



Job Description

Job Title: Director of Business Development **Reports to:** Chief Executive

Base: Hospice **Date:** April 2022

Job Purpose:

- To contribute to the executive leadership (including on-call rota) of the hospice by holding responsibility for the business dimension of the hospice (finance, income generation, marketing, public relations & communications)
- Responsible for the financial direction and performance of the hospice
- To promote improvement, innovation and high standards across department to maximise income for the benefits of people of Wigan Borough affected by progressive illness and death.
- To support the overall achievement of the strategic aims and objectives set for the hospice by the Trustees, working in partnership with other members of the Executive Team.
- To promote the purpose and core values of the hospice and will act to promote public trust in the organisation.

Objectives	Typical Tasks
Strategy To lead on the development, implementation and monitoring of the Hospice business strategy.	<ul style="list-style-type: none"> • Work alongside other members of the Executive team and lead on the development, implementation and review of hospice strategic objectives. • Represent the Hospice at key strategic meetings, nationally, regionally and locally. • Lead on the development and implementation of Wigan & Leigh Hospice Business Strategy, leading Wigan & Leigh Hospice to economic stability
Leadership To be an inspirational leader who clearly expresses the Hospice vision, values and service quality requirements.	<ul style="list-style-type: none"> • Responsible for the business dimension of the hospice (finance, income generation, marketing, public relations & communications) • Seek to maximise effective collaboration across the health and social care, charity and business economy • Innovate ground-breaking ideas that will maximise income and contribute to Wigan & Leigh Hospice being increasingly relevant within communities and the health and social care economy • Build dynamic relationships with external partners, stakeholders and other networks • Act as a role model for staff and volunteers. • Empower others to take responsibility for decision making. • Affirm and articulate the Hospice vision and values to all staff, volunteers and stakeholders. • Set high standards of quality and performance. • Inclusion in the executive team on-call rota (approximately 1 in 5 weeks)

	<ul style="list-style-type: none"> • Promote a consultative and participative work environment i.e. organising and chairing regular staff meetings. • Lead on all hospice business policies (finance, income generation, communications), ensuring their full implementation, review and monitoring
<p>Finance: Lead on budget planning and on-going monitoring and control of agreed budgets in line with internal processes and guidelines.</p>	<ul style="list-style-type: none"> • Oversee the hospice financial function, ensuring timely, accurate and meaningful management accounts are prepared, effective budget setting and monitoring and the production of the annual financial accounts for audit • Ensure the role of the Company Secretary of Wigan & Leigh Hospice is administered appropriately • Ensure effective and complaint pensions management on behalf of the organisation • Oversee the setting of financial policy as required to ensure that best practice is adhered to and that the hospice operates within the law • Coordinate investments held and report on the performance of investments to the appropriate Board committees • Maintain appropriate treasury management according to hospice policies • Ensure the hospice complies with all taxation issues including (but not limited to) VAT, Gift Aid, Corporation Tax, Income Tax (via payroll) and National Insurance contributions • Ensure the hospice has adequate, value for money insurance cover and any material changes to needs are addressed • Work closely with the Chief Executive and Clinical Director in the negotiation of NHS & council contracts, ensuring the provision of regular information as appropriate • Support Directors/Senior Managers in the negotiation and maintenance of service level agreements with the NHS and other providers
<p>Income Generation</p>	<ul style="list-style-type: none"> • Develop, lead and monitor the implementation of hospice income generation strategy, enabling the hospice to meet its strategic objectives and mission. • Encourage and support entrepreneurial attitudes and innovation to establish new income streams or enhance existing ones • Reduce the risk of income reduction by broadening the diversity of income sources • Identify new partnerships across a varied range of organisations to maximise potential opportunities for income generation • Develop and implement strategies to maximise the benefits of IT, website, mobile communications, social media and other media outlets/platforms linked to income generation
<p>Quality, Standards, Governance and Safety: To oversee the hospice business compliance with regulatory & legislative bodies</p>	<ul style="list-style-type: none"> • Ensure hospice is fully compliant with Charity Commission, Gambling Commission, Fundraising Regulator, HMRC and financial regulations • In collaboration with Director of People and Operations, ensure all income generation work streams are compliant with Health and Safety regulatory requirements. • Oversee the risk assessment and management of all finance, communications and income generation activities • Support the Quality and Governance Lead in ensuring the hospice's adherence to the Quality and Governance Framework, including the hospice incident and excellence reporting tool, Ulysses..

