



**Northern
Ireland
Hospice**



HEAD OF PHILANTHROPY

Information Pack

Contents

Introduction	3
Who we are	4
What we do	5
How we're organised	6
Strategy	7
Financials	8
Meet the Corporate Leadership Team	9
Meet the Board	10
Job description	11
Person specification	15
How to apply	16
Timeline	17

Introduction

Dear Candidate

Thank you very much for your interest in the Head of Philanthropy role at Northern Ireland Hospice.

The Hospice is an organisation that operates at the heart of the health economy in Northern Ireland. Our vision and purpose has never been more important and as our community reacts to social, environmental, economic and technological changes, we continue to develop ourselves to make supporting this great charity easier.

We are committed to reaching even more supporters within the corporate and wealth communities locally and further afield – knowing that the decision to fund our work is a deeply personal commitment driven by our relationships with individuals and an affinity to the Hospice's impact on our community.

The successful candidate for this newly created position will be joining the organisation at a very exciting time of progress and renewal, and so will have the opportunity to shape the Hospice's philanthropy activities from their very first day.

We're pleased to be working with Engage Executive Talent on this recruitment, and they are on hand for any confidential, initial conversations to learn more about the role.

So wherever you are on your career journey and from whatever relevant sector you have worked in to date, we would invite you to consider joining us as our Head of Philanthropy - a role that promises to be the most personally rewarding role of your life's work.

Mary McCall

Director of Commercial and Brand Development



Who we are

Since the very first Hospice Nurse started work in 1983, Northern Ireland Hospice has grown to be one of Northern Ireland's leading charities, providing specialist palliative care to 4,000 patients every year.

Our hospice care services both in the community and in our buildings provide high quality, person-centred, holistic palliative care. We support and care for infants, children and adults who are adjusting to life living with life-limiting and life-threatening conditions, up to their death and into family bereavement support.



Our team of specially trained healthcare professionals are made up of nurses, doctors, social workers, chaplains, occupational therapists, creative therapists and physiotherapists, all of whom, work together to support our patients' physical, mental and spiritual well-being.

Our work also extends to families, enabling us to offer guidance and support to family members as they travel the journey with their loved one.

What we do

Adult Hospice Services

We provide a range of services for patients, families/carers and professionals.



Three services make up our adult care provision at Hospice; Our Inpatient Unit, our Hospice Hub and our Community Services. Patients can be referred to any of the three services and depending on individual needs combined with our clinical assessment, may move between the services to ensure the best type of care is being offered at the correct time.

Children's Hospice

We have lots of staff who work hard every day to look after children of all ages.

Many parents speak of the invaluable support network that comes with Children's Hospice.

In addition to giving parents peace of mind by providing high quality clinical care, we also encourage families to connect with each other, share experiences and gain strength and support from one another.



Research Projects

Northern Ireland Hospice is fully committed to fostering, encouraging and supporting a quality research culture internally, regionally, nationally and internationally.

