

Director of Fundraising & Communications
East Anglia's Children's Hospices (EACH)

Dear Applicant,

Thank you for your interest in the role of Director of Fundraising & Communications with East Anglia's Children's Hospices (EACH). I hope you find the following information both interesting and informative.

Having agreed a new four-year strategy to build on our strengths as a respected children's palliative care provider, it really is a great time to be joining EACH. Over the life of the strategy, our ambition is to expand our service by increasing our capacity and broadening our offer. The last 10 years have seen EACH create world-leading services and facilities across East Anglia; the strategic challenge is to optimise these assets, investing in the people and skills necessary to realise their full potential.

Our primary focus is on meeting the needs of babies, children, young people and their families, working alongside them as they face complex, health, social and emotional issues. Despite the immense challenges during the pandemic, our care team adapted extremely well, learning new ways of working which have now been embedded into our service.

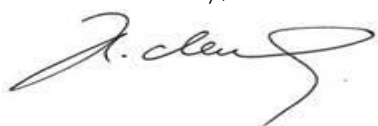
We are extremely proud to say all three of our hospice services were rated OUTSTANDING when inspected by the Care Quality Commission in 2020. This fantastic achievement is due to the commitment and professionalism of strong care leadership and wonderfully dedicated staff and volunteers.

My firm ambition is to develop a first-class internal culture and an employee experience that matches the outstanding service we deliver to families across East Anglia. If you would like to join us and have the ability, experience and drive to build on our success, we would very much welcome an application from you.

If you would prefer an informal conversation with me in the first instance, please don't hesitate to contact my colleague Melanie Foan at melanie.foan@each.org.uk.

Thank you once again for your interest in EACH.

Yours faithfully,



Kevin Clements
Chief Executive Officer



Competitive salary | Generous holiday entitlement | Flexible work location

Over the past 30 years, EACH has developed an enviable reputation in the field of children's palliative care, both in the UK and internationally.

We are the largest provider of palliative and end of life care and support for children and their families in East Anglia, delivering a comprehensive range of services in our hospices, family homes, hospital and wider community.

In 2020, all three of our hospices; The Nook (Norfolk), The Treehouse (Ipswich) and Milton (Cambridge) were rated OUTSTANDING by the Care Quality Commission.



The Nook



The Treehouse



Milton

Our people are central to our success. We have a talented workforce of staff and volunteers in Care, Fundraising, Retail, Facilities, IT, Finance, Marketing & Communications and Human Resources.

We employ over 400 employees and have more than 1,800 volunteers across the organisation, including 50 shops and a Retail Distribution Centre.

We are an organisation with big ambition, underpinned by our strive for excellence and innovation, and building effective partnerships to deliver our goals. To enable us to achieve these aims we are looking to appoint an exceptional leader as Director of Care to join our Management Executive Team (MEX).

You will help to shape and drive the positive leadership culture, which underpins clinical excellence, and be responsible for the strategic development, leadership and management of our care service.

At EACH, we are committed to promoting equality and respecting diversity. We actively welcome applications from all sections of the community and from eligible candidates from BAME backgrounds. EACH is also committed to the recruitment and retention of people with disabilities.

EACH is proud to be Investors in People accredited.





About the role

Having recently won a major national award for Fundraising Team of the Year at the annual Third Sector awards, East Anglia's Children's Hospices is now seeking an outstanding income generation leader to help realise its ambitions of reaching more children, young people and families across the East Anglian region that need our care.

We're looking for an experienced Director of Fundraising & Communications to join the executive leadership team at EACH. This role offers flexibility to work from any of our three hospices at Milton near Cambridge, The Treehouse in Ipswich and The Nook, near Norwich, combined with hybrid working.

As Director of Fundraising & Communications you will lead the strategic planning and delivery of the Marketing and Fundraising annual plan (£7.5m) across all income streams, including major giving, community and events, corporate, trust and foundation teams. This is a critical leadership position, reporting to the Chief Executive Officer, and a key member of the Senior Leadership Team at EACH.

You'll be leading a talented team of 30, encouraging, empowering and inspiring colleagues to innovate in ways which help us deliver our overall objectives. You'll underpin this income generation experience with detailed forecasting and activity planning.



