



# KEMP Hospice Head of Fundraising & Communications

## Applicant Information Pack

September 2024



## An introduction from our CEO,

Thank you for your interest in the Head of Fundraising & Communications position at KEMP Hospice. This is an exciting time for KEMP as we continue to expand our services to meet the needs of our community. Fundraising and communications are crucial to our success and sustainability, ensuring we can provide the highest level of care and support for our patients, clients and families.

At KEMP Hospice, we are dedicated to making a real difference in the lives of individuals and families during challenging times. Our work relies on the generosity of our supporters and the effectiveness of our fundraising efforts to sustain and grow our services.

We seek a dynamic and experienced leader who can inspire, engage and develop strong relationships with our supporters. You will play a key role in shaping our fundraising strategy, raising awareness, and telling our story in a way that resonates with our community and beyond.

Joining KEMP Hospice offers you the opportunity to have a significant impact. You will be part of a passionate team that values collaboration, creativity, and commitment to our cause. If you are ready to take on this challenge and contribute to our mission, we would love to hear from you.






## About Us

KEMP Hospice is a charity dedicated to providing end-of-life care and support services to individuals and their families facing life-limiting illnesses. KEMP Hospice operates in the healthcare and social service sector, specifically focusing on palliative care and bereavement support. The services offered by KEMP Hospice are end-of-life care, including pain management, emotional support, and finance and welfare support for both patients and their families. We also offer bereavement support and counselling to adults, young people and children from the age of 5.

At KEMP Hospice we care for patients facing life-limiting illnesses and their families. We collaborate with healthcare professionals, community partners, and volunteers to create a supportive network that addresses the physical, emotional and welfare needs of our patients and service users.

We never charge for our care and services and rely on the support of the local community by fundraising for KEMP Hospice, making donations, and purchasing pre-loved items in our charity shops. We also rely on legacies and gifts in Wills to help us raise the funds needed each year to ensure we can continue to provide our care and support services, now and in the future.

We have 60 employees and nearly 200 volunteers to help us provide our services and run our hospice, 6 shops, Donation Centre and eBay account. Our 2024-29 strategic objectives are:

-  To provide excellent care and support both now and in the future
-  To grow our income and be financially stable
-  To ensure our buildings and infrastructure are fit for the future
-  To communicate well
-  To achieve success through our people

## Our Vision

Compassionate care and support with dignity.

## Our Mission

To provide free holistic palliative care and support to people living with a progressive life-limiting illness.

Providing support to adults, children and young people affected by bereavement.

## Our Values



**We Care**



**We are Collaborative**



**We are Innovative**



**We are Inclusive**



**We have Integrity**



**We are Sustainable**

## KEMP Hospice Employee Benefits

- ✂ Fantastic team where everyone is welcomed and empowered to give their best
- ✂ Supportive management – keen to develop you
- ✂ 30 days annual leave + bank holidays, increasing with long service
- ✂ Discount schemes including Blue Light Card
- ✂ Increased employer pension contribution
- ✂ Discount in retail shops
- ✂ Company sick pay
- ✂ Bereavement leave
- ✂ Enhanced maternity leave
- ✂ Enhanced paternity leave
- ✂ EAP: confidential financial, legal, wellbeing & mental health support
- ✂ Free eye tests
- ✂ Death in service benefit
- ✂ Opportunities for flexible working from day one
- ✂ Family friendly policies
- ✂ Free Will writing service.
- ✂ Staff events



# Job Description

<b>Job Title:</b>	Head of Fundraising & Communications
<b>Reports to:</b>	Chief Executive
<b>Direct Reports:</b>	Fundraising & Communications Team
<b>Hours:</b>	37.5 hours per week
<b>Salary:</b>	£45,000 per annum
<b>Location:</b>	Hospice-based with option of homeworking; attendance at events required

## Purpose of the Post

You will be responsible for setting and delivering our fundraising strategy and achieving income targets in line with our objectives. You will manage fundraising and communications team and support the CEO and Board of Trustees to set and deliver strategy. You will develop and deliver comprehensive plans to maximise income from individual giving, legacy giving, corporate fundraising, community fundraising, fundraising events and trusts & foundations, and lottery. You will lead and be responsible for KEMP's brand and voice within the Wyre Forest and across the whole organisation including care services and retail.

## Main duties and responsibilities:

### Fundraising:

- Develop and implement a comprehensive fundraising strategy to meet annual income targets.
- Lead and manage a diverse range of fundraising activities, including individual giving, corporate partnerships, community fundraising, trusts, and grants.
- Cultivate and steward relationships with major donors, corporate partners, and sponsors.
- Identify new fundraising opportunities and income streams.
- Monitor and evaluate the effectiveness of fundraising campaigns and initiatives, making adjustments as necessary to ensure goals are met.
- Prepare and manage the fundraising budget, ensuring cost-effective practices.
- Responsible for ensuring activities adhere to all applicable legislation e.g., H&S, GDPR, Fundraising Regulator, Charity Commission.