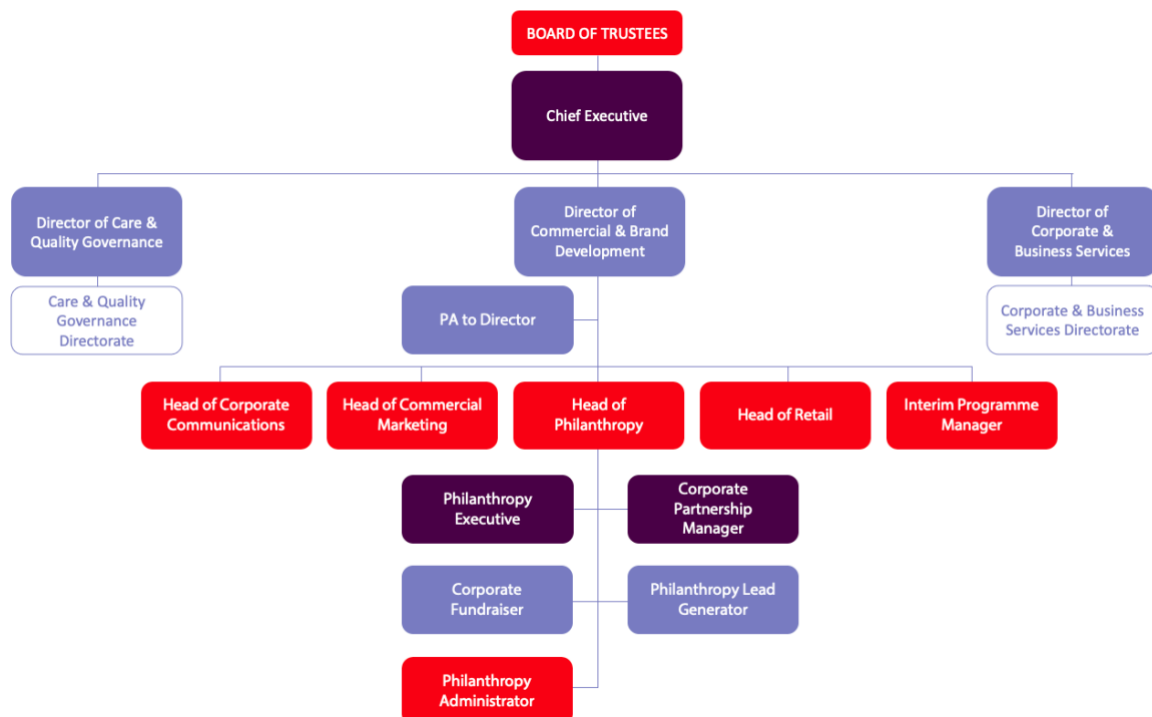
In recent years we've contributed to a wide range of international research projects in the palliative sphere, ranging from work on managing medication from home to deep vein thrombosis, and the effects of dementia.

You can find more detail on what we do by clicking on the link to our website below:

[What we do](#)



How we're organised



Strategy

OUR VISION is that infants, children and adults with life-limiting and life-threatening illness and their families receive excellent and compassionate palliative care, thereby, maximising their quality of life.

In pursuit of this vision, our Mission is to inspire and deliver excellent and compassionate specialist palliative care via effective service models underpinned by exemplary education, innovation and research.



Underpinning this strategy are **OUR VALUES** which we will strive to live by daily.

WE BELIEVE IN

A culture of respect and acceptance without distinction or judgement, where everyone can belong

Acting with courage, compassion and integrity to add value to all that we do

Being pioneering, professional and accountable to deliver our very best

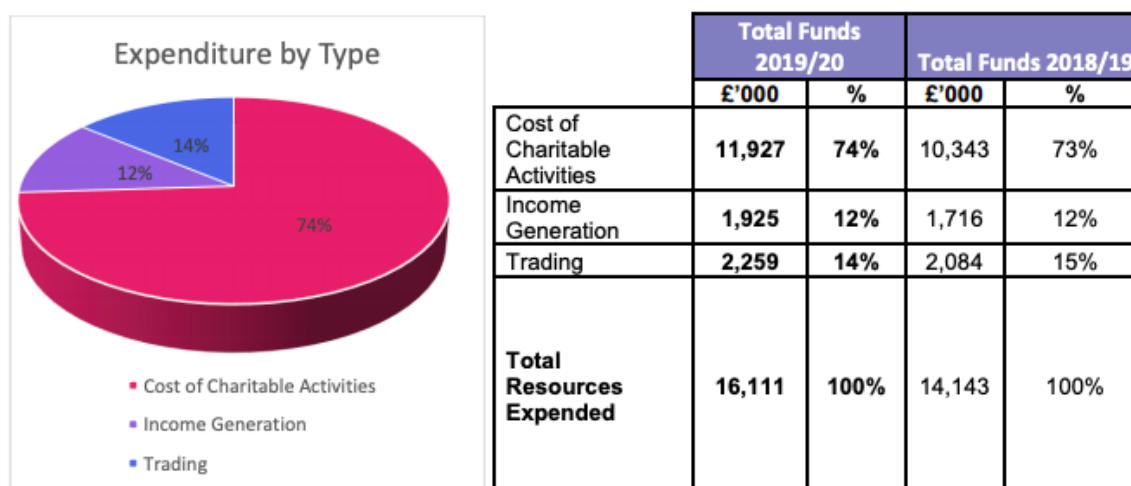
We are currently working on our new strategy for 2022 to 2025. You can download our current strategic plan from the link below:

