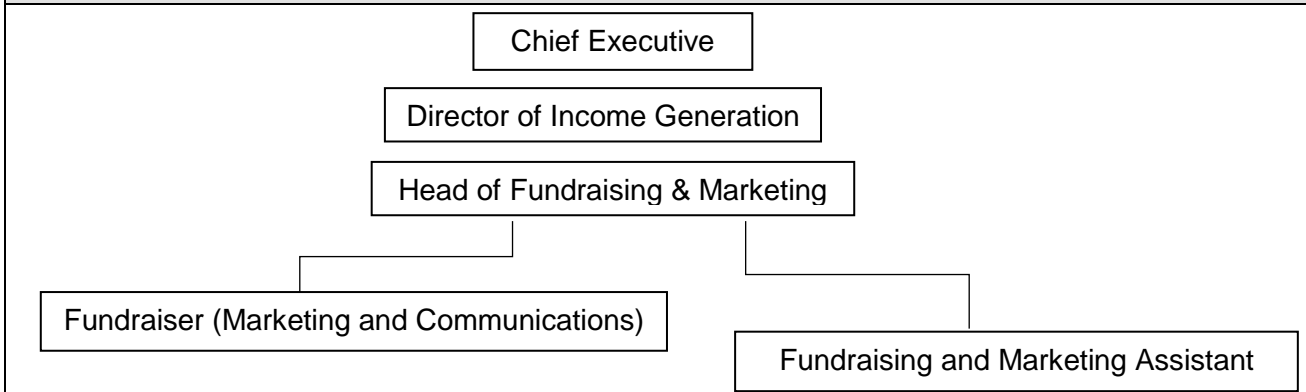


**Job Description**

<b>1. JOB DETAILS</b>	
<b>Job title:</b>	<b>Fundraiser - Marketing and Communications</b>
<b>Organisation:</b>	<b>Hospice at Home Carlisle and North Lakeland</b>
<b>Accountable to :</b>	<b>Head of Fundraising and Marketing</b>
<b>Location:</b>	<b>Valley Court, Dalston</b>
<b>2. JOB SUMMARY</b>	
<p>The post holder will be responsible for developing and implementing innovative marketing campaigns and appeals, managing social media and digital platforms, creating traditional media such as posters and fliers, organising, running and attending impactful events, and crafting compelling content that tells our story and inspires action and donations.</p> <p>By fostering meaningful connections and delivering measurable results, working directly with the Head of Fundraising and Marketing on organisational strategy, you will directly contribute to the sustainability and growth of our mission.</p> <p>This dynamic position combines expertise in fundraising, creative marketing, and effective networking and communication to engage donors, stakeholders, volunteers, colleagues and the wider community.</p>	
<b>3. ROLE OF ORGANISATION</b>	
<p>To provide an expert and comprehensive Hospice service to enhance the experience of patients with cancer from diagnosis through treatments to palliative and end of life care and to others with progressive life threatening conditions. The service also supports relatives and carers providing care predominately in the home or within the local community.</p> <p>Hospice at Home is a charitable organisation working alongside and in collaboration with other specialist palliative care providers, local primary care services and Adult Social Care as well as acute settings and residential care.</p> <p>The service provides nursing care and support, respite, specialist services of Lymphoedema, Occupational Therapy, Family and Bereavement Support, Counselling and Complementary Therapy.</p> <p>The service utilises Registered Nurses, Nursing Associate and Assistant Practitioners. Health Care Assistants, Volunteers, Counsellors and Allied Health Care Professionals supported by administrative staff.</p> <p>Delivers a financial and income generation function which is sustainable and in line with regulatory and legal requirements. To provide a fundraising and marketing strategy in support of the charitable aims.</p>	

#### 4. ORGANISATIONAL CHART



#### 5. KEY WORKING RELATIONSHIPS

##### Internal

Head of Fundraising and Marketing  
 Director of Income Generation  
 Chief Executive  
 Trustees  
 Staff and Volunteers

##### External

General Public  
 Stakeholders (including Business Partners)  
 Media (Press, TV and Radio)  
 Grant Making Trusts  
 Local Businesses  
 Clubs and organisations

The above list is not exhaustive and there will be other external bodies that the post holder will have links to either as a one off or on-going basis.

