

**JOB DESCRIPTION – Director of Income Generation and Engagement**

**LOCATION** Hybrid (two to four days in Bristol per month)

**RESPONSIBLE TO** Chief Executive

**DIRECT REPORTS**  Head of Trusts and Foundations

 Head of Corporate Partnerships

 Head of External Affairs

 Senior Public Fundraising Manager

 Philanthropy Manager

**PURPOSE OF ROLE**

The Director of Income Generation and Engagement will

* Lead the development and delivery of the income generation strategy for Together for Short Lives, which will deliver sustainable growth and development in income generation so that our mission and long-term ambition can be achieved.
* Lead the development of marketing and communications to grow awareness, impact and income of Together for Short Lives.
* Provide inspiring, strategic leadership and direction to the Income Generation and Engagement teams.
* Contribute as a member of the Executive Team to strategic planning, policy and decision making and all aspects of Together for Short Lives’ development.

**DUTIES AND RESPONSIBILITIES**

# Strategic leadership and impact

* Develop and communicate a clear and consistent vision and strategy for fundraising, income generation and communications, informed by evidence.

* Working closely with team leaders to develop, deliver and evaluate coherent income generation and communications strategies which deliver impact in line with Together for Short Lives theory of change.
* Play an integral and active role in the Senior Team, informing, shaping and evaluating Together for Short Lives’ overall strategy and operational plans.
* Identify future opportunities for Together for Short Lives to grow income, awareness and impact and ensure risk is appropriately managed.
* Lead the development, delivery and evaluation of the income generation and engagement strategies for Together for Short Lives, which will deliver growth and development in income and impact.

**Income Generation**

* Drive a culture of fundraising across the organisation, ensuring that all our activities, communications and ambition are integrated with our fundraising approach.
* Lead the development of our key messages and cases for support for fundraising, explaining what we do in an emotionally engaging way, and ensure these are kept up to date and are supported by robust costings and impact data.
* Oversee the strategic direction and growth of all aspects of fundraising activities, including individual giving, corporate partnerships, community fundraising, trusts and foundations, and legacies.
* Work collaboratively with member organisations to develop and maximise the potential for raising money for the children's palliative care sector, including through grants programmes and the National Fundraising Scheme
* Work with the Director of Finance & Resources to develop long term income forecasts, based on a full assessment of risk for each income stream. Review these forecasts regularly to reflect latest information and developments.
* Ensure the cost effectiveness of fundraising activities, ensuring good rates of return on investment are achieved, both overall and for the different individual income streams.

# Communications and engagement

* Design, deliver and evaluate a rolling annual plan of integrated marketing and communications campaigns and activities to achieve key organisational objectives.
* Ensure that all media, marketing and communications are effectively managed; maximise family input and experience; and follow safeguarding and consent processes.

* Ensure that our campaigns support the development of sustainable income streams to support our work, through creative and impact led approaches to existing partners and new prospects.

* Oversee our brand strategy to ensure we deliver a demonstrable increase in public awareness and understanding of children’s palliative care, Together for Short Lives, and what we do.
* Oversee the development of digital tools and channels to grow our impact on children and families, grow awareness of our brand and generate income to support our work.
* Working with the Head of External Affairs, ensure our communications and engagement work aligns with our policy and public affairs objectives
* Lead internal communications to ensure the whole Together for Short Lives team is engaged with our work, understands where we are making a difference and what we still have to do.

**Stakeholder engagement and partnership**

* Build strong relationships within Together for Short Lives, our members and with children’s palliative care services and teams, in hospital, children’s hospices and in the community.
* Working with the Director of Service Development and Improvement, ensure that we build strong relationships with these sector stakeholders and establish effective two-way communications channels.
* Develop key strategic alliances with a wide range of organisations at senior level to influence current and potential stakeholders.
* Represent Together for Short Lives on a range of external groups, coalitions and

collaborations where appropriate.

**Team development and management**

* Lead the development of a high performing Income Generation and Engagement team, building on strengths and ensuring the delivery of agreed outcomes in a way that is consistent with our values.
* Manage the overall budget and resources for the team, ensuring that they are deployed efficiently and effectively.

* Travel regularly within the four countries of the UK, including a presence in London and Bristol.
* Carry out any other duties as are within the scope, spirit and purpose of the post as requested by your line manager.

**PERSON SPECIFICATION – Director of Income Generation and Engagement**

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| **QUALITIES**  | **ESSENTIAL**  | **DESIRABLE**  |
| **Experience**  | Experience in a senior leadership role, leading income generation and marketing communications strategies in an organisation with complex audiences and stakeholders Experience of strategic development in a senior role, setting a vision and objectives and measuring impact Experience of developing high performing teams  Proven track record of building strong and effective relationships with a wide range of internal and external stakeholders  Experience of managing a range of projects and programmes, setting objectives and monitoring delivery Experience of substantial budgetary responsibility | Experience of leadership in a charity or social enterpriseExperience of working with and/or in a health and social care organisation  |
| **Skills and knowledge**  | Highly developed communications and presentation skillsKnowledge of key fundraising and communications channels Ability to lead, inspire, motivate and develop staff at all levels  Knowledge of business and financial management in a charitable organisationStrong data and budget skills Ability to influence funders, partners and staleholders  Ability to collaborate and work in partnership with organisations within and outside the children’s palliative care sector  |  |
| **Personal qualities**  | A confident, independent and effective decision maker Energetic with a high degree of personal drive and initiative.  The authority, presence and emotional intelligence to command respect from colleagues within the charity, across the charity’s membership and external stakeholders and contacts  Strong intellect with the ability to interpret relevant information, analyse complex data, creatively review alternative solutions and come to speedy, well-informed conclusions  An empathy with seriously ill children and young people who need palliative care, their families and the professionals and services that provide it. Committed to the vision, mission and values of the charity.  |    |