

The Newcastle upon Tyne Hospitals NHS Foundation Trust

Job Description

1. Job Details

Job Title: Deputy Charity Director (Fundraising and Engagement)

Band: 8b

Directorate: Chief Executive's Office

Base: Trust-wide

Essential Requirements

- Educated to Postgraduate/master's level in relevant subject or equivalent level of experience of working at a similar level in specialist area.
- Evidence of continuing professional development
- Significant experience of planning, directing and delivering fundraising programmes / campaigns / projects on time and to budget
- Knowledge and experience of managing budgets for complex programmes of work, including financial processes, budget setting and monitoring.
- Highly developed specialist knowledge in relation to charity regulation and professional fundraising standards and the Data Protection Act 2018 / General Data Protection Regulation (GPDR)
- Significant experience of interpreting national / regulatory guidance for implementation and in the provision of policy / regulatory advice to senior stakeholders on a range of complex, specialist topics
- Able to synthesise complex information on a range of topics, forming recommendations for Non-Executive Directors/Executive Directors/Directors/ Deputy Directors/Senior Management Team and other senior stakeholders.
- Strong stakeholder engagement and relationship management skills with the ability to build and maintain strong, positive working relationships with senior stakeholders at Board, Executive and Director level, across the organisation and with external stakeholders.
- Highly developed analytical skills including the ability to interrogate quantitative and qualitative data sources.
- Highly developed presentation skills for effectively conveying complex plans and concepts.
- Significant leadership experience and of managing a team to deliver outcomes.
- Significant experience working within a complex environment including experience of working in the voluntary, community or social enterprise (VCSE) sector.
- Able to prioritise competing demands amongst a rapidly changing agenda.
- Ability to exercise good judgement, maintain discretion and use initiative.
- Ability to use informed persuasion to influence others.
- Works well with others, learns from the contribution of others.
- Ability to think strategically and develop innovative and workable solutions to complex problems.
- Highly developed communication skills for delivering key messages to a range of stakeholders, both internal and external

- Commitment to equality of opportunity, focussed on removing barriers to full participation.
- Fosters good working relationships and values diversity and difference.
- Understanding of the importance of diversity and inclusion in delivering our role in the sector and society

Desirable Requirements

- Further specialist qualification or significant experience in specialist area such strategic marketing management, fundraising or financial management.
- Experience of working in an operational healthcare environment
- Comprehensive knowledge of project management principles, techniques and tools such as Prince 2 Foundation and Microsoft Project
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2. Job Purpose

- The post holder will be working with Clinical and Operational leaders across the NHS, Voluntary Sector, Private Sector to understand and capitalise on potential fundraising and partnership opportunities aligned to the strategic objectives of Newcastle upon Tyne Hospitals NHS Foundation Trust
- Key to this role will be the development and delivery of a fundraising strategy and plan for Newcastle Hospitals Charity (NHC) to achieve agreed income projections of c£10million per annum across a range of revenue streams including corporate partnerships; grant-making trusts; individual giving; community fundraising; events; legacies and digital appeals/campaigns.
- The post holder will build strategic relationships across the clinical, executive, and operational leadership teams across NHS & non-NHS organisations.
- The role will require daily communications with Executive Operational / Strategy leaders within the organisation as well as those in key partner organisations.
- The post-holder will be responsible translating national, regional and local policy/regulations into annual and multi-year plans.
- The post holder will be jointly responsible for managing the Charity budget and ensuring that income and expenditure deliver on an agreed return on investment (RoI)
- Lead, inspire, line-manage and support the communications and fundraising teams to develop and meet marketing and fundraising projections and goals, and to achieve their potential, ensuring that all aspects of performance, attendance, conduct, training and appraisal are addressed in accordance with Trust Policy
- Grow, nurture and develop fundraising volunteers.
- Represent Newcastle Hospitals Charity at key meetings internally and externally and in national, regional and local contexts.
- Deputise for the Charity Director as required.

3. Dimensions

- Newcastle Hospitals Charity is one of the largest NHS charities in the UK and is responsible for all charitable support for the Newcastle upon Tyne NHS Foundation

Trust.

