



**Bicton Heath, Shrewsbury, SY3 8HS**

**Re : Area Fundraiser**

This application pack contains the following information regarding the above-mentioned post:

- 1. Job Description and Person Specification**
- 2. Information to Candidates**
- 3. Equal Opportunities Monitoring Form**

Having read the enclosed information, your completed application form should be returned to me at the address above.

**Please note applications will be reviewed on a rolling basis.**

We will respond to all unsuccessful applications via email (if you have provided an e-mail address on your application form).

Thank you for the interest you have shown in this post.

Yours sincerely

**Gaynor Lewis  
HR Manager**

**Severn Hospice  
Area Fundraiser**

**INFORMATION TO CANDIDATES - SUMMARY OF MAIN TERMS AND CONDITIONS OF EMPLOYMENT**

The following information is intended as a useful guide to applicants considering joining the Hospice. Full details are supplied with an offer of appointment.

**1. MEDICAL**

As part of the Hospice's selection procedure for employment, we ask all prospective employees to complete a pre-employment medical questionnaire. The purpose is to fulfil our responsibilities under the Health and Safety at Work Act 1974 and to ensure that the proposed employment does not present any particular risks from a medical point of view.

No formal offer of appointment will be made until the Hospice, through its Occupational Health Service Provider, is satisfied about your medical fitness to undertake the job. Further details about this will be sent to any prospective employee following interview.

**2. REFERENCES**

No formal offer of employment will be made until we have received satisfactory references.

**3. DISCLOSURE**

Not applicable

**4. PROBATIONARY PERIOD**

Your appointment will initially be for a probationary period of up to 6 months during which time your progress will be regularly assessed. Your line manager will work closely with you in order to help and support you as necessary throughout your probationary period. The Hospice reserves the right to extend the probationary period for any reason should this be deemed necessary eg. to provide additional training.

Your appointment will be confirmed in writing following the satisfactory completion of your probationary period. Your employment may be terminated at any time during the probationary period with appropriate notice. However, prior to this decision being made, every effort will be made to ensure that you reach the required standards.

**5. SALARY**

The salary for this post is **£26,000 per annum**.

Salaries are paid monthly by credit transfer to a bank or building society account.

**6. HOURS OF WORK**

37 ½ hours per week including some evenings and weekends

**7. HOLIDAY**

Full time holiday entitlement is 262 ½ hours holiday per year (including public holidays).

**8. NOTICE**

During your probationary service the period of notice to terminate your employment is one week by either party.

## **Severn Hospice Equality and Diversity Statement**

**Severn Hospice (the Hospice) is committed to the equal treatment of all employees and job applicants and requires all staff, whatever their grade or authority, to abide by this general principle. The Hospice is committed to all employees being able to achieve their full potential in an environment characterised by dignity and mutual respect.**

No individual shall be treated less favourably than another on grounds of gender, age, religion or belief, marital status, race, nationality, ethnic or national origin, sexual orientation, disability, social background, trade union membership, criminal record, carer responsibilities or employment status. The policy of equality of opportunity extends to all services we provide.

Severn Hospice aims to promote equality of opportunity for all with the right mix of talent, skills and potential and welcome applications from a diverse range of candidates including those with criminal records. We comply fully with the DBS Code of Practice and undertake to treat all applicants fairly. We undertake not to discriminate unfairly against any subject of a DBS Check on the basis of a conviction or other information revealed. Candidates are selected for interview based on their skills, qualifications and experience.

A DBS Check is only requested after a thorough risk assessment has indicated that one is both proportionate and relevant to the position concerned. For those positions where a DBS Check is required, all application packs will contain a statement that a Check will be requested in the event of the individual being offered the post.

Details of criminal records must be sent under separate, confidential cover with your application form. We guarantee that this information will only be seen by those who need to see it as part of the recruitment process.

All those involved in the recruitment process have been suitably trained to identify and assess the relevance and circumstances of offences. At interview, an open and measured discussion will take place on the subject of any offences or other matter that might be relevant to the position.

Criminal records will be taken into account for recruitment purposes only when the conviction is relevant. Having an "unspent" conviction will not necessarily bar you from employment. This will depend on the nature of the position and the circumstances and background of your offences. However, any "unspent" convictions, which are not declared and subsequently revealed, may result in dismissal.

Under the Rehabilitation of Offenders Act 1974, a conviction will become "spent" (i.e. treated as if it had not occurred) where the individual has not, after a specified period of time, committed another serious offence.

