



Southampton  
Hospitals Charity

# Fundraising

# Operations Manager

# Recruitment pack



# Welcome

Thanks for your interest in the role of Fundraising Operations Manager. This is the first time that Southampton Hospitals Charity has recruited for this position, and it comes at an exciting time in the Charity's existence. I'm delighted that you may be considering making an application.



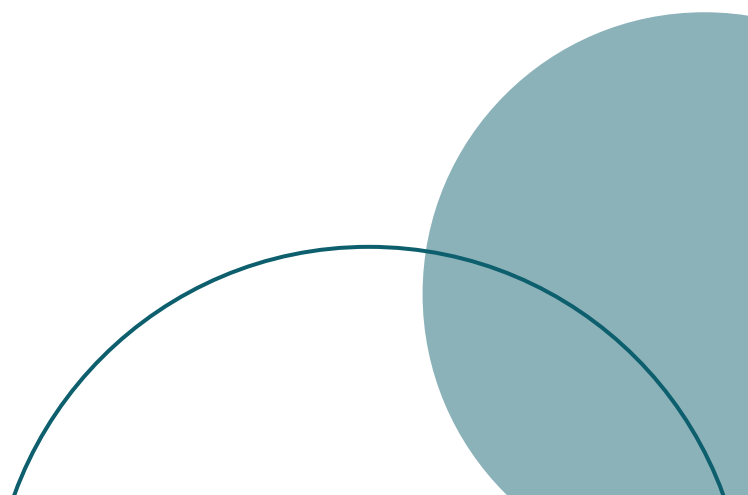
On the 1st of April the Charity launched its new 3-year strategy, setting out our vision for how we will grow our reach and impact and continue to deliver improvements to the care our local community receives.

I really believe this is a hugely exciting time to be joining the Charity. This role will be a key enabler, supporting our team to deliver operational excellence across all fundraising streams and giving them the key tools to support income and engagement growth.

As a 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.

**Beth Hall**  
**Director of Operations & Resources**



# 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: Fundraising Operations Manager**

**Reports to: Director of Operations & Resources**

## Role purpose

We are excited to be seeking a talented and motivated individual to join Southampton Hospitals Charity as Fundraising Operations Manager, a newly developed role recognising the need for operational excellence across all fundraising streams to support and enhance the donor journey.

This key role will oversee the administrative, financial, and logistical aspects of the fundraising department, ensuring smooth and efficient operations. They will have responsibility for ensuring the best donor care to our supporters; working across the income streams to enhance our supporter journeys and increase income for the Charity.

From providing excellent customer service to the efficient processing of donations, you will support the team to ensure that each of our donors knows the impact they are making within our hospitals.

With operational oversight of our CRM system, you will use insights and data to help support the fundraising team to develop products which engage with donors and maximise income.

We are looking for an individual who is as passionate about fundraising as the work we do as a Charity to join our Operations team. This role will be key, as we launch our ambitious new strategy to grow our income, reach and impact.



# Main responsibilities

## Fundraising operations

- Work with teams across the Charity, coordinating the different needs and expectations of any fundraising asks including method, timing, responsibility and supporter journey.
- Identifying and implementing new ways of improving processes, working smarter, reducing cost and growing income.
- Ensuring all donations are processed efficiently and effectively in line with donor wishes.
- Creating and revising donation guidelines to ensure everyone is working to the same standard.
- Working with colleagues across the charity to ensure that all payment portals are meeting the needs of both the supporters and Charity.

## Database (CRM) management

- Support the Database and Insights Manager who is responsible for the front-end day to day management of our CRM (Beacon).
- Be responsible for the overall management of the CRM system, ensuring accurate and up-to-date fundraising and programmes data entry. Accurately processing all income donations and pledges and ensuring others in the team correctly enter and maintain data.
- Ensure that an overall data management structure of supporter records and processes. Develop and maintain information management structures in the CRM system to enable accurate and timely information and reporting.
- Collaborate with internal teams to ensure smooth operation and optimal use of the CRM system.

## Data & insights overview

- Provide the senior leadership team with the data and insight needed for strategic decision making.
- Work collaboratively across teams to provide data and donor insights to help identify trends and opportunities. Helping to shape and develop the campaigns and new donor products.
- Champion and ensure best practice monitoring and evaluation of fundraising performance, including working with teams to set, track and report on KPIs.

