

Associate Director of Development



The Hospice of St Francis provides essential free care to people living with serious life-limiting illnesses.

From our base in Berkhamsted, we reach people across West Hertfordshire and South Buckinghamshire providing outstanding care in the Hospice and care at home and in the community. We care for people with a broad range of diagnoses, and specialise in support for people diagnosed with Pulmonary Fibrosis and Heart Failure – helping people to live well for as long as possible.

Our services have never been so important for our community. Changing demographics and rising demand for care at the end of life means that today 25% of people cannot get Hospice care – this is projected to rise to 50% by 2040.

The Hospice of St Francis is rising to the challenge, envisaging innovative ways to deliver services, grow fundraised income and develop alternative, sustainable income streams – ensuring we continue to serve our community with care when they need it.

Permanent - Hours Per week 37.5 - Band 7A

Accountable to: Director of Fundraising

Direct Reports: Development Officer, Regular and Mid-Value Giving Officer

Main duties and responsibilities:

As Associate Director of Development, you will play a pivotal role in growing income across the Hospice and leading new, relationship-based approaches to fundraising.

Reporting into the Director of Fundraising, and with responsibility for Major Donors, Trusts and Foundations, and Regular and Mid-Value Giving you will create and lead a new strategy to develop these income streams for The Hospice of Francis. For 25/26 the budgeted income for these income streams totals £800,000 and we are ambitious about growing this.

You will personally identify, develop and manage a portfolio of high-value relationships with a focus on developing £25k+ opportunities and oversee a lower value major donor and trusts portfolio, as well as the regular and mid-value programme. To do this, you will work closely with Hospice colleagues to identify and curate exciting fundraising propositions.

As a leader in the fundraising team, you will deputise for the Director Fundraising and work closely with the Head of Corporate Partnerships, Head of Events and Community and Legacy Giving Lead to maximise the cross-team fertilisation of relationships. You will form working relationships across the Hospice and with the Board of Trustees, enabling a whole hospice approach to fundraising.

This is an exciting opportunity for an ambitious, creative fundraiser who wants to be at the forefront of developing high-value income for The Hospice of St Francis.

Strategy Development

- Develop and deliver an ambitious development strategy, driving sustainable income growth and achieving annual income targets

- Develop and implement associated objectives, workplans and KPIs to track progress
- Responsible for leading creation of compelling fundraising propositions and overseeing restricted funding
- Responsible for setting and meeting annual income targets, with appropriate stretch targets in place

Relationship management

- Proactively identify, cultivate and steward relationships with major donors, foundations, and networks of high-net-worth individuals, particularly those closely associated with the Hospice.
- Create and deliver high quality cultivation and stewardship experiences, from updates and reports, to exclusive events to visits that showcase our work.
- Proactively identify and develop relationships with new potential funders, working with senior volunteers and the Board as required
- Provide leadership for Regular Giving and oversee the growth of the regular giving programme, inclusive of mid-value
- Champion a relationship-based approach within the fundraising team and across the Hospice, working closely with Clinical Teams to achieve that

Team Management

- Manage and develop the Development team, fostering a positive and dynamic work culture and identifying and delivering opportunities for active learning
- Effectively manage income targets and expenditure budgets, including reforecasting and target setting
- Responsible for ensuring CRM is used in a systematic and regular way
- Identify, develop and embed systems, processes and policies pertaining in particular to donor management, ethical fundraising, restricted fundraising and donor reporting
- Responsible for team compliance to laws and regulations, including Code of Fundraising Practice and GDPR

Strategic Leadership

- Act as an Ambassador for Fundraising and for the Hospice of St Francis internally and within the local community
- Identify and develop strategic opportunities across fundraising, championing new initiatives and ways of working as necessary
- Serve on the Fundraising Leadership Group and take responsibility for developing and implementing cross-cutting department objectives and workstreams
- Advance understanding of fundraising across the Hospice
- Engage strategically with the Income Generation Committee and Board of Trustees
- Occasional deputisation for Director of Fundraising, including at Executive Team level if required

Qualifications, Skills, Experience, Knowledge & Approach	Essential <ul style="list-style-type: none"> • At least six years' experience operating in a Major Gifts or Trusts and Foundations role • Operational understanding of regular giving and mid-value programmes • Self-motivated with experience of delivering against ambitious income targets – individually and being accountable for line report/team targets • Strategic thinker with experience of researching, developing and implementing new strategies to create sustainable income from high-value income streams
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This list of tasks and responsibilities is not exhaustive, other relevant and appropriate duties as required by the Manager may be required. This Job Description will be reviewed and can be amended by agreement with the Post Holder and Manager.

