

Associate Director of Fundraising & Supporter Engagement



Associate Director of Fundraising & Supporter Engagement



Location: Based at St Elizabeth Hospice, Foxhall Road, Ipswich

Hours: 37.5 hours (5 days) per week

Status: Permanent

Salary: £60,000

Join us at St Elizabeth Hospice

At St Elizabeth Hospice, we believe that every moment matters. We're a local, independent charity, dedicated to improving the lives of people in Ipswich, East Suffolk, Great Yarmouth and Waveney who are facing progressive or life-limiting illness.

Since 1989, we've been at the heart of our community, providing compassionate care, easing pain, and helping people and their families find comfort, dignity, and meaning through some of life's most challenging moments. Last year alone, we supported over 4,000 patients and their loved ones.

Our approach is deeply personal and centred on the needs of the individual. We support people wherever they are – in their homes, in the community, in hospital, or at our hospice – offering tailored medical, emotional and practical support through our Inpatient Unit, Community Care services, outpatient clinics, 24/7 OneCall helpline and bereavement support.

In 2023, we merged with East Coast Hospice to ensure even more people in Great Yarmouth and Waveney would be able to access the specialist palliative care they deserve.

The role

It's an exciting time to join St Elizabeth Hospice as we shape our future and make plans to deepen our impact. We're building on strong foundations as we roll out an ambitious new income generation and engagement strategy.

We're looking for a passionate and purpose-driven leader to take on the role of Associate Director of Fundraising & Supporter Engagement. You'll be someone who can help us grow our income and connect even more deeply with the people and communities who make our work possible.

Working as part of our Senior Management Team, and reporting to the Director of Income Generation & Marketing, you'll play a key role in shaping our strategic direction. You'll lead with heart and purpose, supporting and motivating a dedicated team of staff, while ensuring every supporter feels valued and connected to the hospice.

From individual giving to legacy fundraising, community events to corporate partnerships – you'll oversee all our fundraising income streams and build long-term supporter engagement. You'll champion creativity, collaboration and data-led decision-making in order to drive continuous improvement and sustainable growth.

About you

We're looking for a strategic thinker with vision and heart, who brings fresh ideas, depth of experience and a commitment to putting people first.

You'll have a strong track record of growing income through multiple fundraising channels and leading successful engagement strategies. But just as important, you'll be a warm and authentic leader, ready to empower others and build meaningful relationships both inside and outside the hospice.

You'll understand that behind every donation is a story, and behind every campaign is a community of people who care deeply. You'll be driven by impact, inspired by potential, and not afraid of hard work.

If you're passionate about using your career to make a difference, we'd love to hear from you. Together, we can make every moment matter.

In addition to being part of a wonderful local charity and a friendly and collaborative team, the hospice offers a rewarding benefits package, including:

- Generous holiday allowance
- Life cover
- Access to our Employee Assistance Programme
- Eligibility for a Blue Light Card (offering a wide range of discounts)
- Pension scheme
- Car leasing scheme

Discover St Elizabeth Hospice & what it is like to work with us by clicking here or viewing the document below

Post Title

Associate Director of Fundraising & Supporter Engagement

Accountable to:

Director of Income Generation & Marketing



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.

General:

- To act as a brand ambassador for St Elizabeth Hospice and to uphold hospice values at all times.
- Where the post holder 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 post holder.



Person Specification

Associate Director of Fundraising & Supporter Engagement

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 in 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. Ability to work independently and to deadlines. 	<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 a car and willingness to travel throughout the region as required.
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. 	

About our services

St Elizabeth Hospice serves the population of Ipswich, East Suffolk, Great Yarmouth and Waveney, and supported almost 4,000 patients and their families last year. It was established in 1989 and has an 18 bedded inpatient unit in Ipswich as well as a substantial community team, a virtual ward and a 24/7 telephone advice line called OneCall which is at the core of the Palliative and End of Life Care Co-ordination Hub.

The hospice delivers outpatient clinics, therapy, counselling and physiotherapy services through daytime Community Care Units, with a comprehensive bereavement programme called LivingGrief that supports families across East Suffolk. It also delivers an education programme collaboratively with St Helena Hospice in Colchester and St Nicholas Hospice Care in Bury St Edmunds, and works with the University of Suffolk's Health and Wellbeing Institute.

The hospice is committed to encouraging Compassionate Communities as a public health approach to improving cultural confidence in supporting one another through the experience of dying, death and grief.

Since 2019, the hospice has been sub-contracted by East Coast Community Healthcare (ECCH) to deliver specialist palliative care in Great Yarmouth and Waveney, six specialist palliative care beds within Beccles Hospital, a specialist community team and providing in-reach support to the James Paget University Hospital. Our strategic partner ECCH hold the contract for Community Services for Great Yarmouth and Waveney, as part of the Norfolk and Waveney Integrated Care System.

St Elizabeth Hospice delivers a transition programme for young adults moving on from the care of the local children's hospice (EACH). This transition programme is called Zest and offers exchange days, medical support, social activity days and nurse-led short break respite care. There are currently 50 young adults registered with Zest and is being gradually extended to a wider geographical footprint.

In East Suffolk, the hospice works closely with Ipswich Hospital and is a full member of the Ipswich and East Suffolk Alliance, and the Suffolk and North East Essex Integrated Care Partnership (ICP).

St Elizabeth Hospice has 400 employees and 1,500 volunteers, including 800 volunteers in our 36 retail stores and three Moments coffee shops. We also have a social enterprise domiciliary care agency called St Elizabeth Care Agency, whose profits contribute to the hospice's charitable funds.