



Director of Income Generation Recruitment Pack



Welcome from the CEO



Thank you for your interest in this exciting new role. As our hospice faces one of the most challenging periods in its history, this newly created position is a vital investment to secure our future. We are looking for a dynamic and creative leader who can rise to the challenges of today's economic landscape while playing a key role in building a sustainable future. This is an incredible opportunity to join our much-loved community hospice at a pivotal moment, as we embark on plans to move to a new purpose-built premises. If you're ready to make a significant impact and help shape the future of our hospice, we'd love to hear from you.

Louise Sinclair



About Beaumont House Hospice Care

Beaumont House Hospice Care is a registered charity that is committed to providing supportive care to patients with life limiting or terminal illnesses and their families, since 1987.

Beaumont House offers nurse led care and support to people in Newark and Sherwood. Each year we provide care for over 500 patients and support to their families, caring for around 150 patients at any one time.

At Beaumont House, we are keen to dispel the myth that those we support come here just to die. Yes, we do support people at the end of life and do so in a way which is truly person centred. We offer personalised, compassionate support where patients' wishes are respected and delivered and where family members can be with loved ones in an entirely private setting. We carry on our support for loved ones after bereavement offering bereavement counselling and our Teapot support group.

Beaumont House is very much about living. Through our doors you will find a lively and vibrant space, filled with life and laughter. Our staff, volunteers and patients alike bring hope and happiness together in a 'home from home' setting. Patients enjoy wholesome home cooked food and days are filled with therapeutic activities and personalised support from our nurse led team. We welcome guests and visitors at all hours.

We also recognise that many people wish to stay at home to receive support. Our Hospice at Home team take the Beaumont House approach into patients' homes, offering expert care, advice, and support.

We are proud of our approach and welcome anyone to come through our doors, to take a look at and feel the warmth and friendliness of Beaumont House.

We are supported very significantly by volunteers in all areas of the hospice including Day Therapy, fundraising, and our four charity shops, in Newark, Collingham and Southwell. All their contributions are invaluable.

A Board of Trustees, who are all volunteers, hold the ultimate responsibility for the hospice, the policy decisions, and finances.

This year it will cost £2.2 million to run the hospice services of which we need to raise £1.7 Million with approximately 26% of our costs being funded from the ICB for commissioned services.

All our core care services are provided at no cost to the patient or their family and anyone can make a referral to Beaumont House, our doors are open 365 days a year and 24 hours' day.

What we believe in

Our Vision is to achieve

'Outstanding hospice care, enabling our local communities to live well and die well'

Our Mission (Purpose) is

'Personalised care for you and your family when every moment matters'



Our Values (Guiding Beliefs) are

Person centred, we 'go the extra mile' - Every life matters and every moment matters - patients and their families and friends are at the centre of everything we do

Value and support our people – All of our people are important and highly valued, and we support and develop them to be at their best

Openness and honesty, creating a safe environment - We provide a safe environment in which feelings may be openly expressed and acknowledged with sensitivity and honesty

Collaboration - We provide a unique and special range of services, in collaboration with our partners in the End of Life Together Alliance

Efficiency, caring, professional - We provide good stewardship of our resources and operate in a professional, caring, and efficient way.



Our Strategic Goals

Our 5-year strategy 2023-2028 is built on four strategic goals with the addition of sustainability in building a new hospice.



About the Role

Hospices across the UK face challenging times, with increasing demand for services and financial pressures. In response, we are looking for an innovative **Director of Income Generation** to maintain and grow our existing income streams while leading an ambitious capital campaign to fund the development of a sustainable, purpose-built new hospice.

This is a unique and exciting opportunity to join our team, take ownership of short-, medium-, and long-term income strategies, and make a tangible difference in the lives of our patients and families.

