St Joseph's Hospice
Serving East London and the City

Director of Income Generation and Engagement

Vacancy Information Pack

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St Joseph's Hospice
Your local hospice.
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St. Joseph's Hospice
Welcome to St Joseph's Hospice
Supporting the people of East London since 1905
Quality
Justice
This way to Reception

A Message from Our CEO

Hello,

I'm delighted that you're interested in joining our team at St Joseph's Hospice. Founded in 1905 by the Sisters of Charity, St Joseph's is one of the oldest and largest hospices in the UK. We're proud of our long history and the vital role we play in providing specialist palliative care and support to people in our community who are living with life-limiting illness, all completely free of charge.

Working at St Joseph's means being part of a compassionate and dedicated team who care deeply about making a difference. Every person here plays a vital role in helping us deliver our exceptional care - not just to our patients, but their loved ones too. St Joseph's Hospice is committed to celebrating and being diverse and inclusive and maintaining a culture of equity.

Our Hospice is constantly evolving and adapting to meet the changing needs of our core boroughs, City and Hackney, Tower Hamlets and Newham. Having new people see us through fresh eyes always provides a welcome opportunity to reflect on our work and culture. We'd be thrilled to have you on board, helping us continue the important work we do for the people who need us long into the future.

Warm wishes,

Rachel

Dr Rachel Black,
CEO

Our Mission

Our Mission is to provide compassionate, specialist palliative care to people in the diverse community of East London who are living with life-limiting illness.

We treat each person as unique, encouraging and enabling them to reach their full potential until the end of life.

Our care is provided free of charge to those who need it, irrespective of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, religion and belief, sex and sexual orientation.

We listen to the patient and their family so that we can work together to manage pain and distress whether physical, mental, social or spiritual.

We encourage openness and honesty in communication to create an atmosphere of comfort and safety whether in the Hospice, in the patient's home or in the community.

Our Core Values

Our five Core Values are fundamental to how we live and work at the Hospice. We constantly strive to improve by using our Values for guidance with regard to decision-making, ensuring quality, justice, compassion, advocacy and respect for all in relation to our patients and each other.

Respect for Human Dignity

We respect human dignity when we:

- Respect the sacredness of life
- Care for the whole person
- Demonstrate unity of purpose, while recognising individual differences
- Value each person's contribution
- Act in a culturally appropriate manner

Service/Quality

We provide service when we:

- Create an environment of welcome and hospitality
- Promote quality care and excellence
- Encourage and demonstrate team spirit
- Recognise the value of individual initiatives and ideas
- Show openness to constructive criticism and feedback

Care of the Poor and Vulnerable/Advocacy

We care for the poor and vulnerable when we:

- Listen attentively to identify unmet needs
- Respond in a practical way to those in need
- Collaborate with others to share resources
- Create access to needed services
- Provide basic resources for daily living to those in need

Compassion

We show compassion when we:

- Act with understanding and sensitivity
- Work cooperatively with others
- Are available to those we serve and to each other
- Respect and nurture the environment

Justice

We promote justice when we:

- Act with integrity
- Respect the rights of others
- Take responsibility for our actions
- Preserve resources
- Provide quality without extravagance
- Demonstrate fairness in decision making

Job Description

Job Title: Director of Income Generation and Engagement

Reporting to: Chief Executive

Contract: Permanent

Annual Leave: 27 days + Bank Holidays

Salary: Circa £92,000 per annum

Apply for this role by emailing a CV and Covering Letter, addressing Person Specification points, to Recruitment@stjh.org.uk

Job Purpose

The Director of Income Generation & Engagement will lead the Hospice's fundraising, communications, marketing and supporter engagement activities, helping to secure the resources and relationships needed to deliver outstanding care for patients and families. The postholder will champion the Hospice's mission, inspire support across our communities, and develop sustainable income streams that enable the organisation to achieve its strategic ambitions.