[Northern Ireland Hospice Strategic Plan 2018-2021](#)

Financials

Here's a summary of our most recently reported financial accounts. For more detailed information, you can click on the links at the bottom of the page to download the last 3 years' full accounts.

During the year to 31 March 2020, **expenditure** (in £000's) was as follows:



	Total Funds 2019/20		Total Funds 2018/19	
	£'000	%	£'000	%
Cost of Charitable Activities	11,927	74%	10,343	73%
Income Generation	1,925	12%	1,716	12%
Trading	2,259	14%	2,084	15%
Total Resources Expended	16,111	100%	14,143	100%

This resulted in a net income of £519K.

Summary Group Balance Sheet

	2019/20 £'000	2018/19 £'000
Fixed Assets	16,269	16,612
Net Current Assets	4,221	3,451
Non-Current Liabilities	(3,645)	(3,511)
Total	16,845	16,552
Restricted	364	347
Unrestricted	16,481	16,205
Total	16,845	16,552

[Full accounts to March 2020](#)

[Full accounts to March 2019](#)

[Full accounts to March 2018](#)

Meet the Corporate Leadership Team



Heather Weir
Chief Executive



Trevor McCartney
Director of Corporate and
Business Services



Mary McCall
Director of
Commercial and Brand
Development



Debbie Burns
Director of Care and Quality
Governance



Meet the Board



David Clements
Chair



Adele Martin



Dr Gerry Millar
MBE
Vice Chair



Joanne Ramsay



Garth Calow
Treasurer



Kate Thompson



Alan Dickson
Trustee



Martin Murphy



Andrew Talbot
Trustee



Dave Vincent
Trustee



Janice Smyth
Trustee



Dr Russell
Houston
Trustee

Job description

Post:	Head of Philanthropy
Location:	Head Office, Horizon House, O'Neill Road, Newtownabbey
Reports to:	Director of Commercial and Brand Development
Responsible to:	Director of Commercial and Brand Development
Salary Range:	£47,389 - £56,630 per annum plus 26% Employer Pension Contribution
Hours:	Full time 37.5 hours per week

Job Summary and Purpose

Reporting to the Director of Commercial and Brand Development, you will be responsible for the establishment, leadership, implementation, and development of the NI Hospice Philanthropy strategy, to deliver and drive growth across multiple high value income streams. You will lead, monitor and evaluate our Corporate, Partnership, Major Donor and Trust and Foundation fundraising initiatives, as well as establishing an international network of support for the NI Hospice.

The Head of Philanthropy should be an experienced high performing individual with excellent leadership skills. You should have a background within the sales, marketing, fundraising or wealth management sectors, with a strong network of personal contacts and a demonstrable record of their own involvement and impact in business development success.

Proficient in the use of sales management technology, you will also be responsible for the development of systems and processes designed to monitor, manage and elevate the performance of individuals within the Philanthropy team. These technical skills will support the important interpersonal and exceptional communication skills necessary to motivate high levels of long-term engagement and activity, both internally and externally.

As a key member of the Corporate Leadership Management Team, you will be empowered to contribute to the Charity's strategic goals, shaping and supporting the NI Hospice's decision-making processes and organisational understanding of local and international income market potential.

You will work collaboratively with Fundraising, Marketing and Corporate Communication colleagues across the Commercial and Brand Development Directorate and demonstrate both strategic and tactical leadership to significantly grow multiple income streams through market intelligence, creativity, and effective campaign management.

You must have extensive and recent experience of leading people and programmes to directly generate income as well as developing, maintaining, and fully utilising the benefits from strategic partnerships.

