



Wigan & Leigh Hospice

Job Description

Job Title: Corporate, Grants and Major Donor Fundraiser

Reports to: Fundraising Manager

Base: Wigan and Leigh Hospice

Date: April 2022

Job Purpose

To develop and deliver a strategic plan and agreed income target, by:

- generating income through managing relationships with and making applications to a range of grant-making trusts and charitable foundations.
- developing links with the Wigan and Leigh business community, encouraging companies and their staff to engage with and support the work of the hospice.
- identifying and nurturing relationships with individuals who have capacity to contribute substantially to the work of the hospice.

Objectives	Typical Tasks
Applications to funders	<ul style="list-style-type: none">• Research and identify individual trusts and foundations to develop a prospects list of potential funders.• Manage the existing portfolio of trust supporters to ensure relationships are retained and developed.• Build and proactively manage a pipeline of approved projects, equipment and expenditure lines which can be matched to potential funders.• Create opportunities to generate income from trusts and foundations, including project identification and the development of project plans.• Research, write and submit compelling and targeted applications in a range of styles to meet donor requirements, including application forms, emails, presentations and letters.
Corporate & Major Donor income generation	<ul style="list-style-type: none">• Maintain a programme of ongoing research and analysis of potential donors to develop a pipeline of corporate and major donor prospects.• Manage the existing portfolio of corporate supporters to ensure the relationships are developed and maximised.• Secure corporate sponsorship for major hospice fundraising events and activities.• Secure and manage partnerships and cultivate high-value relationships with key corporate funders and major donors.• Write and deliver compelling presentations to potential corporate partners and sponsors.

	<ul style="list-style-type: none"> • Develop and manage a portfolio of successful corporate fundraising initiatives and events. • Provide guidance and support to the Hospice’s Business Support Group and seek to increase membership and add value for its members. • Identify and create partnership opportunities for corporates through understanding and articulating the synergies between the work of the hospice and commercial motivations. • Recruit corporate participants to established hospice events, such as the Manchester to Blackpool Bike Ride, ensuring that all hospice activities are well promoted to our corporate audience. • Play a lead role in developing payroll giving in local companies. • Identify key cultivation opportunities for major donors and prospects throughout the year.
Cross departmental working	<ul style="list-style-type: none"> • Work closely with key members of staff to build and maintain an in-depth knowledge of the hospice’s services and identify opportunities for trust funding bids, involving colleagues in the application and relationship building process. • Where funding impacts staff or teams directly, ensure the appropriate manager is aware of monitoring requirements. • Where grants have been awarded, regularly liaise with key members of staff and the finance team to ensure all grant conditions are met and to enable effective reporting on progress. • Keep abreast of hospice developments in clinical service delivery and the need for funding in order to articulate this to potential corporate supporters when advocating support for the hospice. • Actively promote corporate participation in hospice activities which fall outside of the area of income generation, such as volunteering opportunities. • Work closely with the hospice’s finance team to ensure corporate, grant and major donor income is recorded accurately and acknowledged appropriately. • Make an active contribution to the wider fundraising, retail and lottery team, helping to develop new initiatives and encourage cross-team working. • Support the work of the income generation department by making presentations to specific target groups to promote the work of the hospice, attending cheque presentations when necessary.
Administration	<ul style="list-style-type: none"> • Keep an up-to-date schedule of approaches, showing deadlines for application, size of application and expected decision dates. • Manage all administration in relation to trusts and foundations fundraising and ensure comprehensive and accurate record keeping, reporting, and use of the donor database. • Manage all administration in relation to corporate fundraising and ensure all relevant information is recorded and kept up to date on the hospice’s database.

