

Job Description

POST:	Events and Corporate Fundraiser
HOURS:	37.5 per week
CONTRACT:	Permanent
ACCOUNTABLE TO:	Director of Income Generation
REPORTS TO:	Corporate, Events and Digital Manager

JOB PURPOSE

Generate income for St John's Hospice in line with individual and team targets through the effective planning and delivery of fundraising events and the development of corporate partnerships, supporting the care of patients, carers, and their families.

Ensure all supporters have a positive and rewarding experience when fundraising for the Hospice, encouraging repeat engagement and maximising income while upholding the Hospice's reputation and adhering to fundraising regulations.

Lead the initiation, planning, organisation, and safe delivery of key Hospice fundraising events, ensuring the wellbeing of staff, volunteers, and the public.

Raise the profile of St John's Hospice within the community by building and nurturing sustainable, mutually beneficial relationships that support long-term fundraising success.

KEY WORKING RELATIONSHIPS

Internal:	All members of staff and volunteers, CEO, Senior Management Team, Managers and Trustees
External:	Commercial, statutory and voluntary organisations, Hospice supporters and members of the public.

MAIN DUTIES

Collaborate with the Supporter Care team to analyse supporter data and use insights to inform decisions on the development and refinement of both mass participation and corporate fundraising events and initiatives.

Identify and explore new avenues for fundraising and income growth, using data-driven strategies to enhance supporter engagement and maximise impact.

Event Management

- Proactively identify and develop innovative, financially viable event opportunities that align with the Hospice's mission and contribute to income growth.
- Conduct thorough market research, including engagement with other charities, stakeholders, and partners, to attract new supporters and broaden audience reach.
- Collaborate with the team and line manager to set realistic financial targets for each event, ensuring appropriate quarterly allocation and optimal use of resources.
- Monitor event budgets and income targets, identifying and addressing any shortfalls with strategic planning and corrective action.
- Develop and maintain detailed event plans, regularly updating and sharing them with relevant departments to ensure seamless execution.
- Manage multiple events and initiatives simultaneously, meeting internal and external deadlines to maximize financial return.

- Build and maintain strong relationships with suppliers, ensuring high-quality service delivery within budget and timelines.
- Secure necessary permissions and liaise with external stakeholders including local authorities, emergency services, sponsors, and suppliers. Ensure all event plans comply with health and safety regulations, including relevant law and local guidelines and sustainability requirements.
- Partner with the Communications and Marketing team to coordinate timely promotional activities across media channels, including newsletters, website content, and advertising.
- Create engaging social media content to support income generation activities under your responsibility.
- Effectively communicate event details across the Hospice to encourage staff and volunteer involvement while minimizing disruption to patient care.
- Oversee all logistical, financial, and administrative aspects of events to ensure compliance with budgetary constraints.
- Evaluate and refine fundraising activities to optimize volunteer engagement, resource use, and system efficiency. Present a comprehensive post-event analysis to the Board of Trustees.
- Implement feedback-driven improvements to enhance event quality and profitability.
- Delegate tasks to coordinators with clear instructions and achievable deadlines to support successful event delivery.
- Collaborate with Digital Lead to expand the use of online fundraising platforms such as JustGiving and Enthuse.

Corporate Engagement

- Position the Hospice as the charity of choice for local businesses through strategic relationship-building and consistent engagement.
- Support companies that select the Hospice as their Charity of the Year, assisting with their own fundraising initiatives and encouraging participation in Hospice-led events and campaigns.
- Proactively grow corporate support through a diverse range of engagement activities, tailored outreach, and mutually beneficial partnerships.
- Conduct market research to identify and introduce new corporate fundraising initiatives and event opportunities.
- Retain and steward existing business relationships through regular communication, recognition, and collaborative opportunities.
- Identify, recruit, and cultivate new corporate partners using a variety of channels, including networking, referrals, and targeted outreach.
- Secure corporate sponsorships for events, ensuring all agreed benefits are delivered in line with sponsorship contracts and expectations.
- Promote and coordinate corporate volunteering opportunities in collaboration with the Volunteer and Hospice teams, ensuring a positive and productive experience for both the business and the Hospice.
- Create engaging content for the Corporate Newsletter, highlighting relevant activities and clearly demonstrating the impact of corporate support.
- Represent the Hospice at networking events such as Chamber of Commerce meetings and evaluate the value of attending other networking opportunities to maximize return on investment.

Governance

- Take responsibility for conducting risk assessments for all fundraising and event activities, ensuring the safety and wellbeing of staff, volunteers, and the public. (Full training will be provided.)
- Ensure all activities are carried out in compliance with the Fundraising Regulator's Code of Practice, maintaining accurate records in line with relevant legislation and internal policies.
- Maintain the Income Generation database in accordance with best practices and internal procedures, ensuring data accuracy, integrity, and security.
- Adhere to all data protection legislation, including GDPR, and uphold the Hospice's data governance policies to safeguard supporters and stakeholders.

Volunteers

- Recruit and coordinate volunteers to support key fundraising events, ensuring appropriate roles are filled to enable successful event delivery.