As a member of the Senior Management Team, the postholder will contribute to the overall leadership and management of the Hospice, supporting effective decision-making and organisational development. This role will play a key part in strengthening the Hospice's profile, deepening engagement with supporters and partners, and translating the Hospice's 2026-2031 strategy into impactful income generation and engagement plans that grow awareness, support and long-term sustainability.

Key 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.

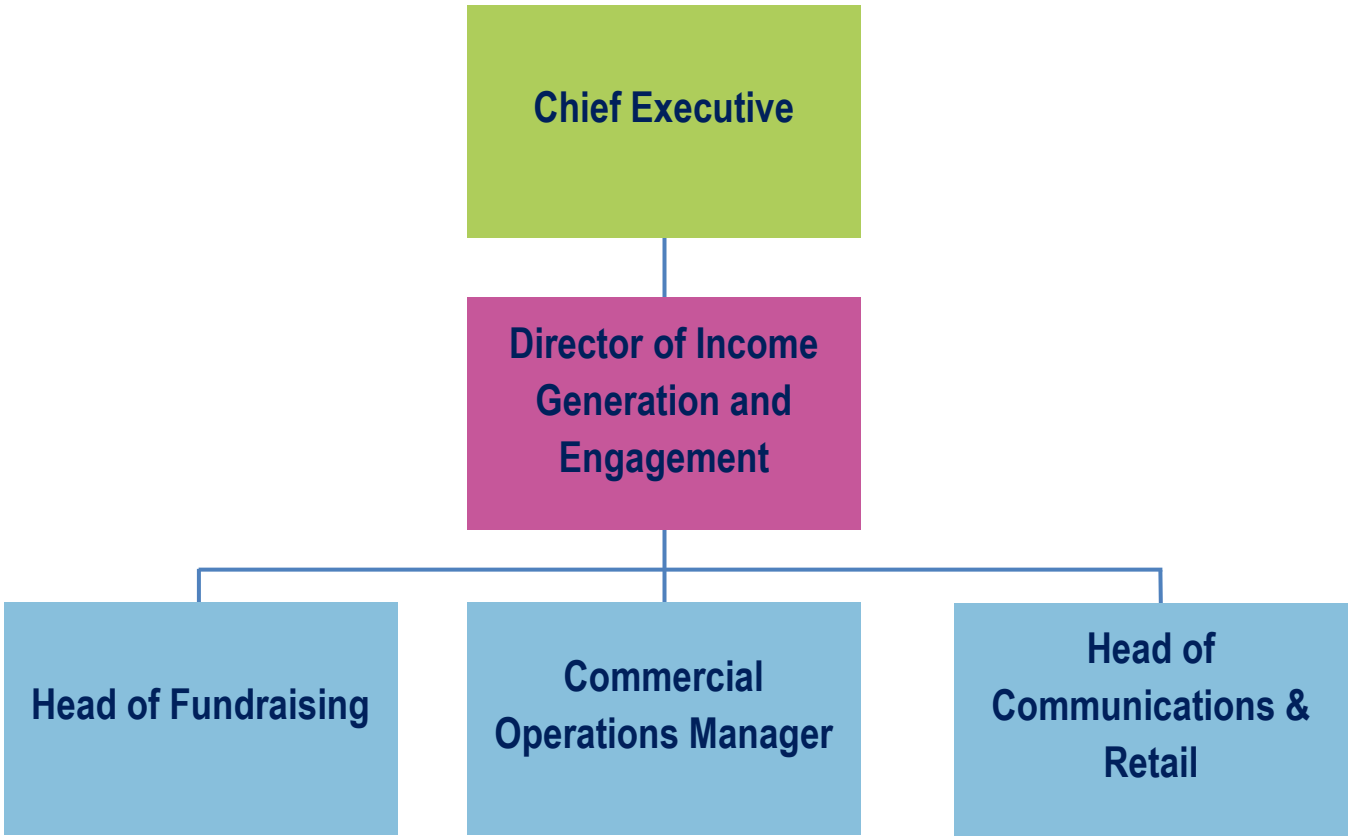
The post holder may be required to undertake other duties appropriate to the grade and nature of the role, as reasonably requested.

