Nottinghamshire Hospice

JOB DESCRIPTION

SECTION IDENTIFICATION	
Job Title:	Director of Income Generation
Responsible to:	Chief Executive Officer
Grade:	Hospice Executive
Hours:	37.5 hours per week (predominantly Monday – Friday)
Contract Type:	Full time permanent
Team:	Executive
Location/Base:	Nottinghamshire Hospice Woodborough Road

SECTION 1 – JOB SUMMARY

Nottinghamshire Hospice is a charity serving the local population of over 1 million people with a reliance on both statutory and charitable income streams in the region of £4 million to ensure the delivery of high-quality services to our community.

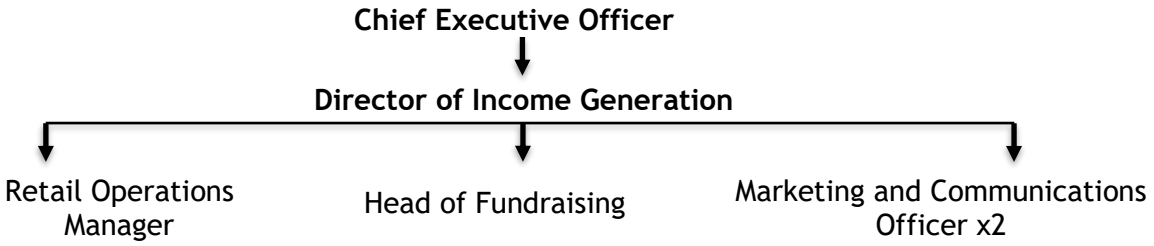
As the Director of Income Generation for Nottinghamshire Hospice, you will have overall responsibility for the delivery of income generation, focusing on growing income to achieve our ambitions to support more people. You will actively contribute as part of the Executive team to the Hospices' overall strategy and direction and to the effective functioning of the Board, promoting strong partnerships within and outside the organisation. You will lead in the development, implementation and delivery of Income Generation and Marketing Strategies for the Hospice to ensure it meets strategic objectives and also aligns with the organisation's core service delivery objectives. You will also oversee the delivery of our existing digital strategy, working with partners and identifying and implementing efficiencies and innovations.

As a pivotal role within the Senior Leadership Team (SLT), the Director of Income Generation will contribute to shaping the future of the Hospice and in achieving our strategic objective of having a robust and sustainable business model in place to enable us to deliver end of life services throughout Nottinghamshire.

The post holder will lead, direct and manage the income generation teams (to include Retail, Fundraising, Marketing and Communications) to ensure the income streams are maximised and expenditure controlled, managing and monitoring performance against agreed budgets.

The person in this role will be creative and innovative with excellent networking and communication skills. They will be able to lead and support their teams in achieving ambitious goals. They will provide highly visible leadership throughout the Hospice, managing, motivating and inspiring others, and investing time in their development.

SECTION 2 - ORGANISATION CHART/ACCOUNTABLITY



SECTION 3 - MAIN DUTIES AND RESPONSIBILITIES OF THE POST

General duties

Be a fully active member of the Hospice Senior Leadership Team, supporting the CEO in delivering the organisational strategic objectives.

Lead and deliver the Income Generation Strategy for the Hospice, managing expenditure and ensuring sustainability of services.

Provide strategic leadership to drive innovation across the Hospice exploring new income streams with the aim of securing long term sustainability of income, testing new concepts and assessing commercial viability.

Working as part of the SLT, develop, maintain, monitor, and report on financial performance, budgets, forecasts and KPIs.

Encourage teams to embrace business intelligence and feedback to drive improvements.

Ensure all risks are identified, communicated and managed.

Ensure all income generation activities are fully integrated across the Hospice, recognising the importance of inter-departmental relationships.

Produce reports, investment proposals, presentations, and associated documents for internal and external audiences, including the Board of Trustees.

Manage external stakeholders, attend events and give presentations to drive awareness and support for the Hospice across corporate partnerships and community settings.

Ensure all financial and operational activities are carried out in a manner which meets statutory and regulatory requirements.

Oversee our digital strategy, working with our IT provider to ensure we are operating effectively and efficiently, embracing opportunities for improvement and maintaining cyber-safe systems.

Participate in the SLT on-call rota to support the clinical on-call with the escalation of any major incident.

As a Director, be available to chair or investigate employee relations cases – including for other departments.