### Communications:

- With the support of the Marketing & Communications Officer, develop and implement an integrated communications strategy to raise the charity's profile and support fundraising efforts.
- Oversee the creation of high-quality content for various platforms, including the website, social media, newsletters, press releases, and annual reports.
- Act as a spokesperson for the charity, building relationships with media outlets and managing public relations efforts.
- Ensure consistent branding and messaging across all communications materials.
- Manage the charity's digital presence, including social media channels and website, to engage supporters and the wider community.





## Leadership:

- Lead and motivate the fundraising and communication team, providing effective direction in their activities to ensure individual and team objectives are achieved.
- Oversee the recruitment and management of volunteers within the fundraising and communications team.
- Lead on the recruitment of new staff within the Fundraising and Communications Team.
- Work in close partnership with the Chief Executive, Senior Team and Board of Trustees to achieve the aims of KEMP Hospice, providing reports and statistical data to shape our decision making.
- Role model the values of KEMP Hospice and support the Chief Executive and Senior Team in maintaining the desired culture of the organisation.

## Key Working Relationships:

-  Chief Executive
-  Senior Team
-  Corporate & Events Fundraiser
-  Community & Events Fundraiser
-  Fundraising & Database Administrator
-  Marketing & Communications Officer
-  Marketing & Communications Assistant
-  All other staff and volunteers
-  Board of Trustees, primarily members of Marketing & Generation of Income Committee

## General:

-  Champion the vision, mission and values of KEMP Hospice internally and externally.
-  Comply with all relevant charity and other legislation.
-  Uphold KEMP's policies.
-  Undertake other reasonable duties requested by the CEO.

## Disclosure & Barring:

This role is subject to a basic check with the Disclosure and Barring Service.

# Person Specification:

<b>Experience:</b>	<b>Essential</b>	<b>Desirable</b>
A proven successful track record in a fundraising role within a charity or not for profit organisation.	X	
Proven experience of consistently working to and achieving financial targets.	X	
Experience in implementing and delivering an integrated and diverse fundraising strategy that has delivered growth across multiple income streams, including the setting of strategic objectives and targets.	X	
Experience of leading, recruiting and inspiring teams to reach and exceed targets and objectives in the charitable sector.	X	
Either been a volunteer or worked with volunteers as part of a team.		X

<b>Skills, knowledge, and personal attributes:</b>	<b>Essential</b>	<b>Desirable</b>
Demonstrable knowledge of a wide range of communication techniques; including marketing, advertising, PR, and stakeholder communications.	X	
Demonstrable experience in managing projects and activities, and in using learnings from evaluations to shape and adapt future plans.	X	
Sound problem solving skills with the ability to systematically investigate a problem using logical reasoning and drawing accurate and appropriate conclusions.	X	
A strong eye for detail and high standards of quality control.	X	
Excellent time management skills.	X	

<b>Skills, knowledge, and personal attributes:</b>	<b>Essential</b>	<b>Desirable</b>
Sets clear and realistic objectives for work plans and monitors performance against objectives.	X	
Superb written and oral presentation skills, including tailoring messages and building one to one relationships.	X	
Excellent IT proficiency especially with CRM systems and Microsoft Office programmes	X	
Self awareness: of your own emotions, strengths, weaknesses, passions, interests and values.	X	
Able to demonstrate personal resilience in adapting to changing circumstances and in pressured situations.	X	
A collaborative approach; willing to ask for and use feedback to achieve the best results.	X	
Skillful at influencing, persuading and negotiating with stakeholders of all levels.	X	
Understanding of the need to 'pitch in' on occasions, and do whatever is necessary, as a member of a small team.	X	
Considerable diplomacy, sensitivity, tact and sound judgement when dealing with internal and external stakeholders.	X	
Focused, driven and self-motivated.	X	
An understanding of the hospice sector and of end of life and bereavement work.		X
A passion for continued learning in both fundraising and communications.		X

## How To Apply:

We want to see what makes you stand out! Show us how your experience, skills, and energy align with KEMP Hospice's mission, and how you can drive our fundraising and communications forward.

Please send a CV along with either a short video clip (no more than 5 minutes long) *or* a supporting statement (of no more than 800 words), demonstrating your suitability for the role and addressing the following:

- 🦋 Why are you applying for the role at KEMP Hospice?
- 🦋 Tell us a bit about yourself and your leadership style. How do you motivate and inspire others to help achieve shared goals?
- 🦋 Tell us about a time when you successfully developed and implemented a strategy that helped achieve significant results, particularly in fundraising or communications. Tell us how you ensured the strategy was delivered effectively, and what impact it had.

Please send your application via email to: [peopleteam@kemphospice.org.uk](mailto:peopleteam@kemphospice.org.uk)

**Application Deadline:** Sunday 13th October 2024 at 5pm

**Interview Date:** Wednesday 23rd October 2024

For an informal discussion about the role, or to arrange a tour of the hospice, please contact our Chief Executive, Caroline Beech at [caroline.beech@kemphospice.org.uk](mailto:caroline.beech@kemphospice.org.uk) or by calling 01562 756000.