- A key role for Newcastle Hospitals Charity, the Head of Fundraising and Deputy Charity Director works directly with the Charity Director and the Fundraising team to secure income for the Charity. This includes the management and development of systems and processes that underpin the success of the fundraising and income generation of the Charity; market/sector analysis and reporting on overall performance and RoI.

4. Organisational Arrangements

Reports to: Charity Director

Accountable to: Charity Director

Responsible for: Fundraising, Communications, Volunteering

Key working relationships:

- Trust Board
- Trust Executive Team
- Clinical Leadership teams
- Operational Management teams
- Speciality Management teams
- Corporate Management teams
- NHS Charity teams
- VCSE sector
- Academic and research networks

5. Knowledge, Training and Experience

- Please see Essential Requirements.

6. Skills

Communication and Relationship

- Significant experience in the provision of policy advice to senior stakeholders on a range of complex topics
- Significant stakeholder engagement and relationship management skills.
- Ability to build and maintain positive relationships with senior stakeholders at Board, Executive and Director level.
- Ability to use informed persuasion to influence others.
- Works well with others, learns from the contribution of others.
- Build strong working relationships across the organisation and with external stakeholders.
- Expertise and experience interpreting national policy for implementation.
- The ability to interpret and present highly complex, highly sensitive or potentially contentious information.
- Highly developed communication skills for delivering key messages to a range of stakeholders, both internal and external

- The post holder will possess a keen attention to detail; exceptional written, verbal and interpersonal skills; highly professional report writing and presentation skills and will be able to communicate appropriately with a wide variety of individuals and audiences both internally and externally. This will involve presenting to, influencing and educating groups on a range of topics.
- Able to prioritise and communicate key objective and tactics to a wide range of audiences.
- The post holder will be working closely with supporters and must ensure that all relationships are built and maintained with the highest level of confidentiality and professionalism.

Analytical and Judgement

- The post-holder will be action-oriented and innovative, and an analytic and decision maker.
- Ability to synthesise complex information on a range of topics, forming recommendations for Board / Executive Directors / Senior Management / Charity management and other senior stakeholders.
- Highly developed analytical skills including the ability to interrogate quantitative and qualitative data.
- Ability to think strategically and develop innovative and workable solutions to complex problems.
- Provide specialist advice relating to income generation, strategy, operational planning.
- Must be skilled in the analysis and visualisation of complex projects, which require collation, interpretation and benchmarking and will inform strategic decision making for the future priorities and performance of the Charity.
- Ability to lead on data-driven evaluation of performance and programmes, analysing, interpreting and challenging data and metrics where appropriate to make recommendations on priorities and performance.
- Proven ability to investigate, interpret and explain results and performance, including those that are at variance with known performance indicators within the sector.
- Skills and knowledge to make decisions based on legislative guidance and best practice.

Planning and Organisational

- The post-holder will have excellent organisational management skills with the ability to manage high-performance programmes, and to develop and implement programme strategies.
- Ability to prioritise competing demands amongst a rapidly changing agenda.
- Ability to exercise good judgement, maintain discretion and use initiative.
- Highly developed presentation skills for effectively conveying complex concepts.
- Complex levels of planning and organisational skills to formulate, adjust, prioritise and deliver a wide variety of work to meet both long term and immediate objectives.
- Significant experience of planning and delivering programmes / projects on time and to budget
- Ability to set, manage and deliver programme budgeting and management reports for fundraising income.
- Requirement to make a significant contribution to the formulation of the Charity's long-term strategy.

Equality, Diversity and Inclusion

- Commitment to equality of opportunity, focussed on removing barriers to full participation.
- Fosters good working relationships and values diversity and difference.
- Understands the importance of diversity and inclusion in delivering our role in the sector.
- Adherence to the Data Protection Act 2018 / General Data Protection Regulation (GDPR)
- Upholds the Equality Act 2010 and the Public Sector Equality Duty
- Promotes high standards for improving diversity and equality, as per the Workforce Race Equality Standard and Workforce Disability Equality Standard

Physical Dexterity

- Advanced keyboard skills to enable working across various software tools with speed and accuracy.