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

Department Structure



Employee Benefits

Employee Assistance Programme

The Employee Assistance Programme is a free, confidential helpline giving staff unlimited access to advice, information and support to deal with a variety of personal, domestic or professional issues that may be impacting you at work. The service is available 24/7, 365 days a year. Simply call **0800 028 0199** or download and sign up for the Wisdom app, using the organisational code MHA089998.

It helps you in tracking your health, includes fitness programmes, meditation, recipes, breathing exercises and much more.

Freedom to Speak Up

Speak up – we will listen.

In accordance with our values as a Hospice and our duty of candour, our senior team and entire board of trustees are committed to an open and honest culture. We will investigate what you say and you will always have access to the support you need.

You can contact The Freedom to Speak Up Champions or send an email at **freedomtospeakup@stjh.org.uk**

Education and Learning

Your training and development is a high priority for us; we want to make sure you are confident and competent in providing the best possible service and playing a vital role in the organisations success.

We provide induction, statutory and mandatory, and on-the-job training. We also support independent study, coaching and mentoring, external training and e-learning, and we have a wide variety of resources available to assist your development.

Pension

We currently offer a private pension with Standard Life. This operates on a salary exchange basis, which means your contributions will be taken out before tax so you will therefore be paying less tax at the end of the month.
If you contribute the minimum of 5% then we will contribute 3%. If you contribute 6% or more we will contribute 7.5%. Speak to Payroll for further info.

If you opted out of the pension scheme during your on-boarding, you may be auto-enrolled after 3 months of service as this is a legal requirement. Once you get auto-enrolled you will have 30 days to opt-out in order to get back your contribution the following month.

BHSF Health Cash Plan

BHSF is a health cash plan designed to help you reclaim money towards everyday healthcare costs, such as prescriptions, dental treatment, eye care, and complementary therapies.

When you start your employment, you'll receive an email containing your BHSF policy number and instructions on how to set up your account. If you've misplaced your policy number, please contact HR for assistance.
You can also find full details about the plan on the Loop, just search for "BHSF".

Benefit Hub

- We have a Benefit Hub with a wide range of discounts for many different products
- For quick access to the Benefit Hub go onto the Loop, toggle over the coloured squares on the left hand side and click on the pink square named "Benefit Hub"
- To sign up please fill in your details and the organisation referral code which is 83UX5A

- Travel, Season Ticket Loan

Free Santander Bike Hire

50% discount on annual subscription.

Ride to Work Scheme

Save up to 42% on your new bike.

Life Assurance

Pays 2x salary to your nominated beneficiary on death in service.

Occupational Health

Prestige provide Occupational Health services for the hospice. The purpose of Occupational Health is to protect you, our staff, and ensure that the work you do does not in any way damage or compromise your health.

Blue Light Card

Access to all staff to the Blue Light Card discount scheme giving you big savings on the brands you love and more.

Keep Up to Date

You can stay up to date with all our current vacancies on our website and discover how you can make a real difference to the lives of people affected by serious, long-term illness by joining the St Joseph's team.

Visit our website for the latest job opportunities:
www.stjh.org.uk/jobs

Get in Touch

If you have any questions about your application, please contact our People Team at **PeopleTeam@stjh.org.uk**

You can also keep up with the latest news and updates from the Hospice on our website and social media channels:

Website: www.stjh.org.uk

Facebook: @StJoHospice

Instagram: @stjohospice

LinkedIn: St Joseph's Hospice

X (Twitter): @StJoHospice

YouTube: St Joseph's Hospice London

Contact Details

St Joseph's Hospice
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Advocacy Compassion Justice Quality Respect

Charity No. 1113125

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