This is an important role within the charity and therefore it is important that the you are passionate about and aligned to the Northern Ireland Hospice's purpose and vision as well as demonstrating a can-do attitude with authentic ambition to demonstrate your personal impact.

Key Responsibilities

- To develop strategies for the identification, cultivation, solicitation and stewardship of donors; with a focus on major gifts, planned giving and multi-year donors, to support the delivery of care by the NI Hospice.
- To understand and develop insights into current and future philanthropic giving and to establish direct engagement with individuals, organisations and special interest groups who can influence activity and high value donations.
- To identify current and potential donor interests and align them with the benefits of supporting the NI Hospice including specific charitable giving vehicles (financial planning, bespoke products and sponsorship opportunities).
- To maximise income potential through effective relationship and product management, designed to increase recurring income commitment and facilitate high value gifts.
- To ensure documentation of charitable intent, recording all interactions with donors and understanding and maintaining compliance with relevant governance policies including Fundraising Regulations, GDPR etc.
- To develop, monitor and maintain standards of management reporting in compliance with all internal and external requirements and ensure that best practice embeds all aspects of work carried out by all members of the Philanthropy team.
- To manage and monitor all aspects of performance, identifying areas of concern, areas for potential development and areas of improvement, effectiveness and efficiency.
- To consult and meet with the Director of Commercial and Brand Development to agree and monitor Philanthropy improvement plans, resources, budgets and staffing issues
- To take full responsibility for all aspects of resource planning and budgetary management, ensuring the efficient and effective management of all aspects of the Department.

Strategic Responsibilities

- Leads on and develop a range of partnerships with both corporate and community organisations.
- Identifies and creates a pipeline of funding opportunities in line with the overarching NIH strategic vision and plan with particular focus on Trusts and Foundation, major donor, and international philanthropy.
- Leads and meets all financial targets and key performance indicators
- Provides detailed analysis and data for Corporate Leadership Team to monitor and support all funding activities
- Is highly visible in the local, national, and global market leading the visibility of Northern Ireland Hospice and seeks additional new sources of funding from multiple sources.
- Advises the Director of Commercial and Brand Development on service developments that are appropriate for Northern Ireland Hospice to follow to ensure it is in appropriate position to access resources to meet identified needs.
- As a member of the Corporate Management and Leadership Team, actively contributes to the vision and strategic direction and sustainability of the organisation.

Operational Responsibilities

- Provides professional advice and support to the Corporate Leadership Team and Corporate Management Team on all matters relating to the organisation's commercial partnerships, corporate fundraising, and philanthropy efforts.
- Manages the Philanthropy department within Northern Ireland Hospice ensuring the following services are professionally and effectively discharged.
 - Develops an effective philanthropy strategy and implementation plan with key targets, outputs and milestones which is monitored and reported on at various levels across the organisation.
 - Creates and delivers a range of fundraising models generating diverse mix of income streams with associated processes and supporting procedures and reporting mechanisms.
 - Identifies, leads, and develops a database of organisations and individuals who we currently or can potentially partner with to ensure pipeline of funding income over the short, medium, and long term.
 - Monitors the performance of philanthropy activities through detailed analysis of all data to ensure appropriate strategic focus on a combined goal of generating income and growing the supporter base.
 - Manages and leads the Philanthropy department providing clear direction and communication to enable team members to fulfil their roles successfully.
 - Ensures consistent brand values support all communication with partner organisations and individuals.
 - Creates and delivers outstanding presentation materials on all aspects of philanthropy at senior level and with a variety of audiences.

- Creates and manages a budgeting, risk and financial reporting function for all aspects of their department.
- In conjunction with the Head of Corporate Communications and the Head of Marketing, takes the lead in generating profile and media visibility for all aspects of NIH philanthropy efforts representing Northern Ireland Hospice when necessary.
- Takes the lead in philanthropy negotiations with stakeholders and donors ensuring that adequate terms and conditions for pledges are set and monitors all payments and agreements.
- Assists in the production of financial forecasts in connection with the annual update of Northern Ireland Hospice philanthropy plan and objectives relating to the Philanthropy department.
- Is a member of the Corporate Management Team, supporting the Corporate Leadership Team in the effective management and development of the Northern Ireland Hospice.
- Participates in the Senior Manager On-Call rota as required.