Develop and maintain policies and procedures relevant to income generation teams.

Assume responsibility with other Executive members for corporate performance and risk management and ensure the Hospice meets all statutory and regulatory requirements in relation to fundraising, lottery, retail and marketing.

Contribute to the achievement of the organisation's financial objectives by ensuring that all income generation opportunities are maximised and the workforce is deployed as productively and efficiently as possible within the overall remuneration budget.

Work closely with other members of the Executive team and key senior managers in the development of the annual budget for approval by the Trustees.

Advise the Board in all matters relating to income generation for the organisation.

Ensure Nottinghamshire Hospice's commitment to equity, diversity and inclusion is embedded in all areas of people practice.

Act as a champion for equity, diversity and inclusion, challenging poor or inappropriate practice in all areas of Nottinghamshire Hospice delivery of service. This is not restricted to the Income Generation team.

Income Generation

Adopt a commercial focus to increase income generation beyond established fundraising, lottery and retail streams with new and innovative ideas, testing new concepts and initiatives.

Oversee the preparation of operational budgets for all income generation activities. Set clear, ambitious, measurable targets for income generating activity, making effective use of benchmarking and industry standards.

Together with the Retail Operations Manager, ensure there is a clear retail development plan in place and that all retail income generating opportunities are identified and implemented appropriately.

Develop positive relationships with and take ownership of a portfolio of major donors; devise and implement bespoke and creative plans for each portfolio.

Ensure that there is effective quality control over all data recording and collection and that the organisation complies with all external regulation and codes of practice within Fundraising, Retail and Promotions.

Ensure relevant data is analysed, maintained and accurate to enable the income generation team's operation in a targeted, cost effective and productive manner.

Keep abreast of key developments affecting income generation that might impact on the organisation.

People Management

Lead and coach the teams in the areas of responsibility to achieve their personal targets and personal development objectives, empowering them to achieve their potential

Ensure all team members are appropriately trained to complete their roles, including legal compliance and all online mandatory training is complete.

Ensure team members understand and adhere to Hospice policies and procedures.

Identify an effective team structure, development opportunities and succession planning to support colleagues' progression and maximise effectiveness of the income generation team.

Review and refresh the Retail strategy to future proof income and ensure net profit achieves targets.

Benchmark performance against competitors to identify opportunities to further develop profitability and improve staff and customer experience.

Communications and Marketing

Working with the team, ensure a robust strategy is in place which delivers against the budget, providing stretching but achievable targets.

Ensure all activities are aligned to the overall strategic direction of the Hospice.

Work closely with key Hospice staff to perfect the Hospice's messages to supporters and service users; communicate the Hospice vision to internal and external audiences, ensuring that the Hospice brand, philosophy, values and ethos of the Hospice is appropriately projected to the wider community.

Ensure Nottinghamshire Hospice communicates professionally and effectively within all areas it operates both internally and externally. This includes all platforms such as website, social media, publications and broadcasts.

SECTION 4 - THE PERSON SPECIFICATION

Essential

Education/Qualifications

- Post-graduate level Academic or professional management qualification or evidence of equivalent experience.
- Evidence of continuing personal and professional development.

Knowledge/Experience

- Able to demonstrate how you meet the Hospice values of Compassion, Trust and Ambition.
- Extensive Senior Management experience in a commercial or charity environment at multi-million pound level.

- Proven ability to generate significant income in the following areas:- retail, major donors, lottery, trusts, individual giving, community, corporate, marketing.
- Experience of fundraising strategies.
- Proven ability to lead, motivate and develop high performing teams.
- Evidence of strategic development.
- Senior experience of managing budgets.
- Experience of producing reports and persuasive investment cases or bids.
- Evidence of building strong internal and external relationships.
- An ability to translate strategic objectives into deliverable operational plans and to hold people to account for their delivery.

Skill/personal attributes

- Excellent communicator.
- Excellent networker.
- Team player, willing to support wider Hospice operational requirements.
- Committed to the work of the Hospice and driven to support service development.
- Excellent numeracy and analytical skills
- Able to be creative and identify income or service development opportunities.
- Full driving licence and access to own vehicle for work including Business Use insurance at own expense.

Desirable

- Board level experience.
- Proven ability to implement organisational change successfully.
- Experience of working in the Charity sector.
- Knowledge and experience of commercial or fundraising within a charity.
- Knowledge and experience of the healthcare sector.
- Direct marketing experience.
- Digital marketing understanding.

