

JOB TITLE: ASSOCIATE DIRECTOR OF FUNDRAISING
AND SUPPORTER ENGAGEMENT

REPORTING TO: DIRECTOR OF INCOME GENERATION &
MARKETING

BASED AT: ST ELIZABETH HOSPICE, FOXHALL ROAD, IPSWICH,
IP3 8LX



JOB SUMMARY

To provide strategic leadership and oversight for all fundraising income streams and supporter engagement activities. Lead and inspire a high-performing team across individual giving, legacy, events, community fundraising, philanthropy, corporate fundraising and supporter care, ensuring they are aligned with the hospice's mission, values, and strategic objectives. Take a pivotal role in driving fundraising innovation, strengthening community connections, and significantly increasing sustainable income through the development of meaningful donor and supporter relationships.

SAFEGUARDING RESPONSIBILITIES

- Demonstrate a commitment to keeping adults and young people safe
- Report any disclosure made to you to the appropriate person
- Report any safeguarding concerns in the workplace to the appropriate person
- Maintain an awareness of the Hospice's policies in relation to safeguarding

KEY ACCOUNTABILITIES

- Work collaboratively with the Director of Income Generation & Marketing and other senior leaders in the directorate, to ensure an integrated approach to developing and delivering the Income Generation & Engagement strategy.
- Lead the development and implementation of ambitious, multi-channel fundraising and supporter engagement strategies that support the hospice's long-term vision and income targets.
- Develop innovative approaches to diversify income streams and identify new opportunities for growing the supporter base, including the development of integrated campaigns, major giving and digital fundraising.
- Provide dynamic leadership to the Fundraising team, continuing to build on a supportive culture and ensuring high performance, creativity, accountability, and collaboration.
- Invest in the development of individual members and the team as a whole, evaluating skills and resource to recommend development opportunities.
- Use data insight and performance metrics to drive continuous improvement and inform decision-making across all income and engagement channels.
- Support fundraising managers in the ongoing evaluation of all products and initiatives within the fundraising portfolio, addressing areas of underperformance and maximising return on investment.

- Lead the team in the development of the departmental budget, ensuring efficient use of resources and return on investment. Support managers in the development of work plans, objectives and KPIs for all income streams to monitor performance.
- Drive a supporter-first culture, ensuring all donors and supporters feel valued and connected to the impact of their contribution.
- Ensure supporter communications are compelling, consistent, and aligned with brand values, enhancing the hospice's reputation and visibility.
- Build and maintain strategic relationships with major donors, corporate partners, community groups, and other key stakeholders.
- Champion effective use of our CRM system and the importance of data and insight to ensure strong stewardship and relationship management across all income streams.
- Collaborate closely with Senior Management Team peers, the Senior Leadership Team and the Board to ensure alignment of fundraising efforts with organisational priorities and financial plans.
- Take a proactive role as a senior leader within the organisation and actively seek opportunities for cross-team collaboration.
- Build good relationships across the hospice to maximise staff and volunteer engagement and proactively drive a 'culture of fundraising'.
- Be accountable for all fundraising activities being carried out in a professional manner and in compliance with all relevant legal, regulatory, and ethical standards, including – but not limited to – the Fundraising Code of Practice, gambling regulations and GDPR.

GENERAL

- To act as a brand ambassador for St Elizabeth Hospice and to uphold hospice values at all times.
- Where the postholder is a member of a professional body, conform to the professional standards set by that body. Ensure registration is current and practice continuous professional development.
- Because of the special nature of the hospice and its work, the postholder may on occasion be asked to undertake other duties to help maintain our high standards of care and engagement.

THIS JOB DESCRIPTION IS NOT NECESSARILY EXHAUSTIVE AND MAY BE SUBJECT TO REVIEW BY THE LINE MANAGER IN CONJUNCTION WITH THE POSTHOLDER.

ASSOCIATE DIRECTOR OF FUNDRAISING & SUPPORTER ENGAGEMENT

PERSON SPECIFICATION

Requirement	ESSENTIAL	DESIRABLE
Qualifications & Training	<ul style="list-style-type: none"> Degree or equivalent experience. Evidence of continuous professional development. Member of the Chartered Institute of Fundraising. 	<ul style="list-style-type: none"> Professional fundraising qualification (e.g. CloF or similar).
Knowledge & Experience	<ul style="list-style-type: none"> Significant senior-level experience in strategic fundraising leadership. Proven success in developing and implementing multi-channel fundraising and supporter engagement strategies. Strong understanding of income generation mix and donor stewardship Knowledge of relevant charity and fundraising law, best practice and compliance. Track record of leading high-performing teams. Experience in managing budgets and delivering ROI. 	<ul style="list-style-type: none"> Experience in a healthcare charity, particularly the hospice sector. Experience working with a senior executive team and/or Board. Experience of capital appeal fundraising.
Specific Skills	<ul style="list-style-type: none"> Excellent interpersonal and communication skills. Strong leadership and team development abilities. Strategic thinking with a results-focused approach. Skilled in building long-term donor relationships. Proficiency in data-driven decision-making and CRM systems. Budget management and financial acumen. Strong organisational skills with the ability to manage multiple projects at once. 	<ul style="list-style-type: none"> Understanding of digital fundraising, analytics tools, and marketing platforms. Experience in developing major donor giving. Knowledge of Donorflex database. Full driving licence, access to car and willingness to travel throughout the region as required.

	<ul style="list-style-type: none"> • Ability to work independently and to deadlines. 	
Personal Qualities	<ul style="list-style-type: none"> • Passionate about the hospice's mission. • High standards of personal integrity and professionalism. • Shows empathy and compassion for others. • Able to inspire and motivate at all levels. • Collaborative and team-oriented approach. • Delegates effectively and empowers others. • Adaptable, resilient and solution-focused. • A willingness to learn and develop professionally. • Embraces innovation and change. 	

