Director of Income & Engagement

JOB DESCRIPTION

GRADE: **Director**

REPORTS TO: **Chief Executive**

ACCOUNTABLE TO: **Chief Executive**

RESPONSIBLE FOR: **Fundraising, Communications, Marketing, Retail and Commercial Operations Teams**

LOCATION: **St Joseph's Hospice & Home (Hybrid)**

Purpose of the role:

The Director of Income & Engagement will lead those teams, providing strategic and operational leadership across all income generating activities, ensuring sustainable growth in voluntary income to support the delivery of outstanding hospice and palliative care services. As a member of the multi-disciplinary and collaborative Senior Management Team, the post holder will contribute to corporate management and decision-making processes which enable effective day-to-day management of the Hospice and delivery of agreed strategy.

PRINCIPAL RESPONSIBILITIES

Strategic Leadership

- Provide guidance and challenge at executive leadership team level to ensure that the Income and Engagement Directorate is aligned to the efficient delivery of hospice strategy.
- Provide assurance to the Board of Trustees that St Joseph's is fully compliant in how we manage and control our fundraising, retail, commercial, communications and marketing activities; prepare reports and represent the Senior Management Team on the Finance and General Purposes Committee and Board meetings.
- Drive change with a focus on strategy delivery, service optimisation, policy modernisation, value for money, data-driven decision-making and enhancing patient and family experience.
- Translate our organisational strategy into multi-year operational plans for income generation, marketing and communications, with enhanced reporting and analytics capabilities to support senior leadership in making more evidence-based decisions.
- With the other SMT members, contribute to and take responsibility for maintenance of the organisational risk register, being specifically responsible for Fundraising, Retail and Commercial risks.
- With the other SMT members, champion a culture of collaboration, high performance, innovation, and continuous improvement, expecting and delivering excellent management of employee relations, whilst promoting effective and uplifting working relationships.

Fundraising

- Lead the strategic development, implementation and monitoring of comprehensive income-generation plans aligned to the hospice's service development aspirations.
- Establish and monitor effective performance measures for Commercial, Fundraising, and Communications departments, setting clear performance targets and KPIs.
- Identify, appraise and implement new income opportunities, commercial partnerships and business models, diversifying revenue streams and including development of digital fundraising capability.
- Prepare robust business cases, market analyses, and return on investment reports for review by the Chief Executive and Board.
- Strengthen donor stewardship, legacy promotion and community partnerships to secure long-term unrestricted income.

- Work with CEO, Senior Managers and Trustees to develop strategic relationships with major donors, corporate partners, and trusts and foundations which secure transformational gifts.
- Ensure that all fundraising activities are ethical, transparent and compliant with fundraising regulations.
- Be accountable for the effective and compliant use of the CRM system to support a high-end and holistic approach to the account management of funders and stakeholders.

Retail and Commercial Operations

- Drive profitability across all trading activities, managing commercial risk and ensuring compliance with charity, tax and trading regulations.
- Ensure multi-year plans for strategic development of retail and commercial income, including property leases and venue/room hire, optimising income while providing a high-quality customer experience.
- Foster collaboration between retail, commercial, fundraising, marketing and communications to strengthen brand consistency and customer engagement.
- Foster collaboration between commercial operations and facilities to ensure compliant health and safety at work, maintenance of all commercial property and retail premises, and excellent customer experience.
- Lead financial planning, forecasting and performance management for all commercial activities.
- Work in partnership with the Director of Finance, Facilities and Digital to ensure robust budgeting, cost control and timely financial reporting.

Marketing and Communications

- Be the guardian of the hospice brand, ensuring consistent messaging, tone of voice, and visual identity across all platforms.
- Support all departments to develop professional and engaging materials which drive increased brand awareness and growth in active supporter base, including publications, social media content, fundraising propositions, applications, proposals, appeals, pitches and reports.
- Oversee digital channels and their development, including the website, social media, email marketing, and analytics, ensuring content is optimised for engagement and conversion.
- Build the hospice media relations and PR, strengthening relationships with media outlets, and generating press releases and positive media coverage.
- Build strong relationships with local organisations, corporates and networks to enhance visibility, and promote referral for care and support for income generation.

Governance and Compliance

- Ensure compliance with all relevant regulatory frameworks including the Fundraising Regulator Code of Fundraising Practice, Gambling Commission requirements (where lotteries operate), UK GDPR and Data Protection Act, Gift Aid regulations, Institute of Fundraising standards, and Charity Commission requirements.
- Ensure hospice and charity governance requirements are met, including provision of regular assurance reports for relevant Board committees.

The post holder may be required to undertake other duties appropriate to the grade and nature of the role, as reasonably requested.

Person Specification

Criteria	Essential	Desirable	How Tested
Experience			
Leadership of high-performing income generation and marketing and communications teams in charity.	✓		Application
Developing and implementing successful income generation strategy and multi-year operational plans.	✓		Application / Task
Managing substantial budgets and delivering financial targets	✓		Application / Task
Managing multiple income streams including philanthropy, trusts, corporate partnerships, community fundraising and legacies.	✓		Application
Working with trustees, senior executives and external stakeholders.	✓		Application
Communicating and leading change management to meet the changing landscapes.	✓		Interview
Leading retail and commercial operations.		✓	Application
Leading major capital campaigns.		✓	Application
Designing and scaling new income generation products or initiatives.		✓	Interview
Knowledge			
Charity sector funding models.	✓		Application
Fundraising regulation and compliance.	✓		Interview
Gift Aid and charity finance principles.	✓		Application
Legacy fundraising.	✓		Application
Donor stewardship and supporter engagement.	✓		Application
Digital fundraising and CRM systems.	✓		Interview
Competences			
A commercially astute strategic thinker who considers the wider system, anticipates future challenges, and drives sustainable long-term income generation.	✓		Application / Task
Builds credibility with donors, trustees, partners, communities; skilled in influencing senior stakeholders.	✓		Application / Interview
Identifies opportunities for income diversification; uses evidence and data to inform decision-making.	✓		Application / Task
Excellent digital, written and verbal presentation, influencing and networking skills; able to act as a compelling ambassador for the hospice.	✓		Task
Personal Attributes			
All our employees are expected to model our values and help others to do so. Our values are quality, justice, compassion, advocacy, and respect.	✓		Application/Interview