#### 6. DUTIES AND RESPONSIBILITIES OF THE POST

##### Fundraising

- Collaborate with Head of Fundraising and Marketing to implement annual fundraising plans to targets and budgets.
- Lead and coordinate in-house events, and support volunteer-led and third-party events.
- Represent the charity at internal and external events.
- Conduct and oversee risk assessments for fundraising activities, ensuring health and safety compliance.
- Apply for necessary licences and permits for fundraising events.
- Mentor and support Fundraising and Marketing Assistants.
- Maintain certifications as a First Aider and Fire Warden (or be willing to train).

##### Marketing and Communications

- Deliver the marketing strategy in collaboration with Head of Fundraising and Marketing.
- Strengthen the charity's community profile through media engagement and social outreach.
- Create and lead on engaging marketing plans and materials for events and appeals.

- Promote fundraising opportunities and services via media channels and events.
- Develop branded marketing materials, brochures, and advertising plans.
- Manage and enhance social media platforms to increase engagement and fundraising outcomes.
- Oversee website design, updates, and maintenance.
- Produce newsletters, both digital and print, to engage supporters.
- Analyse data to inform marketing strategies and trends.
- Uphold data protection compliance and maintain supporter databases effectively.
- Good understanding of internal policies & procedures.

**Personal and Professional Development**

- To engage in regular supportive conversations and annual appraisals.
- Seek opportunities for personal continued professional development.

**Engagement with Stakeholders**

- Build and maintain relationships with supporters and stakeholders and the local community.
- Ensure effective communication channels are in place.
- Contribute to organisational strategies for marketing and promotion.

Undertake additional tasks or responsibilities as required, aligned with the scope of the role.

Team members are expected to support each other during peak workloads or absences to ensure departmental functions are completed on time.

**7. WORK SETTING AND REVIEW**

The post holder works autonomously and will be free to act upon own initiative seeking supervision and guidance from the Head of Fundraising and Marketing on areas where decisions are outwith their role and responsibilities. The post holder will report regularly to the Head of Fundraising and Marketing on agreed projects and workload.

**8. INDIVIDUAL RESPONSIBILITIES**

The post holder is expected to

- Adhere to policies and procedures and relevant legislation including the requirements of the any professional bodies
- Attend mandatory training as identified by Hospice at Home
- Adhere to infection prevention policies, procedures, audits in line with the Health Act 2006, to actively reduce Health Care Associated Infections
- Act as an ambassador for Hospice at Home

**9. CONFIDENTIALITY**

The post holder must maintain the confidentiality of information about patients, staff and Hospice at Home business in accordance with the Data Protection Act 1998 and Caldicott principles.

<b>10. HEALTH AND SAFETY</b>
Employees must be aware of the responsibilities placed upon them under the Health & Safety at work Act (1974), to ensure that the agreed safety procedures are carried out to maintain a safe environment for employees and visitors.
<b>11. RISK MANAGEMENT</b>
All staff have a responsibility to report all clinical and non-clinical accidents, incidents or near-misses promptly and when requested to co-operate with any investigations undertaken.
<b>12. EQUALITY AND DIVERSITY</b>
All employees of Hospice at Home have responsibility to: <ul style="list-style-type: none"><li>▪ Act in ways that support equality and value diversity.</li><li>▪ Treat everyone with whom they come into contact with dignity and respect.</li><li>▪ Act in ways that are in accordance with The Equity and Diversity policy and Dignity in the Workplace policy.</li></ul>
<b>13. SAFEGUARDING</b>
<p>All employees have a duty for safeguarding and promoting the welfare of children and adults at risk. Staff must be familiar with the Safeguarding Policy and the process for raising concerns about the welfare of anyone with whom they have contact. Staff must also ensure they receive the appropriate level of safeguarding children and adult training depending on their role within the organisation.</p> <p>Staff are expected to access supervision and support from their line managers and/or the locality based safeguarding team when managing complex cases where applicable to their role.</p>
<b>14. INFORMATION GOVERNANCE</b>
<p>The post holder must keep up to date with the requirements of information governance; undertake mandatory training and follow Hospice at Home's policies and procedures to ensure that information is dealt with legally, securely, efficiently and effectively.</p> <p>It is important that the post holder processes personal identifiable information only in accordance with General Data Protection Regulation 2018.</p> <p>The post holder must check with the Caldicott Guardian or Information Governance Lead before creating new systems to process person identifiable information to ensure that this is carried out within the scope of the General Data Protection Regulation 2018.</p> <p>The post holder must manage the records they create or hold during the course of their employment with the organisation in an appropriate way, making the records available for sharing in a controlled manner subject to statutory requirements and agreed security and confidentiality policies, procedures and guidelines e.g. General Data Protection Regulation 2018, Freedom of Information Act 2000,</p>

