



Southampton
Hospitals Charity

Community

Fundraiser

Recruitment pack



Welcome

Thank you for your interest in the role of Community Fundraiser. As we look to grow our engagement within the hospital community and wider communities the role comes at an exciting time in the Charity's existence. I'm delighted that you may be considering making an application.



On the 1st of April 2024 the Charity went through a major organisational change, converting from an unincorporated charitable trust within the governance of University Hospitals Southampton NHS Foundation Trust (UHS) to an independent charitable company. We are now looking to the future and the development of a new strategy to set out our vision for how we will grow our reach and impact and continue to deliver improvements to the care our local community receives.

We are seeking a highly motivated and self-driven individual to join our Fundraising Team as the Community Fundraiser. You will lead, plan, cost and deliver an exciting and varied community fundraising programme to grow income and a strong return on investment. You will need to work closely with the Director of Fundraising to shape the plans and resources required for the future.

The post holder will require a good knowledge of fundraising and considerable energy and enthusiasm that will inspire patients, visitors, hospital staff and the local community to choose Southampton Hospitals Charity as their preferred charity. We raise funds to support our grant-making programmes which have the primary purpose of improving the care and experience patients receive when using the hospitals and services run by UHS.

We are on a new and exciting journey and if you think you have the passion, the experience, and the skills to help us on our way, we'd be delighted to hear from you.

Sally Hillyear
Director of Fundraising & Marketing

About the Charity

Who we are

Southampton Hospitals Charity works to improve the care and services provided by University Hospital Southampton NHS Foundation Trust. We make grants to support with improving patient care, clinical outcomes, the hospital environment, and pioneering research.

Our incredible supporters enable us to make a difference to thousands of patients every year. Our mission is to raise funds to support world class healthcare at University Hospital Southampton NHS Foundation Trust, and we work to ensure that donations have a real impact for patients, staff, and families.

Our vision

Our vision is for Southampton to be a city of good health, enabled by outstanding medical care and innovative world-leading research.

Our mission

Our mission is to deliver grant programmes that are instrumental in driving outstanding clinical care and outcomes for patients accessing hospital and community services.

Our intention

To Think Big

We will make a significant difference to patients and their families.

To Think Local

We will become Southampton's health charity of choice.

To Think SHC

We will be a best-in-class NHS charity, delivering for supporters.

Our work so far

Modernising patient and family environments

Some of our most impactful work involves refurbishing and creating dedicated patient and family spaces across the hospital. These projects help create modern, comfortable, and welcoming wards, clinical spaces, waiting areas, and relatives' rooms.



Supporting patients in and out of hospital

We are committed to supporting holistic patient care, including patient wellbeing and prevention and early intervention initiatives that promote long-term health and independence.



Research and innovation

From research into new treatments for children with cancer, to exploring the connection between diabetes and liver disease, and investigating how artificial intelligence can support better diagnosis and treatment of patients, we are committed to supporting groundbreaking research and innovation, helping to develop new ways of working and better treatments for patients.



Job and role description

Job title: Community Fundraiser

Reports to: Director of Fundraising & Marketing

Direct reports: No direct reports

Role purpose

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Main responsibilities

Hospital engagement and community relationships

- To develop, support the delivery of and evaluate a strategic supporter journey and stewardship journey across the community fundraising programme focused on generating net return and supporter retention.
- To create and increase awareness of fundraising for Southampton Hospitals Charity across all University Hospital Southampton sites working closely with the Marketing and Communications team
- To foster effective and productive relationships with key stakeholders including consultants, doctors, nurses, care group managers etc
- To ensure visibility of fundraising materials including poster sites and leaflet holders in the hospitals, community etc and ensure they are kept up to date and relevant
- To be proactive in seeking out new fundraising opportunities, relationships, and networks.
- To lead on researching and developing Trust and charity networks to acquire new supporters in the communities served by the UHS Trust based on audience insight and analysis
- To build and maintain relationships with supporters through face to face, telephone, email, and written correspondence with the aim of securing financial and “in kind” support.
- To have an insight led approach to our activities, regularly analysing data and gathering supporter feedback.
- To develop a comprehensive pipeline of fundraising opportunities such as adopted charity of the year for regional shows and events, mayors and golf captains.
- To be the first point of contact for groups and individuals organising community activities to raise money for SHC, motivating and encouraging them to raise as much money as possible.
- To proactively research and identify influential individuals in schools and community groups to build and develop relationships and gather support for key campaigns
- To appropriately support all community fundraising activities- Thank and report on how money is spent and provide high levels of supporter relationship management which will result in long term support.
- To liaise and manage relationships with external suppliers such as 3rd party event organisers, event companies and venues.