Rehabilitation periods vary depending on the type and length of conviction originally incurred.

Severn Hospice has a legal obligation to protect vulnerable client groups from people who have committed serious offences, and as such meets the requirements in respect of exempted questions under the Rehabilitation of Offenders Act 1974. All applicants who are offered employment in a post that falls into this category will be subject to a Disclosure Barring Service Check, before the appointment is confirmed. This will include details of cautions, reprimands or final warnings, as well as convictions, including "spent" convictions and where the post is subject to an Enhanced Check, other relevant non-conviction information, such as police enquiries and pending prosecutions will be included.

Severn Hospice is committed to compliance with the Disclosure Barring Service's Code of Practice for Registered Persons and other recipients of DBS information.

*A copy of the Hospice's Equality and Diversity Policy is available upon request.*

## EQUALITY AND DIVERSITY MONITORING FORM

Severn Hospice wants to meet the aims and commitments set out in its Equality and Diversity Policy. To assist the Hospice in meeting this aim, we need to monitor the equality and diversity profile of the workforce. We also need to ensure that we fully comply with the Equality Act 2010. The Act sets out 9 'protected characteristics' – age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.

This form is voluntary and will not be used as part of the selection process nor will it be seen by anybody who is interviewing you. The information collected is only used for monitoring purposes in an anonymised format to assist the organisation in analysing the profile and make up of individuals who apply, are shortlisted and appointed to each vacancy. Should you not wish to complete this form your application will not be prejudiced in any way.

**Please can you complete the form and mark the box with an 'x', where applicable. Please place in a sealed envelope separate to our application form.**

<b>First Name:</b>		<b>Surname:</b>	
<b>Date of Birth:</b>		<b>Position applied for:</b>	

Are you married or in a civil partnership?

Yes		No		Prefer not to say	
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### ETHNICITY

<b>White</b>	<b>British</b>	
	<b>Irish</b>	
	<b>Gypsy or Irish Traveller</b>	
	<b>Any other White background (please specify)</b>	
<b>Mixed/ Multiple Ethnic Groups</b>	<b>White and Black Caribbean</b>	
	<b>White and Black African</b>	
	<b>White and Asian</b>	
	<b>Any other Mixed/multiple ethnic background (please specify)</b>	
<b>Asian or Asian British</b>	<b>Indian</b>	
	<b>Pakistani</b>	
	<b>Bangladeshi</b>	
	<b>Chinese</b>	
	<b>Any other Asian background (please specify)</b>	
<b>Black/African/Caribbean/Black British</b>	<b>African</b>	
	<b>Caribbean</b>	
	<b>Any other Black background (please specify)</b>	
<b>Other Ethnic Groups</b>	<b>Arab</b>	
	<b>Japanese</b>	
	<b>Any other ethnic group (please specify)</b>	
<b>Prefer not to say</b>		

## AGE

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Under 16		35-39		55-59	
16-24		40-44		60-64	
25-29		45-49		65+	
30-34		50-54		Prefer not to	

## RELIGION AND BELIEF

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Buddhist		Jewish	
Christian		Sikh	
Hindu		No religion or belief	
Muslim		Prefer not to say	

## GENDER

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Male		Female		Transgender		
					Prefer not to say	

## SEXUAL ORIENTATION

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Heterosexual		Lesbian		Gay		Bisexual			
								Prefer not to say	

## DISABILITY

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A disabled person is defined in the Equality Act 2010 as someone with a physical or mental impairment that has a substantial and long-term impact on their ability to carry out day to day activities. Examples are: mobility, manual dexterity, speech, hearing, seeing and memory.

The definition also covers HIV, Multiple Sclerosis and Cancer from the time of diagnosis, and progressive conditions from the point at which they have an impact on day to day activities.

The Hospice will consider making such adjustments as are reasonable in compliance with the Equality Act 2010.

Having read this do you consider yourself to be covered by the definition?

Physical Impairment	Yes		No		Prefer not to say	
Mental Impairment	Yes		No		Prefer not to say	

## DECLARATION

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The information you provide on this form will be used in anonymised form for the Hospice to internally record and monitor its progress against a number of indicators of workforce equality.

