



National Corporate Fundraising Lead



Job Pack
February 2025

National Corporate Fundraising Lead

Scotland's Hospices Together is a partnership of independent hospices. Each hospice is a registered charity in its own right, delivering end-of-life care services and raising funds in their community. By undertaking collaborative fundraising under the umbrella of Scotland's Hospices Together we aim to reach a national audience not accessible to individual partners.

The National Corporate Fundraising Lead is a new post, responsible for the development and delivery of national Scottish corporate campaigns for the benefit of the members of Scotland's Hospices Together.

You will have excellent written and communication skills with a proven track history of successfully managing and developing income and awareness. You will also have the vision and planning skills to identify and develop ideas and initiatives, and to drive forward income generation and partnerships.

You will be tasked with the following areas of work to maximise income for the independent Scottish hospices involved:

- **Securing vital income from national Scottish corporate fundraising partnerships to fund the work of independent hospices. Year one target of £100,000 rising to at least £250,000 by the end of year three.**
- **Developing a compelling case for support for Scotland's Hospices Together which is specifically targeted at businesses in Scotland.**
- **Leading on the development of brand assets, website and social media presence for Scotland's Hospices Together, with a budget to do so.**
- **Researching and identifying potential corporate partners and preparing a plan and pipeline for applications and proactive approaches.**
- **Leading on the delivery of pitches, applications and approaches across Scotland.**
- **Acting as an ambassador for Scotland's Hospices Together members, at all times representing the best interests of the members, and ultimately the patients and families we support.**
- **Working across all members to negotiate and coordinate involvement in all relevant campaigns, pitches, applications and activity.**

On appointment we will agree a series of key performance indicators including number of applications and pitches made and the level of income generated, by which success will be measured.



Employer

This is a full-time position employed by St Columba's Hospice Care, Edinburgh on behalf of the Scotland's Hospices Together partners.

The post will be managed on a day-to-day basis by the Director of Income Generation at St Columba's Hospice Care in Edinburgh. Support, guidance and reviews will be carried out by the Director at St Columba's Hospice Care. Reports will be provided in person and in writing to all partners on a regular basis.

You can be based at St Columba's Hospice Care in Edinburgh, from home or a hybrid of both. Consideration will be given to being based at any partner Hospice on request. Successful delivery of targets will involve extensive travel across Scotland visiting hospices and corporate partners.

We expect the successful candidate will demonstrate a wide range of the essential criteria identified in the person specification but recognise there may still be skill gaps. In order to increase chances of success, all partner hospices will be on hand to support the post-holder with any areas they need further development.

The post holder will be contracted to St Columba's Hospice Care and appointed under their terms and conditions (see Summary Conditions of Service later in document).

Contract: Permanent / Full Time

Salary: Hospice Band 7 - £48,788 WTE (rising to £56,747 following review and satisfactory performance) + Pension + Benefits

Hours: 37.5 hours per week, Monday to Friday (with occasional weekend work when required)

For an informal discussion about the role please contact Jon Heggie on 0131 551 1381 or email jheggie@stcolumbashospice.org.uk

To apply visit our website at:

<https://stcolumbashospice.org.uk/who-we-are/our-people/join-our-team>,

download an application form and send your completed form to:

jobs@stcolumbashospice.org.uk

Closing Date: 24th February 2025

Proposed interview date: 12th March 2025



Job Description

Job Title: National Corporate Fundraising Lead

Reports To: Director of Income Generation, St Columba's Hospice Care

Key Result Areas

Lead, develop and manage national Scottish corporate partnerships

- Work with partners to prepare a three year plan with KPI's for Scotland's Hospices Together corporate fundraising.
- Develop, implement, and deliver Scottish national partnerships for the benefit of Scotland's Hospices Together members and ultimately the patients and families they support.
- Support partner business and companies in ensuring they get the most out of any potential partnerships, working to understand their needs, requirements and measures of success (including financial, volunteering, gifts in kind etc).
- Work closely with staff across all member hospices to ensure a close and detailed understanding of the role of members, developing a clear call to action and case for support for the business community in Scotland.
- Awareness of other national Scottish charity campaigns.
- Help develop and implement marketing and PR strategies which support the growth of the Scotland's Hospices Together brand, enable the delivery of partnerships, and support partner companies and businesses.
- Keep up to date and well informed of the legal and regulatory aspects surrounding the development and delivery of national campaigns.
- Lead on the best use of data analysis in order to deliver approaches and campaigns. This may mean working across multiple hospices and will require a strong understanding of fundraising / customer relationship management (CRM) databases and of data protection regulation.

Communications skills

- Deliver excellent communication, clearly articulating the main aims and objectives of hospice work and of the partnership to a wide variety of potential supporters and funders, most crucially to corporate supporters.
- Demonstrate writing skills of a high level, with the ability to summarise complex information in a concise and compelling way.
- Write for a variety of different audiences, and powerfully express the importance of the work of Scotland's Hospices Together.

Finance

- Implement activities whilst adhering to agreed budgets and ensure that cost effective solutions are followed, including return on investment.
- Take responsibility for devising, costing and delivering projects within agreed budgets and timescales.