Caldicott Guidelines NHS Confidentiality Code of Conduct 2003, and professional codes of conduct on confidentiality.

The post holder must maintain the confidentiality of information about service user staff and organisational business in accordance with the General Data Protection Regulation 2018 and Caldicott principles.

It is likely that the post holder will be in contact at some time with a form of information system, and therefore is responsible for implementing and maintaining data quality. The post holder, when making entries into records, must ensure that these are legible and attributable and that the record keeping is contemporaneous. It is essential that information recorded within records either on paper, in an electronic format or both paper and electronic, is accurate, complete and relevant.

**15. JOB DESCRIPTION AGREEMENT**

Post holder's signature .....

Date .....

Line Manager's signature .....

Date .....

**PERSON SPECIFICATION**

**POST TITLE:  
Fundraiser - Marketing and Communications**

Factor	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> <li>• Educated to A-Level or equivalent in marketing, communication and / or a proven track record in a similar role or a related field.</li> <li>• Proven record of commitment to own personal development.</li> </ul>	<ul style="list-style-type: none"> <li>• Educated to degree level in a relevant field.</li> <li>• Professional certification in fundraising or marketing.</li> </ul>
Experience	<ul style="list-style-type: none"> <li>• Proven track record of Marketing and/or PR.</li> <li>• Managing successful campaigns and events.</li> <li>• Use of Social Media scheduling software.</li> </ul>	<ul style="list-style-type: none"> <li>• Working with volunteers</li> <li>• Understanding and empathy with the Hospice movement.</li> <li>• Project management experience.</li> </ul>
Knowledge	<ul style="list-style-type: none"> <li>• Institute of Fundraising guidelines</li> <li>• Relevant Health and Safety regulations for the role</li> <li>• Data protection compliance and GDPR relevant to the role</li> <li>• Digital marketing, social media platforms, website management systems</li> <li>• Charity sector / not for profit sector</li> </ul>	<ul style="list-style-type: none"> <li>• Risk assessments</li> <li>• Knowledge of the geographic area covered by the services.</li> </ul>
Skills and Aptitudes	<ul style="list-style-type: none"> <li>• Excellent computer skills covering Microsoft packages, Canva, Adobe and other packages.</li> <li>• Ability to work alone and as part of a team.</li> <li>• Exceptional, rounded communication skills.</li> <li>• Ability to motivate, negotiate and delegate work effectively.</li> <li>• Exceptional networking skills.</li> <li>• Promote equality and value diversity.</li> </ul>	<ul style="list-style-type: none"> <li>• Wordpress experience.</li> <li>• Mailchimp experience.</li> </ul>
Personal Circumstances	<ul style="list-style-type: none"> <li>• Ability to be flexible to the needs of the service which will include some evening and weekend working from time to time to support events.</li> <li>• Car driver and access to vehicles.</li> </ul>	

**PERSON SPECIFICATION AGREEMENT**

Post holder .....

Date .....

Line Manager .....

Date .....