and able to motivate others.</p> <p>Reliable, personable, outgoing.</p> <p>Able to work in a variety of situations establishing and developing good working relationships with diverse groups of people.</p>		

<p><b>Other factors</b></p>	<p>Basic DBS Disclosure</p> <p>Ability to travel independently</p>		<ul style="list-style-type: none"> <li>• Current driving license</li> <li>• Application Form</li> <li>• DBS Certificate</li> <li>• Interview</li> </ul>
<p><b>Working Arrangements</b></p>	<p>Available for sufficient hours to meet the needs of the post and to develop opportunities.</p> <p>Should be prepared to work outside of normal working business hours and travel outside the region from time to time.</p>		