	<ul style="list-style-type: none"> • Oversee the management of any service complaints and where appropriate conduct investigations, reporting their findings and taking formal action where required. • Ensure all policies related to hospice finances, income generation and communication are updated and applicable.
Human Resources: Manage and develop high performing teams to ensure standards are maintained in line with internal policies and procedures.	<ul style="list-style-type: none"> • Ensure effective recruitment of staff in line with the recruitment and selection policy and procedure. • Performance manage staff in line with Hospice policies and procedures and record all relevant personnel data, including sickness and absence and any meeting notes. • Line Manager to Head of Finance, PR & communications Lead, Retail Manager and Fundraising & Lottery Manager • Appraise (or delegate appraisal) all staff across the functions on an annual basis, agreeing objectives and personal development plans and ensure they undertake mandatory training requirements. • Promote a consultative and participative work environment. • Ensure appropriate induction training and that ongoing staff development is fully implemented.
Continuous self-development: Continuous self-development to ensure knowledge, skills and competence are relevant to the service and role.	<ul style="list-style-type: none"> • Complete all mandatory training as required. • Take responsibility for own professional development, identifying training and development needs to line manager. • Keep abreast of national strategy and developments
Hospice Philosophy: Actively support the vision, philosophies and values of the Hospice and the Healthier Wigan Partnership.	<ul style="list-style-type: none"> • Promote the core values of the Hospice; CARE – Compassion, Accessibility, Respect and Excellence. • Demonstrate commitment to equality and diversity values. • Maintaining confidentiality at all times. • Engage in critical thinking and maintaining a position of enquiry – open to hearing others perspectives and goals. • Recognise that every person has strengths, potential and capacity to grow and develop – asset-based model. • Undertake any other duties that are in keeping with the values of the Hospice that you have the skill and ability to carry out.

Person Specification - Director of Business Development		
	Essential	Desirable
Qualifications	<p>Hold a degree level qualification in an appropriate and/or associated disciplines or equivalent experience</p> <p>Management or leadership qualification or equivalent experience</p>	<p>Master's Degree in a relevant field of practice</p> <p>Project Management qualification</p> <p>Recognised CCAB¹ accountancy qualification</p> <p>Coaching qualification</p>
Knowledge, Skills and Experience	<p>Hold experience of developing, delivering and monitoring growth strategies</p> <p>Proven track record of building productive internal and external relationships</p> <p>Have experience innovation, strategic business development, insights, concepts and perspectives</p> <p>Experience of leading on and implementing organisational and cultural change</p> <p>Reporting at Board Level</p> <p>Be aware of company secretarial and legal issues relating to companies and ideally charities</p> <p>Be experienced in the interpretation and communication of management accounts</p> <p>Significant experience in risk and project management</p> <p>Strong IT knowledge and skills</p> <p>Well-developed leadership skills that facilitate empowerment, creativity and commitment from others</p>	<p>Health and social care sector</p> <p>Charity sector</p>

¹ Consultative Committee of Accountancy Bodies: this includes CIMA, CIPFA and CIPFA

	<p>Ability to organise and undertake a diverse workload with constantly shifting demands</p> <p>Ability to manage competing priorities within financial constraints</p> <p>Ability to make difficult decisions and to manage conflict and resistance positively</p> <p>Ability to understand and interpret complex information from a range of sources and to make informed judgements</p> <p>Flexible approach to work, including working out of hours when required</p>	
Personal	<p>An ability to uphold the core values of the Hospice</p> <p>Approachable and adaptable with a flexible approach to work</p> <p>Drive and resilience</p> <p>Empowering & coaching style</p> <p>Commitment to excellence and continuous improvement</p> <p>Ability to connect with people from diverse backgrounds and perspectives</p> <p>Commitment to equal opportunity and social justice</p> <p>Access to a vehicle for work purposes</p>	Experience of using Donorflex & Sage