7. Key Result Areas

Success in this role will lead to the following outcomes:

- Trust Board / Charity Committee approved marketing and fundraising strategies
- Trust Board / Charity Committee approved marketing and fundraising delivery plans
- Trust Board / Charity Committee approved volunteer strategy and delivery plan
- Provision of fundraising and partnership development expertise to the Charity and Trust
- Representation of the Trust and the Charity across national and local forums

Patient and Client Care

- Incidental contact with patients, carers and their families
- Delivery of an excellent supporter experience, setting an example of excellent client care (both internal and external)
- Ensuring confidentiality in accordance with Trust policy and with data processing legislation

Policy and Service Development Implementation

- Develop, implement, monitor and review policies, procedures and Trust-wide guidance to ensure that charity fundraising is compliant with legislative and regulatory requirements (e.g., GDPR; Charity Commission; the Fundraising Regulator)

Financial and Physical Resources

- Jointly responsible for managing the Charity budget (c£1m) and ensuring that income and expenditure deliver on an agreed return on investment (RoI)
- Exercise personal duty of care when using expensive equipment e.g., computers/printers.

Human Resources

Management

- Take full management responsibility for the staff reporting to this post; providing leadership; recognising and developing the team; mentoring, coaching and training them to utilise the strengths to enhance department's performance, governance

and build organisational capability.

- Assess staff performance against agreed performance standards/objectives and/or competencies at least annually and develop meaningful and achievable personal development plans.
- Be responsible for the self-development of skills and competencies through participation in learning and development activities and maintain up to date technical and professional knowledge relevant to the post.

Education

- Ensuring development of training materials and guidance, as required, in conjunction with key staff groups, to enable staff to be provided with pre-requisite knowledge and understanding of fundraising regulatory compliance to support implementation of new mechanisms.
- To deliver charity wide training in relation to fundraising best practice, including tax-efficient giving and the code of fundraising conduct
- Required continuing with own education and personal development appropriate to the post.

Leadership

- The post holder will be a self-starter and will provide leadership through their behaviours, actions and delivery of plans.
- To contribute as a senior manager to the maintenance and development of the service
- Deputise for the Charity Director as required.
- Comply with dignity and respect at work policy.
- Promote equality and diversity.
- Monitor Health and Safety of self and others.
- Training and supervision of volunteers in line with Trust policy

Information Resources

- The post holder will be required to regularly generate, access and utilise internal and external information and data sources in order to interpret and present information.
- Management and maintenance of relationship management (supporter) database
- Interpretation and presentation of information to Trust and Charity Leadership to inform strategic decision making.

Research and Development

- To guide and participate in audit and service improvement projects as part of the service development and assurance.
- Commitment to continual innovation and the identification and implementation of new methods and technologies that drive income generation for the Charity.
- Responsibility for driving Charity programme performance and benchmarking within sector to aid strategic decision making.

8. Freedom to Act

- The post-holder will guide the Board, Executive and Charity management team on national procedures and policies including those set out by the Charity Commission, the Fundraising Regulator, NHS Charities Together and the Healthcare Financial Management Association
- The post-holder has responsibility for developing and implement specific policies

- and procedures to ensure the Charity meets regulatory and professional standards.
- The post holder will be broadly guided by national and Trust procedures and policies and will be required to develop and implement Trust specific policies and procedures to ensure the delivery of a professional fundraising model to meet the required standards and targets. Expected results are defined at interim appraisal:
 - Expected to work autonomously, taking responsibility for own professional actions, within the broad scope to ensure delivery of multiple projects and workstreams.
 - Required to use initiative, prioritise and manage workload to achieve performance objectives.
- The post holder will adhere to Trust policies.
- The post-holder also has overall responsibility for Charity fundraising, with significant income generation goals.

9. Effort and Environment

Physical Effort

- Long periods of sitting in a restricted position at a computer

Mental Effort

- Regular, prolonged concentration is required to achieve accurate attention to detail.
- Range of regular deadlines to be met, some with short notice and requiring immediate action.

Emotional Effort

- Occasional exposure to distressing or emotional circumstances for example contact with patients and/or families.

Working Conditions

- Exposed to a VDU for long periods during each working day.
- Hours of work flexible to meet the needs of the Charity.