- Maintain regular communication with volunteers in the lead-up to events to encourage continued engagement and commitment.
- Clearly communicate volunteer roles and responsibilities prior to each event, including sharing relevant risk assessments and logistical information.
- Provide on-the-day support to volunteers, ensuring they feel valued, informed, and confident in their roles.
- Ensure all volunteers are appropriately thanked and recognised for their contributions following each event.
- Build and maintain strong relationships with fundraising volunteers to foster long-term engagement and enhance the success of future initiatives.

Other Duties

- Always act as a positive ambassador for the Hospice, upholding and promoting the Hospice's brand, values, and reputation.
- Build and maintain relationships with a wide range of external supporters—including individuals, businesses, and high-value contacts—through face-to-face meetings and telephone engagement to maximise income.
- Collaborate with colleagues across the Income Generation team to share ideas, identify new opportunities, and contribute to the development of innovative fundraising activities.
- Initiate, develop, and manage relationships with agreed corporate and individual supporters, delivering exceptional donor care to maximise and sustain income.
- Support the Community Fundraiser as needed by delivering engaging presentations to businesses, community groups, and schools, tailored to suit each audience.
- Maintain awareness of Hospice-wide activities and represent the organisation at external functions and events as required.
- Respond to general enquiries from supporters, the public, and internal colleagues in a timely, professional, and helpful manner.
- Undertake any other duties reasonably requested by the Corporate, Events and Digital Manager or Director of Income Generation to support the wider goals of the department.

General Duties and Responsibilities

- Employees must demonstrate commitment to their own personal development and are required to make a positive contribution to fundraising and raising the profile of the Hospice locally and nationally.
- Strict confidentiality applying to all aspects of Hospice business must be observed at all times.
- Use own initiative to manage work volumes and prioritise workload.
- Work is a mix of supervised and unsupervised with a degree of self-checking.
- Responsible for ensuring that workloads and deadlines are managed effectively.
- Work hours as designated and agreed with the Fundraising Manager
- Comply with all relevant legislation.
- Driving within local community required with role (Hospice van or car).
- Physical demands in relation to some activities, expected to be a fully active member of the team.
- Setting up at venues will involve carrying equipment/materials up to approx. 10 kilos.
- PC work – hand and wrist dexterity and use of VDU.
- Own transport needed to attend external events and appointments with business insurance required on own vehicle.
- You will be required to work some evening/weekends, Bank Holiday, lone working as and when required. Weekend working will be up to 10 occasions per year.

OTHER

The responsibilities set out in this document may change from time to time through discussion with the post holder. In addition, the post holder might at the discretion of the Senior Management Team, be required to take on other tasks in the wider interests of the hospice.

STANDARD/ENHANCED DISCLOSURE REQUIREMENT

Enhanced (Supervise volunteers who may be under the age of 18 or have a learning disability)

DUTIES AND RESPONSIBILITIES TO ST. JOHN'S HOSPICE

1. Confidentiality

Each member of the Hospice staff is responsible for ensuring the confidentiality of any information relating to patients, personal information relating to staff, volunteers, supporters, visitors or contractors, financial information, commercial information, and for complying with all the requirements of the Data Protection Act and Caldicot Guidelines whilst carrying out the duties of the post. Any breaches in Hospice confidentiality will be dealt with by St. John's Hospice Disciplinary Procedure and may result in dismissal.

2. Health and Safety

Each member of the St John's Hospice staff is responsible for ensuring that they carry out the duties of their post in accordance with all appropriate Health and Safety legislation, guidance and procedures and they do not, by any act or omission on their part, create a threat to the Health and Safety of any other person.

3. External Interests

Each member of the St John's Hospice staff is responsible for ensuring that any external interest they have do not conflict with the duties of their posts and they must disclose the external interest if this is likely to occur, or if they are in doubt about a possible conflict with their work. Each member of staff is reminded to refer to their employment contract in relation to any other secondary work that they may do alongside working for St John's Hospice and their obligations under the Working Time Directive.

4. Statutory Training

Each member of the St John's Hospice staff has a statutory obligation to attend mandatory training. It is the responsibility of each member of staff to ensure that they comply with this legal requirement.

5. Flexibility

This job description is intended to act as a flexible guide to the duties of the post and therefore will require revision in consultation with the post holder to reflect the changing requirements of the post, to enable the St John's Hospice to achieve its corporate goals and objectives.

6. Safeguarding

Each member of St John's Hospice staff is responsible for understanding their responsibilities for Safeguarding Children and Vulnerable Adults in accordance with their job role and any requirements they are obliged to follow as members of their profession. Staff should seek guidance from their immediate supervisor if in doubt.

7. Disclosure and Barring

Each member of staff is required to disclose any caution, fine, penalty or criminal conviction that may occur during the course of employment. This should include any motoring convictions as this may affect the staff member's ability to use Hospice vehicles. Any change in circumstance must be reported immediately to the staff member's supervisor so that any impact on ability to work in post can be assessed.

8. Equality and Inclusion

Each member of staff is required to undertake their duties with due regard for the provisions of the Equality Act 2010 i.e. not to discriminate against members of staff, patients, patient family members, volunteers, supporters, contractors and any visitors to the Hospice.

9. Volunteers

The role of volunteers is integral with the work of St John's Hospice and paid staff are required to underpin this in their attitude and actions.