Other

- To be responsible for the input and maintenance of the fundraising database (Beacon) and ensure records are kept up to date in a timely, accurate and consistent manner
- Be aware of income and expenditure budgets working to ensure all activity achieves a return on investment of 4:1
- To be aware of the changing external environment to pick up on opportunities and keep abreast of current trends, circumstances or topical issues that will enhance the event or the charity.
- To keep up to date with guidance and best practice from the Fundraising Regulator and Chartered Institute of Fundraising

Person specification

Knowledge and experience

- Experience of increasing income through successful community, events, corporate or volunteer fundraising programmes or equivalent transferable experience from another sector
- Experience of successful project management including planning and delivering projects within budgets and on time to meet departmental, team and personal objectives and KPIs
- A proven track record of delivering an excellent customer/supporter stewardship experience
- Experience of managing multiple projects and budgets
- Demonstrable experience in using data insight and analysis to inform decision making
- Excellent IT skills including using Excel, Word, Outlook and Power Point as well as experience of administering and maintaining dedicated supporter CMS databases
- Knowledge of a Fundraising Database and knowledge of fundraising regulations e.g. GDPR

Skills, abilities, and behaviours

- Excellent interpersonal and negotiation skills with the ability to motivate and influence people
- Ability to build personal, meaningful relationships with colleagues, customers, supporters and donors
- Ability to adapt quickly and be solutions focussed
- Ability to prioritise and manage a demanding workload and work on several priorities at once: ability and willingness to adapt to changing workloads and priorities
- Ability to work as part of team and to use own initiative
- Knowledge and experience of using a CRM database (Beacon)
- Excellent communication skills with an ability to prepare and deliver compelling presentations and engage with a wide range of audiences



Terms of appointment and how to apply

Reports to: Director of Fundraising & Marketing

Salary: £30,000

Hours: 37.5 hours per week

Contract: Permanent

Pattern of work

We offer hybrid working to provide flexibility for our staff. As part of this approach, the required time working in the office for this role will be dependent on contractual hours. For this role 3 days would be required in the office.

Place of work

Southampton General Hospital, Tremona Road, Southampton SO16 6YD. Please note we are also looking at office spaces in and around Southampton

Benefits of working here

- Between 5% and 10% matched pension contribution.
- 27 days paid annual leave (plus bank holidays), pro-rata according to contracted hours.
- Generous enhanced maternity, paternity, and adoption leave schemes, alongside statutory entitlements.
- Access to Occupational Health support.
- Employee benefits package via Vivup.

How to apply

For an informal discussion about the role please contact Sally Hillyear, Director of Fundraising and Marketing via sally.hillyear@southamptonhospitalscharity.org

To apply, please send the following to Alex West, Business Manager via recruitment@southamptonhospitalscharity.org:

- Your CV (no more than three sides).
- A supporting statement (no more than two sides) that sets out why you think this role is the right move for you and how you meet the knowledge and experience criteria.

Closing date: Tuesday 22nd April

Interviews: w/c 21st and 28th April



Southampton Hospitals Charity is a charitable company limited by guarantee, registered in England and Wales (Company No: 15421829, Charity No: 1206909).

Registered Address: Southampton Hospitals Charity,
Mailpoint 135, Southampton General Hospital,
Southampton, SO16 6YDle