Any other related duties required by the members of Scotland's Hospices Together.

Person Specification

POST	National Corporate Fundraising Lead	BAND	7
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CRITERIA	ESSENTIAL	DESIRABLE
Education and Qualifications	<p>Knowledge of specific area, acquired through degree or equivalent experience</p>	<p>Member of Institute of Fundraising</p>
Knowledge and Experience	<p>Excellent knowledge of the income landscape in Scotland including a proven track record of raising funds</p> <p>Proven experience of creating project plans budgets and timelines for the implementation of new ideas and initiatives</p>	<p>Corporate fundraising experience with a medium to large charity</p> <p>Understanding of the motivations behind corporate charitable giving</p> <p>Demonstrable understanding of CSR policies and how companies choose charitable partners</p>
Skills and abilities	<p>Excellent communicator and skilled negotiator</p> <p>Experience of researching and sourcing information</p> <p>Experience of working to multiple, tight deadlines and of prioritising workload</p> <p>Experience producing both detailed and concise written information</p>	<p>Knowledge of appropriate legal aspects</p>
Personal Qualities	<p>Demonstrates initiative and a drive to succeed</p> <p>Experience of working effectively as part of a team</p> <p>Open and honest approach with effective relationship-building skills</p>	
Other requirements	<p>Experience of using word processing packages, email, the internet and video conferencing</p>	

Summary Conditions of Service

As an Investor in People organisation and a 'Living Wage' employer, St Columba's Hospice Care provides staff with a competitive range of benefits in addition to pay, including a contributory pension, a generous paid annual leave allowance, enhanced occupational sick pay and family leave pay, continued training and development via our own Education & Research department and clinical education staff, subsidised meals, cycle to work scheme, retail & fitness discounts and many other flexible working benefits. More details are provided below, however, please ask if you would like further information:

Pension

We offer a generous Hospice Pension. The amount that Hospice will pay will depend on your age, as shown in the table below.

Age	Your Contribution	Hospice Contribution	Total Contribution
16-29	3%	6%	9%
30-39	4%	8%	12%
40-49	5%	11%	16%
50-59	6%	14%	20%
60-69	7%	17%	24%
70-74	8%	20%	28%

Current active members of the NHS Pension Scheme may request to continue membership whilst in Hospice employment, subject to SPPA rules and acceptance.

Annual leave

(Part-time employees will receive a pro-rata entitlement for annual leave and public holidays)
27 days per annum on commencement (All new employees)
29 days per annum after 5 years' Hospice service
33 days per annum after 10 years' Hospice service

Public holidays

8 days per annum (pro rata for part time employees)

Continuous / Reckonable Service

Only periods of continuous employment with St Columba's Hospice Care count when calculating entitlement to all service-related benefits including occupational sick pay, annual leave allowance, maternity/paternity benefits and redundancy pay. Previous NHS employment will count towards calculating annual leave allowance only for registered, clinical professionals in Bands 5 and above.

Salary / hour per week

Employees will be appointed to Step 1 of the Hospice salary scale. Progression to Step 2 is subject to review and satisfactory performance following 12 months service in the role.

Basic salary is based on a 37.5 hour working week (except doctors) and will be calculated on a pro-rata basis for part-time staff. Monthly pay is based on 1/12th of your annual salary.

Probationary period

Your employment with St Columba's Hospice Care is subject to a probation period of 3 months during which time you will be required to demonstrate your suitability for the position in which you are employed.

Pre-employment checks

All appointments are subject to verification of qualifications, your legal right to work in the UK, the receipt of satisfactory references and pre-employment medical questionnaire. All posts are subject to the Rehabilitation of Offenders Act (Exceptions Order) 1975 and therefore the Hospice will make a joint application to Disclosure Scotland for a basic or standard criminal record check or Protection of Vulnerable Groups (PVG) Scheme membership application / scheme record update (as appropriate). All professional staff will be required to supply their relevant registration number, which will be verified with the appropriate professional body.



Notice period

The notice period employees are required to give the Hospice depends on their Job Grade, as shown in the table below:

Grade	Notice period (to be given by employee to Hospice)
Up to & including Band 4	4 weeks
Band 5 & 6	8 weeks
Band 7 & above	12 weeks

St. Columba's Hospice Care – a Charity registered in Scotland

The Hospice is an independent Charity and not a part of the National Health Service (NHS). NHS terms and conditions of employment do not apply to Hospice staff.

The summary of conditions above is for information purposes only and may be subject to variation. They do not form the basis of a legal employment contract.





Scotland's Hospices Together

There are nine independent Hospices working together to recruit the National Corporate Fundraising Lead and secure corporate fundraising partnerships. Together the nine Hospices support the majority of Scotland's population, covering the Western Isles, the Highlands, Edinburgh, Glasgow, Ayrshire, Renfrewshire, Lanarkshire and towns and villages in between.

The nine partners are all registered Scottish charities in their own right.



SC013682



SC011541



SC011390



SC015783



SC011227



The Prince & Princess
of Wales Hospice

SC012372



SC010159



SC003634



SC006888