What you will bring

- Significant people management skills with experience leading a team of professionals
- Thorough understanding of fundraising, including identification research, solicitation, pitching and account management.
- Knowledge of the scope and content of the Code of Fundraising Practice.
- Proven experience of working to and achieving ambitious targets.
- Proven experience of engaging major donors and stewarding high value and influential relationships that deliver significant giving.
- Experience in managing large budgets (£3m +) with strong finance acumen.
- Additional experience in leading Marketing/Communications teams would be desirable



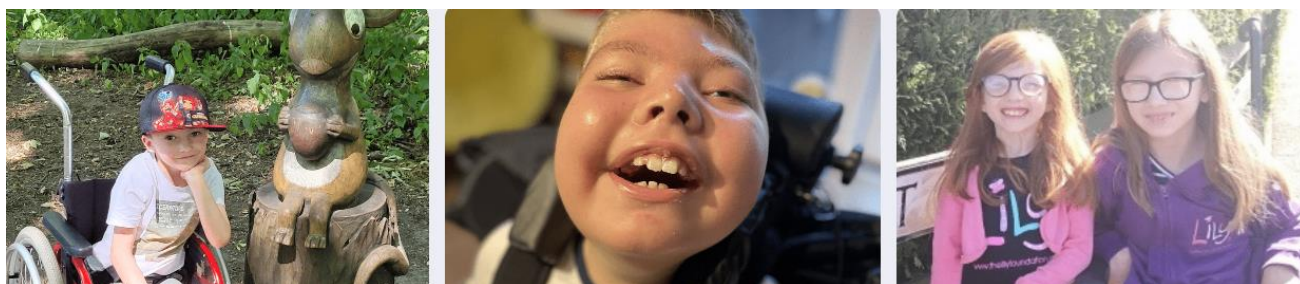
About EACH

East Anglia's Children's Hospices (EACH) supports families throughout their experience of caring for their baby, child or young person during their lives, at end of life and into bereavement, across Cambridgeshire, Essex, Norfolk and Suffolk.

Our range of services includes specialist nursing care, symptom management nursing, short breaks, wellbeing activities, therapies, care at end of life, bereavement support, counselling and volunteer services in the home; all meeting the individual needs of the child, young person and whole family.

Care and support is delivered where the families wish; in their own home, at hospital, in the community or at one of three hospices; The Nook (Norfolk), The Treehouse (Ipswich) and Milton (Cambridge).

Our hospices are often very happy and fun places where children and young people can live life to their full potential. They are places families feel safe, at home and where they can spend quality time together. This enables parents to be parents not caregivers, allowing them to make memories together and experience 'normal' lives.



Recognised as leaders in our field, EACH has a reputation for excellence and commitment to pioneering development, innovation and research, working in partnership with others. It hosts the East of England Managed Clinical Network of NHS and hospice providers, that enables access to specialist medical expertise out of hours, giving families a real choice of place of care during and at the end of their children's lives. This approach is recognised as an example of best practice nationally.

Continued improvements in the care of children and young people with complex medical conditions mean they are living longer, and the demography of our counties is changing. There are currently more than 3,900 children and young people in our area living with a life-threatening condition who may require an aspect of EACH's service at some point during their lives. EACH currently cares for around 500 lead children, young people and their families every year, and more than 200 bereaved families.

EACH has an enviable local and national reputation and profile, helped by a dedicated staff team and army of volunteers. High profile patrons, including HRH The Princess of Wales, serve to keep the spotlight on this amazing charity.

Our Vision, Mission and Values



What it's like working for EACH



Meet Media and PR Manager – Matt Plummer

Matt Plummer is "proud and honoured" to have been EACH's Media and PR Manager since September 2021. He joined the organisation after ...

[Read story](#)



Meet Community Fundraiser Ali Butler

Ali Butler is living proof that making big, bold and brave decisions can pay off. The 35-year-old joined East Anglia's Children's Hospices ...