	<ul style="list-style-type: none"> • Proven track record in personally securing and stewarding five and six figure (desirable) multi-year gifts from individuals and/or Trusts and Foundations • Experience of developing portfolios from scratch and in identifying and developing new relationships with high-net-worth individuals or Trusts and Foundations, often with multiple stakeholders • Experience of prospect research and management, including knowledge of key prospect research tools and systems • Experience of working closely with Boards (whether Trustee or otherwise) and in developing and managing senior volunteer fundraisers and other stakeholders • Knowledge of key trends affecting high-value fundraising and regular giving and able to apply insights to own work • At least four years' experience of inspiring, managing and developing one or more line reports • Experience of developing and effectively managing income and expenditure budgets • Experience of managing complex projects with multiple stakeholders • Experience of the creative development of unrestricted and restricted fundraising propositions or products • Ability to construct a fundraising proposal and deliver reporting, in line with donor requirements and using good judgement and experience • Experience of developing and tracking progress using KPIs • Experience of using and a CRM database, and of developing systems and processes to ensure good donor management • Working knowledge of the Code of Fundraising and Data Protection laws <p>Desirable</p> <ul style="list-style-type: none"> • Experience of developing and managing Regular Giving and mid-value programmes • Experience of managing, motivating and supporting a team • Experience of working within or with a matrix management structure with dispersed accountability for income • Experience of running and evaluating stewardship and cultivation events • Experience of networking and developing new leads • Previous experience of developing high-value income in a Hospice setting and of in-mem fundraising
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	<ul style="list-style-type: none"> • Knowledge of Donorfy • A relevant fundraising qualification from CIOF or other
Key Accountabilities, Responsibilities & Tasks	
Communication	<ul style="list-style-type: none"> • Strong written and verbal communication skills • Ability to develop and present an emotive and compelling case for hospice care • Excellent interpersonal skills with ability to build relationships and negotiate with internal and external stakeholders • Able to apply a coaching approach to line management, supporting and enabling line reports to succeed in their roles • Ability to manage difficult and sensitive situations, and negotiate to reach a conclusion • Celebrate success of team and broader fundraising department across the Hospice • Deliver inspiring leadership to the Development Team and across fundraising department
Internal & External Contacts	<ul style="list-style-type: none"> • Build strong working relationships within the fundraising team, and forge collaborative ways of working in particular with Communications, Wellbeing, Clinical Services and Finance teams • Build trusted and transparent relationships with donors, prospects, volunteers and the Board • Ability to deal sensitively with hospice patients, their families, and people who are newly bereaved
Decision Making	<ul style="list-style-type: none"> • Analytical thinker with ability to make data-informed decisions • Take ownership for area of work, with minimal support • Ability to manage own and team workload and strategically prioritise in the face of competing demands on resource • Proactive and operate with a solutions-focused approach, and with incomplete information • Ability to track and evaluate progress and take action to respond to changing internal/external environment in order to achieve objectives • Ability to influence decisions to achieve desired outcome for area of work, whilst remaining pragmatic and considered of operating context • The post holder is required to apply the level of judgement commensurate with role, act at all times in the best interests of the Hospice in accordance with the Nolan Principles of Public Life. • Understanding of and management of reputational risk, including execution of due diligence screening as required
Mental and Physical Consideration. Working Conditions & Environment	<ul style="list-style-type: none"> • Commitment to the aims and ethos of the Hospice • Strong personal awareness and empathy, and ability to manage sometimes challenging emotional situations • Able to work flexibly in order to deliver role including maintaining regular presence at the

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	Hospice – likely to require some evening or weekend working, and travel to meet supporters and prospects
Health & Safety	<ul style="list-style-type: none"> • Understand and comply with all Health and Safety, Fire and Infection Control regulations • Complete all mandatory training and ensure compliance of direct reports and contractors
Safeguarding	<ul style="list-style-type: none"> • Act in a manner at all times to safeguard the interests of individual patients/clients and their families and justify public trust and confidence in the Hospice of St Francis

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