Governance Responsibilities

- Contributes to delivering NIH governance structures and processes for all service areas, leading on all aspects of the strategic philanthropy engagement plan.
- Supports the Director of Commercial and Brand Development in all aspects of directorate responsibilities ensuring adherence to all regulatory and statutory requirements.
- Works closely with Director of Commercial and Brand Development in the identification, management and mitigation of risk

This job description is an outline of the post as it is currently perceived by the Hospice and may be subject to review as a result of a changing and developing service.





Person specification

Essential Criteria:

- 3rd Level Qualification (i.e. Degree, Level 5 Diploma, or equivalent) in a relevant discipline plus at least 3 years relevant and recent experience, operating at a similar management level in a fast-paced environment.
- Proficient in the use of MS Office
- Full driving licence or access to transport to fulfil the obligations of the role

We are looking for some-one who can describe their experience, with dates, of their:

- Leadership and development of sales management data analysis and use of technology to drive activity and commercial performance.
- People leadership, resource management and business planning
- Development of partnerships with corporate organisations
- Demonstrable experience of leading, developing and securing large scale funding from a range of organisational funders and supporters.
- Demonstrable track record of identifying and developing diverse and new income streams
- Experience of managing multiple partnerships simultaneously without compromising quality or focus
- Experience of excellent stakeholder engagement and management
- Experience of development of new income streams and creation of new customers/donors.
- Direct impact on wealth/sales/income creation

How to apply

Please forward a **CV, maximum three A4 sides**, together with a completed **Supplementary Questions form** available from www.engageexec.co.uk, ensuring you have included mobile, work and home telephone numbers, as well as any dates when you will not be available or might have difficulty with from the recruitment timetable (see 'Timeline' below). You will also be asked to submit a separate **equality form** (see below).

The deadline is **Noon on Thursday 7 October 2021**. Applications should be made by email to:

patrick@co3.bz

Contact Patrick Minne on 07792 509003 if you have any queries about the role or the application process.

Equality Monitoring and Criminal Convictions Disclosure

Along with the CV and Form, you will be asked to complete and return the Equal Opportunities Monitoring and Criminal Convictions Disclosure Form in a separate document. Neither of these will be disclosed to anyone involved in shortlisting your application.

Disability

In accordance with the Disability Discrimination Act a person is disabled if they have, or have had, "a physical or mental impairment which has, or has had, a substantial and long term adverse effect on your ability to carry out normal day to day activities".

If you consider yourself to have a disability relevant to the position for which you are applying, please contact Patrick Minne so that we can process your application fairly, make any specific arrangements for your interview, and make any necessary reasonable adjustments or adaptations, or provide any aids to assist you in completing the duties of the post if appointed.

Equal Opportunities

Northern Ireland Hospice is an Equal Opportunities Employer and all applications for employment are considered strictly on the basis of merit.

Timeline

CV, Supplementary Questions and Equality Monitoring and Criminal Convictions forms to be submitted

Noon, Thursday 7 October 2021

First Interviews

Tuesday 12 October 2021

Second Interviews (may include a seen or unseen task)

Wednesday 27 October 2021

Final Interviews

Thursday 4 November 2021





**Northern
Ireland
Hospice**

Please address any enquiries relating to the advertised position, and your submission, to NI Hospice's recruitment partners:

Patrick Minne
Engage Executive Talent

Phone: 07792 509003
Email: patrick@co3.bz

www.engageexec.co.uk

Enquiries unrelated to this recruitment can be addressed to:

NI Hospice
18 O'Neill Road
Belfast
County Antrim
BT36 6WB

Phone: 028 9078 1836

Email: information@nihospice.org

Charity Number: NIC102337 | A Company Limited by Guarantee
NI014817