	<ul style="list-style-type: none"> • Provide excellent stewardship and an outstanding experience to corporate supporters to maximise income and encourage long-term commitment. • Build positive relationships with a portfolio of key corporate contacts, attending networking events where appropriate, to encourage support for the hospice. • Represent the hospice in a professional, confident and client-focussed manner through all communication channels.
Stewardship and Reporting	<ul style="list-style-type: none"> • Build positive relationships with a portfolio of key contacts at new and existing supporters to encourage support for the hospice. • Deliver high standards of stewardship, ensuring that all reporting requirements are met according to agreed schedules and in line with the funder's criteria, including case studies and impact reports. • Organise and manage funder visits in conjunction with the Head of Income Generation, CEO and other appropriate staff members. • Regularly report on fundraising activity to the Fundraising Manager, and the wider organisation as and when required.
Leadership	<ul style="list-style-type: none"> • Affirm and articulate the hospice vision and values to staff, volunteers and customers at all times • Set high standards of quality and performance • Empower others to take responsibility for decision making • Act as a positive role model for staff and volunteers • Accept accountability for own actions and areas of responsibility • Promote a collaborative culture across the hospice by developing good working relationships with other staff.
Delivering Targets	<ul style="list-style-type: none"> • Contribute to the budget planning process. • Monitor income on a monthly basis and/or during a project phase as appropriate. • Deliver on set income targets. • Regularly report results to manager and wider hospice team.
Quality, Standards, Governance & Safety and Ensuring a safe working environment for self and team	<ul style="list-style-type: none"> • Ensure that all activity complies with best practices, the Institute of Fundraising Code of Practice and all relevant legislation. • Ensure all incidents and risks identified are reported via the Ulysses reporting system • Ensure all corporate partnerships are in keeping with hospice values. • Be aware of your own obligations under Health & Safety legislation.
Continuous self-development <i>Ensure knowledge, skills and competence are relevant to the service</i>	<ul style="list-style-type: none"> • Keep abreast of sector developments through liaison with fundraisers at other hospices and across the wider charity sector. • Participate in appropriate training and development to meet the requirements of the role and have a commitment to continuous professional development.

	<ul style="list-style-type: none"> • Participate in the hospice’s appraisal process. • Take responsibility for own professional development, identifying training and development needs to line manager. • Keep up to date with skills and knowledge and complete mandatory training. • Undertaking any other training as required that is relevant to the role.
<p>Hospice philosophy Actively support the vision, philosophies and values of the Hospice</p>	<ul style="list-style-type: none"> • Work as an integral part of the income generation team, being sensitive to the needs of the whole team and supportive of other team members. • Promote the core values of the hospice, CARE; Compassion, Accessibility, Respect, Excellence. • Act in a non-discriminatory manner. • Engage in critical thinking and maintaining a position of enquiry – open to hearing others perspectives and goals. • Maintain confidentiality at all times. • Act as a positive role model to the team, wider colleagues and the community. • Act with professionalism, dignity and empathy when carrying out your role. • Undertake any other duties that are in keeping with the values of the hospice that you have the skill and ability to carry out. • Willingness to be supportive of and involved in the wider income generation activities.

Person Specification – Corporate, Grants and Major Donor Fundraiser

Essential

Qualifications

- Educated to GCSE level 5 or equivalent in English and Maths.

Skills, Knowledge and Experience

- Experience of working successfully in trust and/or corporate fundraising. Or experience in a corporate social responsibility role or in a commercial ‘business to business’ role.
- Experience of setting, working to and achieving financial targets within deadlines and budgets
- Experience of liaising with internal colleagues to identify funding opportunities, as well as identifying opportunities in the community.
- Experience of managing input from multiple sources including technical or clinical information and bringing it together to create a single cohesive document.
- Ability to write persuasive and compelling copy together with presentations and pitches.
- Understanding of different corporate fundraising mechanisms.
- A creative thinker who is able to see the ‘story’ within a project and build a robust case for support.
- Effective written and verbal communication skills at all levels.
- Experience of donor databases and effectively utilising them.
- Ability to plan workload, problem solve and achieve deadlines.
- IT literate – able to use Microsoft Office programs and email.
- Self-motivated, proactive and able to use initiative.
- Project management experience of multiple projects at any time.
- Enthusiasm for development and to share this with wider colleagues
- Attention to detail.
- Innovative approach with the ability to grasp new opportunities.
- Excellent interpersonal and relationship building skills, with the ability to inspire staff and supporters.
- Team player and ability to work autonomously.

Other

- Approachable and adaptable with a flexible approach to work.
- Awareness of and empathy for the Hospice’s work and service provision.
- An ability to uphold the core values of the hospice.
- Full UK driving license with access to a vehicle insured for business use or ability.

Desirable

Qualifications

- Fundraising qualification.
- Educated to degree level.

Skills, Knowledge and Experience

- Experience of securing funding of five and six figures.
- Experience of developing major donors.
- Experience of managing high profile appeals.
- Demonstrable experience of fundraising from lottery bodies, such as the National Lottery.
- Experience of successful new business development.
- Experience of delivering successful corporate events.
- Experience of researching and evaluating corporate prospects.
- Experience of stewardship planning for corporates.
- Knowledge of the Wigan and Leigh area and its business networks.
- Excellent networking skills.
- Budgeting and financial analysis skills.
- Understanding of hospice sector, the services it provides and its resource requirements.