I agree to the use of my personal information as explained above

Signature:	Date:
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**AREA FUNDRAISER**  
**Job description and person specification**

Post title	Area Fundraiser
Directorate	Income Generation
Salary	£26,000
Location	Based at our Telford hospice with the option of some homeworking. Some travel between hospice sites and out in the local area will be required
Hours	Full time, including some evenings and weekends
Role reports to	Associate Director - Fundraising
Management duties	None
Benefits of working with us	<p>Caring is at the heart of everything we do and that includes caring for those who work for us. Our benefits package includes:</p> <ul style="list-style-type: none"> <li>• Generous leave entitlement (27 days plus bank holidays for full time roles)</li> <li>• Contributory pension scheme (or NHS pension for those already contributing)</li> <li>• Subsidised meals and use of canteen</li> <li>• Well-being and staff support framework</li> <li>• Staff eligible for Blue Light scheme</li> <li>• Free car parking</li> </ul>

**Purpose of the post:**

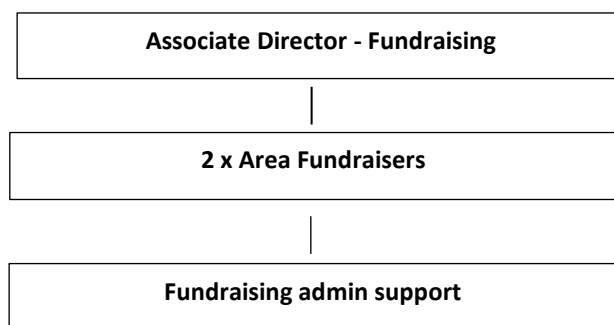
As part of a team of two, the Area Fundraiser is responsible for all fundraising activity within their defined geographic area, acting as the main link between the hospice and the community. This is not a job for a beginner – the role requires someone with a proven track record in professional fundraising.

As the local face of Severn Hospice, the Area Fundraiser will raise agreed income by developing relationships with existing supporters, creating, and building links with new supporters, and acting as a catalyst for third party fundraising within their defined area. This will include raising income proactively from individuals, corporates, hospice support groups, and community groups/organisations.

The post may also requires organising several Severn Hospice events and campaigns. These could range from mass participation events, to virtual events, to our poignant annual Lights of Love service.

Supporter relationship management, achieving financial targets, working within a team environment and exceptional communications skills are all important parts of this post. The job demands enough knowledge, experience, and judgement to be able to carry out key responsibilities without constant supervision but also to know when decisions need to be escalated to a more senior level.

**Position within the Income Generation team:**



**Principal responsibilities:**

- Proactively seek support from individuals, organisations and groups of people within a defined area to raise funds for Severn Hospice.
- Achieve personal income targets to an agreed expenditure budget as set by the Associate Director – Fundraising.
- Establish new and maintain/develop existing relationships with the community within the defined area to maximise fundraising income.
- Be the main point of contact for those in the area who wish to support Severn Hospice, providing excellent customer service at all times.
- Regularly review, analyse and evaluate all fundraising activity undertaken to ensure targets are met and supporter engagement is effective.
- Initiate, research and present new fundraising ideas, assessing their feasibility and income generation potential against likely expenditure including staff time.
- With the support of the Fundraising admin team, and working alongside other Income Generation colleagues, deliver a positive and effective supporter experience of Severn Hospice.
- Keep abreast of new trends and new ideas in fundraising.
- Report at regular intervals on progress achieved, including producing monthly KPIs, and provide information as required to enable the Associate Director – Fundraising to complete budgeting/forecasting.
- Carry out effective communication to increase supporter engagement and retention, focusing on excellent supporter stewardship at all times.
- Generate income and develop relationships through effective corporate fundraising, including charity of the year, sponsorship, employee fundraising, and volunteering.
- Research, propose, and actively promote opportunities for supporters in your area to participate in third party challenge events in aid of Severn Hospice e.g. overseas treks, skydives, running events, bike rides etc.
- Organise and manage specific Severn Hospice events, effectively recruit participants and achieve financial targets set for each event.