Signed: **Date:**
(Post holder)

Signed: **Date:**
(Directorate Manager or equivalent)

The Newcastle upon Tyne Hospitals NHS Foundation Trust

Person Specification

JOB TITLE: Deputy Charity Director (Fundraising and Engagement)

BAND: 8b

DIRECTORATE: CEO

<u>REQUIREMENT</u>	<u>ESSENTIAL</u> Requirements necessary for safe and effective performance of the job	<u>DESIRABLE</u> Where available, elements that contribute to improved/immediate performance in the job	<u>ASSESSMENT</u>
Qualifications & Education	<ul style="list-style-type: none"> Educated to Postgraduate/master's level in relevant subject or equivalent level of experience of working at a similar level in specialist area. Evidence of continuing professional development 	<ul style="list-style-type: none"> Comprehensive knowledge of project management principles, techniques and tools such as Prince 2 Foundation and Microsoft Project Experience of working in an operational healthcare environment. Comprehensive knowledge of project management principles, techniques and tools such as Prince 2 Foundation and Microsoft Project 	
Knowledge & Experience	<ul style="list-style-type: none"> Knowledge and experience of managing budgets for complex programmes of work, including financial processes, budget setting and monitoring. Highly developed specialist knowledge in relation to charity regulation and professional fundraising standards and the Data Protection Act 2018 / General Data Protection Regulation (GDPR) Significant experience of interpreting national / regulatory guidance for implementation and in the provision of policy / regulatory advice to senior stakeholders on a range of complex, specialist topics Significant experience of planning, directing and delivering fundraising programmes / campaigns / projects on time and to budget Significant leadership experience and of managing a team to deliver outcomes. Significant experience working within a complex environment including experience of working in the voluntary, community or social enterprise (VCSE) sector. 	<ul style="list-style-type: none"> Further specialist qualification or significant experience in specialist area such strategic marketing management, fundraising or financial management. Experience of working in an operational healthcare environment 	
Skills & Abilities	<ul style="list-style-type: none"> Able to synthesise complex information on a range of topics, forming recommendations for Non-Executive Directors/Executive Directors/Directors/ Deputy Directors/Senior Management Team and other senior stakeholders. Strong stakeholder engagement and relationship management skills with the ability to build and maintain strong, positive working relationships with senior stakeholders at Board, Executive and Director level, across the organisation and with external stakeholders. Highly developed communication and interpersonal skills for delivering 	<ul style="list-style-type: none"> Project management 	

	<p>key messages to a range of stakeholders, both internal and external</p> <ul style="list-style-type: none"> • Highly developed analytical skills including the ability to interrogate quantitative and qualitative data sources. • Highly developed presentation skills for effectively conveying complex plans and concepts. • Able to prioritise competing demands amongst a rapidly changing agenda. • Ability to exercise good judgement, maintain discretion and use initiative. • Ability to use informed persuasion to influence others. • Ability to think strategically and develop innovative and workable solutions to complex problems. • Ability to build and maintain positive relationships with senior stakeholders at Board, Executive and Director level. • Ability to think strategically and develop innovative and workable solutions to complex problems. • Highly developed presentation skills for effectively conveying complex concepts. 		
<p>Values / Behavioural / Attitudes</p>	<ul style="list-style-type: none"> • Works well with others, learns from the contribution of others. • Commitment to equality of opportunity, focussed on removing barriers to full participation. • Understanding of the importance of diversity and inclusion in delivering our role in the sector and society • Fosters good working relationships and values diversity and difference. • Promotes high standards for improving diversity and equality, as per the Workforce Race Equality Standard and Workforce Disability Equality Standard • Motivation and change management skills. 		
<p>Core Behaviours</p>	<ul style="list-style-type: none"> • Alignment to Trust Values and Core Behaviours • Take personal responsibility to: <ul style="list-style-type: none"> ○ engage with the Trust's Climate Emergency Strategy and Sustainable Healthcare in Newcastle (SHINE) initiatives. ○ assist in embedding our sustainability values into everyday practice; and ○ help ensure such practice is applied consistently by you and your colleagues 		

**CANDIDATE:
SIGNED BY:
DESIGNATION:**

**REFERENCE NO:
DATE:**