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Milton Children's Hospice

CQC overall rating

Outstanding ☆

7 April 2020

[See the report >](#)



The Treehouse

CQC overall rating

Outstanding ☆

7 April 2020

[See the report >](#)



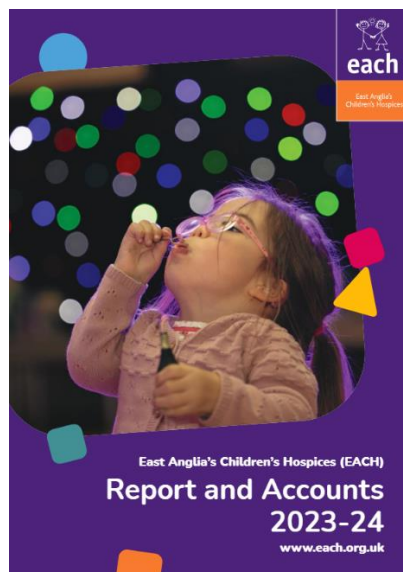
EACH The Nook

CQC overall rating

Outstanding ☆

7 April 2020

[See the report >](#)



Job description

Job Title: Director of Fundraising & Communications

Responsible to: Chief Executive

Job Summary:

- Develop, implement, and deliver EACH's fundraising strategy to achieve the ambitions of the charity. Responsible for delivering £7.5m during 2024/25 across a diverse portfolio of income streams.
- Lead, inspire and develop the fundraising team to deliver the yearly EACH operational plan (a team of 3 first line managers & 30 in the overall team).
- As a member of the Management Executive Team (MEX), ensure the charity implements and meets its strategic objectives.

Responsibilities

- Contribute to the strategic development and future success of EACH through being a member of the Management Executive Team (MEX).
- Develop a new fundraising strategy during 2025 to enable EACH to achieve its objectives.
- Lead and manage the fundraising team to implement the strategy (including structure, recruitment, performance management, line management and staff development).
- Ensure effective operational plans are developed to deliver the aims and objectives of the fundraising strategy.
- Ensure agreed objectives and targets are monitored and achieved.
- Conduct direct fundraising activity appropriate to a Director role, e.g. major donor fundraising, presence at major events.
- Create and manage income and expenditure budgets.
- Lead and maintain a culture of high standards of donor care to encourage long-term engagement and participation.
- Ensure all fundraising adheres to legal requirements and the Code of Fundraising Practice set by the Fundraising Regulator.
- Manage strategic risks across fundraising, plus the operational risk register for fundraising.
- Demonstrate leadership, management and personal behaviours that are in line with EACH values.
- Work closely with the Head of Marketing and Communications to develop strategic level plans for internal / external communications, and crisis management.
- Support the Head of Marketing and Communications to develop new and innovative channels of communication, inc. AI, Digital Comms, traditional media.

Person specification

	Essential	Desirable
Knowledge and Training	<ul style="list-style-type: none"> • Highly knowledgeable in primary income streams, namely: community, corporate, events, major giving and individual giving. • Thorough understanding of fundraising, including identification research, solicitation, pitching and account management. • Knowledge of the scope and content of the Code of Fundraising Practice. 	<ul style="list-style-type: none"> • Chartered Institute of Fundraising qualification (Certificate, Diploma or Advanced Diploma). • Previous experience leading a Marketing / Communications team • Previous knowledge or experience of working within a palliative care environment.
Experience	<ul style="list-style-type: none"> • Significant people management experience & leading a team of professionals • Leading on, or playing a key role in, developing a fundraising strategy. • Personal experience of successful relationship fundraising. • Production and management of income and expenditure budgets. • Proven experience of working to and achieving ambitious targets. • Proven experience of engaging major donors and stewarding high value and influential relationships that deliver significant giving. • Experience in managing large budgets (£3m +) with strong finance acumen. 	<ul style="list-style-type: none"> • Working knowledge of the fundraising software Raiser's Edge. • Working in an environment that has significant volunteer involvement. • Leading a team of cross-discipline fundraisers. • Designing and/or implementing a project to embed the Code of Fundraising Practice across a team. • Being a member of a charity board/senior management team. • Prior experience of managing change and driving transformation programmes.
Other Requirements	<ul style="list-style-type: none"> • Analysis and interpretation of performance data and previous use of a fundraising database. • Impeccable communication skills. • Able to evaluate and reform policies, procedures and processes. • Development of good relationships, e.g. volunteers, care staff, colleagues, trustees and external stakeholders. 	



Next steps

If this sounds like you, we would love to hear from you.



Please apply via our website <https://www.each.org.uk/about-us/work-for-us/>

or contact Melanie Foan via email - melanie.foan@each.org.uk to arrange an informal discussion with Kevin Clements, EACH Chief Executive Officer.



Closing date for all applications:

8th November 2024

1st Interviews: 28th November 2024

2nd Interviews 11th/12th December 2024

Hear from families



We look forward to hearing from you.