SECTION 5 - WORKING CONDITIONS/EFFORT

- Work at a VDU/PC for a large part of the role.
- Constant interruptions with enquiries and telephone calls.
- Sitting in the same position for periods of time.
- Very busy workload.
- Able to work flexibly when organisational needs require (e.g. evening/weekend meetings or events).
- Some driving to different locations.
- Based in historic building therefore lift not available.

SECTION 6 - COMMITMENT TO HEALTH AND SAFETY, CONFIDENTIALITY AND EQUAL OPPORTUNITIES

HEALTH AND SAFETY / SECURITY

It is the duty of every employee to work in such a way that accidents to themselves and to others are avoided, and to co-operate in maintaining their place of work in a tidy and safe condition, thereby minimising risk. Employees will, therefore, refer any matters of concern through their respective line managers. Similarly, it is each person's responsibility to ensure a secure environment and bring any breaches of security to the attention of their managers.

INFORMATION GOVERNANCE

Nottinghamshire Hospice is required to maintain compliance with the NHS Information Governance Toolkit. All staff must ensure compliance with the requirements for information management and security. Should a breach occur all staff are required to report it immediately to their Line Manager and the Data Protection Legislative Controller.

INFECTION CONTROL

Nottinghamshire Hospice has its own policy for Infection Control. All staff must keep up to date with the new policies and subsequent implementation in practice.

All staff must contact their Line Manager if they are suffering from any form of infection with may put patients and other staff at risk.

NO-SMOKING POLICY

Nottinghamshire Hospice has its own smoking policy which details the Hospice is a non-smoking organisation. The policy applies to all staff at all times.

DIVERSITY, INCLUSION AND BELONGING

Nottinghamshire Hospice is committed to fostering a culture of equity, diversity, inclusion and belonging across our workforce and in the way we care for our patients, families and communities. We are continually learning and evolving to create a working environment in which people belong and thrive. We actively challenge discrimination and work together to create an environment where all voices are heard, and everyone has a genuine sense of belonging.

We warmly welcome people from all backgrounds, recognising that diverse experiences, identities and perspectives strengthen our organisation and enrich the services we provide. We particularly encourage applications from people within minoritised ethnic communities, people with disabilities, and men, as these groups are currently under-represented within our workforce.

Our Diversity, Inclusivity and Belonging Policy is available on the Hospice's Intranet. It applies to all Nottinghamshire Hospice staff, and we rely on each member of our team to champion these principles in their everyday work—treating all individuals with dignity and respect, and reporting any behaviour that does not align with our values or that discriminates on the basis of protected characteristics.

PERFORMANCE REVIEWS

The Hospice is committed to regular Progress & Achievement Conversations (PAC), including setting and reviewing objectives and developing/implementing personal development plans for all staff to enhance and support their ability to fulfil the requirements of their post.

SECTION 7 - CONFIDENTIALITY AND FREEDOM OF INFORMATION

Information relating to patients' records, diagnosis and/or treatment of patients, staff records, or information concerning contracts, tenders and other commercially sensitive matters etc. are considered to be confidential and must not be divulged without prior authority other than in accordance with the provisions of the Policy on raising concerns about Health Care Services as may be amended from time to time. All information held by Nottinghamshire Hospice is subject

to the UK General Data Protection Regulations 2021. You will be required to observe Nottinghamshire Hospice policy on the data Protection applicable to your role, functions and wider organisation requirements. Breaches of the regulations or any aspect of confidentiality will result in disciplinary action and may result in dismissal. Managers are also required as a condition of this Contract to represent the views of the Hospice in any dealing they may have with employees, their representatives, the media, general public or other organisations in which he/she may come into contact. In addition to the above confidentiality requirements, you must also comply with all aspects of the law concerned with information handling. For this purpose, the relevant legislation is the Freedom of Information Act 2000. This Act places a legal duty on all staff to comply with the rights of the public to access information. Any altering, destroying or concealing of information held by the Hospice with the intention of preventing the legitimate disclosure of all or part of that information will result in disciplinary action, and may result in dismissal.

SECTION 8 - JOB DESCRIPTION AGREEMENT

This job description is a guide to the duties you will be expected to perform immediately on your appointment. It is not an exhaustive list, and such duties may well be altered from time to time to meet changes in the Hospice's requirements. Any such changes will be commensurate with the grade of the post and will be discussed with the post holder prior to the changes being made.