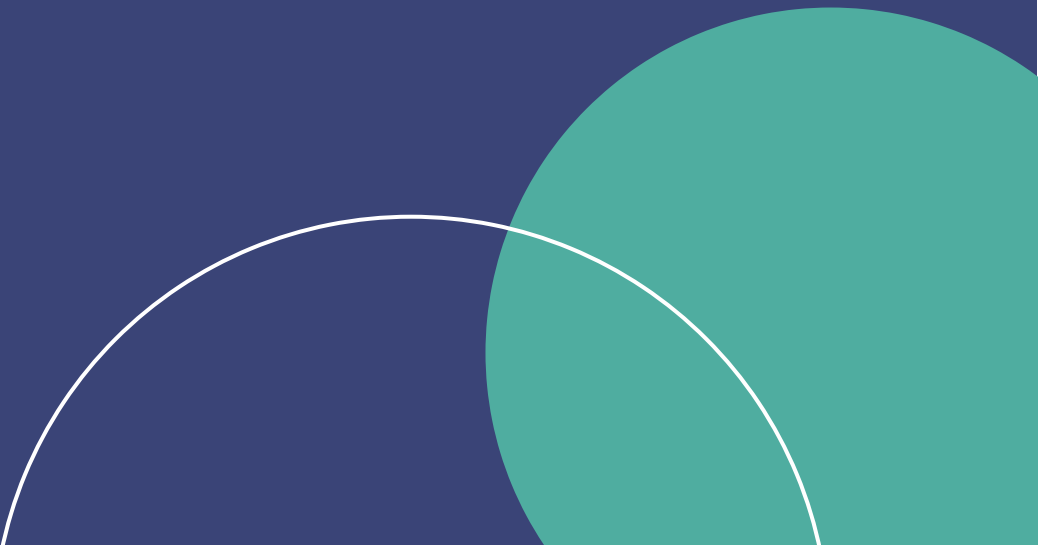
## Community and third party fundraising

- Manage and oversee the community and events income stream with a focus of developing our offering and reaching our income target.
- Work with our Community & Events Officer to develop a calendar of events, aimed at engaging with a variety of stakeholders and donors by offering a suite of new and exciting events.
- Develop and implement a robust donor journey strategy for our community donors and each of our events, including our flagship event the ABP Southampton Marathons
- Manage the flow of financial and non-financial data from third-party platforms and agencies, as well as direct income and data streams.

## Fundraising compliance

- Ensure compliance with fundraising regulation include GDPR and PECR, Code of Fundraising Practice and the Gambling Commission.
- Handle feedback, complaints and queries relating to fundraising activities by phone, post and email.
- Ensure good data management within our CRM system.
- Process any requests via the Fundraising Preference Service.

## Operational support and general tasks

- Working with colleagues in the fundraising team to ensure supporters have the right relationship manager to support them with their goals.
  - Operational responsibility for donation integration with the Hospital Engagement Team.
  - Ensure the team at all sites have the information and tools they need to capture and process donors' details and donations.
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# Person specification

## Knowledge and experience

- A keen appetite for problem solving, with experience in identifying and delivering on improvements to operational systems and processes.
- Previous knowledge and experience in a fundraising role is essential, preferably community, events or individual giving.
- A proven track record of meeting financial targets and driving income growth.
- Attention to detail is an absolute must for this role, the ability to spot trends, issues or risks will ensure we are efficient, effective and compliant.
- An understanding of the fundraising landscape, especially fundraising regulation, and its implications for our work.
- A knowledge of donor stewardship and developing key relationships with stakeholders and fundraisers.
- Experience working with a donor database system in a complex environment.

## Skills, abilities, and behaviours

- Excellent verbal and written communication skills.
- Ability to work on own initiative and as part of a team.
- Good IT skills.
- Excellent administrative, organisational, time management and prioritisation skills.
- Analytical and strategic approach to problem solving.
- Confident with excellent interpersonal skills.
- Ability to work under pressure, to target and deadline.
- Good team player who is willing to support and help others in the team.
- Highly organised with excellent attention to detail.
- Professional, diplomatic and discreet and able to maintain confidentiality.



# Terms of appointment and how to apply

**Reports to: Director of Operations and Resources**

**Salary: £40,000-£45,000**

**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 and our new Head Office in Ocean Village, 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 Beth Hall, Director of Operations & Resources via [beth.hall@southamptonhospitalscharity.org](mailto:beth.hall@southamptonhospitalscharity.org)

To apply, please send the following to Alex West, Business Manager via [recruitment@southamptonhospitalscharity.org](mailto: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: Monday 18<sup>th</sup> August

Interviews: Early September



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

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