- Give presentations, talks and pitches to a variety of audiences in order to increase awareness of Severn Hospice and generate support for our cause.
- Provide support and guidance to those who wish to raise funds for Severn Hospice, including advising on legislation, risk assessments, health and safety issues, licensing regulations etc.
- Carry out risk assessments when necessary.
- Working with the Associate Director - Fundraising and members of the Fundraising team, create an annual area plan to ensure coordinated and successful fundraising activity across Severn Hospice's catchment area.
- Provide support to, and cover for, other members of the Fundraising team as and when required, always working effectively as a team.
- Work with colleagues in other Income Generation team to maximise income generation opportunities and present one face to the local community.
- Ensure all regulatory and legal requirements and best practice are followed at all times.
- Attend cheque presentations and events which require out of hours representation from the hospice as and when required by the Associate Director - Fundraising.
- Update and maintain records contemporaneously on ThankQ database in line with procedures set out by the Donor Development Manager.
- Respond to all supporter enquiries and communication in a positive, helpful and timely manner.
- Working with colleagues in Communications, manage the marketing and promotion of the fundraising activity you are responsible for to ensure good coverage.
- Recruit volunteers to assist at events, allocating appropriate tasks and providing comprehensive briefings.
- Ensure all fundraising-related information on the hospice website is up to date, including creating new events on our online portal.
- Create and manage 'events' on ThankQ database.
- Working with the Communications team and Associate Director – Fundraising, create new and refresh existing fundraising materials as required.
- Report any complaints received to the Associate Director – Fundraising in a timely manner.

This job description is intended as a guide to the range of duties covered and should not be regarded as inflexible. There is a mutual obligation to modify the description when changes in the work situation occur.

### **Supplementary information**

All new hospice employees are on a six-month probationary period.

In accordance with Severn Hospice's Health & Safety Policy all employed persons while at work are required by Section 7 of the Health & Safety at Work Act to take reasonable care of their own health and safety and that of others who may be affected by their acts or omissions.



All employees are required to participate in the hospice's appraisal process.

**Person specification:**

The candidate must demonstrate, with examples and evidence, that they meet the criteria outlined below.

	<b>Essential</b>	<b>Desirable</b>
<b>Qualifications / Training</b>	<ul style="list-style-type: none"> <li>• Good level of education – minimum A Level standard or equivalent</li> <li>• GCSEs in Maths and English</li> </ul>	<ul style="list-style-type: none"> <li>• Institute of Fundraising Certificate</li> </ul>
<b>Experience and Abilities</b>	<ul style="list-style-type: none"> <li>• Proven experience of working to and achieving financial targets</li> <li>• Proven experience in a similar role</li> <li>• Ability to work independently and as part of a team</li> <li>• Demonstrable experience of identifying and securing new support</li> <li>• Demonstrable experience of communicating clearly and positively with a range of audiences</li> <li>• Good awareness of health and safety</li> <li>• Demonstrable powers of persuasion</li> <li>• Experience of regularly and successfully negotiating with businesses</li> <li>• Previous experience of using a supporter database</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working in the charity sector</li> <li>• Experience of public speaking</li> <li>• Experience of working with volunteers</li> <li>• Experience of producing risk assessments</li> </ul>
<b>Skills &amp; Knowledge</b>	<ul style="list-style-type: none"> <li>• Knowledge and understanding of data protection, fundraising legislation and relevant codes of practice</li> <li>• Proficient IT skills including MS Office</li> <li>• Exceptionally organised with excellent time management</li> <li>• High level communication and presentation skills</li> <li>• Understanding the principles of marketing/PR</li> <li>• Multi-tasking</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding of the work of Severn Hospice</li> <li>• Knowledge of ThankQ CRM database</li> <li>• Knowledge of the Severn Hospice catchment area</li> </ul>

	<ul style="list-style-type: none"> <li>• Analytical skills and report writing</li> <li>• Demonstrably good fundraising judgement and nous</li> <li>• Conscientious and meticulous approach to accurate and timely record keeping</li> </ul>	
<b>Personal Qualities, Aptitudes and Attributes</b>	<ul style="list-style-type: none"> <li>• Passion and empathy for the cause</li> <li>• Self-motivated and willing to take on new challenges</li> <li>• Committed to building good relationships, with staff, volunteers and supporters</li> <li>• Practical, flexible and calm under pressure</li> <li>• Creativity, thinking outside the box</li> <li>• A proactive 'go-getter' with a 'can-do' attitude</li> <li>• Resilience</li> <li>• People person who understands customer care</li> <li>• Exceptional attention to detail</li> <li>• Professional attitude and appearance at all times</li> </ul>	<ul style="list-style-type: none"> <li>• Good sense of humour</li> </ul>
<b>Other requirements</b>	<ul style="list-style-type: none"> <li>• Willingness to work outside agreed hours</li> <li>• Willingness to train and learn new skills</li> <li>• Driving license and own car</li> </ul>	

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February 2021