Key Responsibilities

- **Strategic Leadership:** Develop and deliver a comprehensive income generation strategy, with a focus on maintaining current income streams, launching a successful capital campaign, and creating sustainable funding models for the new hospice.
- **Team Management:** Lead, inspire, and manage the Head of Fundraising and Communications and the Head of Retail, ensuring a collaborative and high-performing culture.
- **Marketing:** Ensure that an effective marketing and communication plan is in place to help support the 5-year strategy.
- **Capital Campaign:** Plan and execute a multi-million-pound capital campaign to secure funding for the new hospice building.
- **Income Diversification:** Identify and implement innovative approaches to diversify income streams, including corporate partnerships, legacy giving, digital initiatives and social enterprise.
- **Retail Development:** Working with the Head of Retail, oversee the growth of our charity shop income, ensuring profitability and growth.
- **Relationship Building:** Build strong relationships with donors, corporate partners, and stakeholders to enhance long-term engagement and support. Professionally represent the organisation – both internally and externally – to positively maintain and enhance the profile and reputation of Beaumont House Hospice Care.
- **Financial Oversight :** Oversee budgets across income streams, ensuring strong financial performance and return on investment
- **Governance and Compliance:** Ensure all activities adhere to relevant legislation and best practices.
- **Future Planning:** Develop short-,medium, and long-term plans to secure the hospice's financial sustainability and growth

What we are looking for

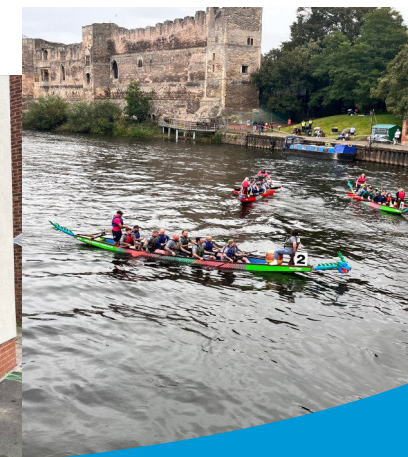
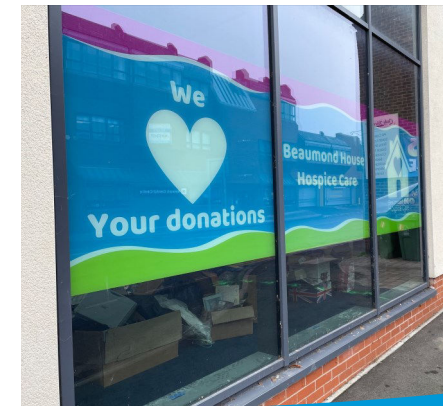
Experience

Essential:

- Recent experience at Senior Manager/Director level in an Income Generation role within a charity
- Experience of line managing, leading, supporting and developing a team
- A proven track record of developing, managing and delivering a successful income generation strategy
- A proven track record in stewarding long-term relationships with donors, building their value over time and experienced in building strong relationships with staff and key stakeholders (both internal and external)
- A proven track record of income generation demonstrating income growth
- Experience with developing and implementing internal controls, systems, processes and procedures to support the effective running of the income generation department, including:
 - ◇ income management
 - ◇ risk management
 - ◇ budget management
 - ◇ income generation
 - ◇ donor care and stewardship
 - ◇ reporting
- Demonstrable experience in managing budgets
- Experience with marketing and digital marketing

Desirable:

- Experience with digital fundraising and e-commerce.
- Experience in charity retail



What we are looking for

Skills and Knowledge

Essential:

- Knowledge of charity governance, charity giving, fund raising regulations and retail compliance
- An understanding of the issues facing the voluntary and community sector
- Strategic thinker with the ability to develop and implement effective income generation and marketing strategies
- Excellent communication skills including the ability to communicate orally and in writing, clearly and concisely
- The ability to manage and motivate people
- Excellent presentation skills including providing persuasive and effective oral and written presentations to potential donors
- Excellent organisational and time management skills, with the ability to deliver within deadlines
- The ability to record, manage and analyse data to provide reports to senior colleagues, trustees and stakeholders
- A working knowledge of MS Office plus strong IT skills including the ability to use IT systems to implement, manage and monitor processes and workloads
- Emotionally intelligent, flexible and focused

Desirable:

- Understanding of the local community and key stakeholders
- Existing relationships with local key stakeholders

Qualifications

Essential: Evidence of CPD that demonstrates willingness to keep up to date with current trends and relevant legislation

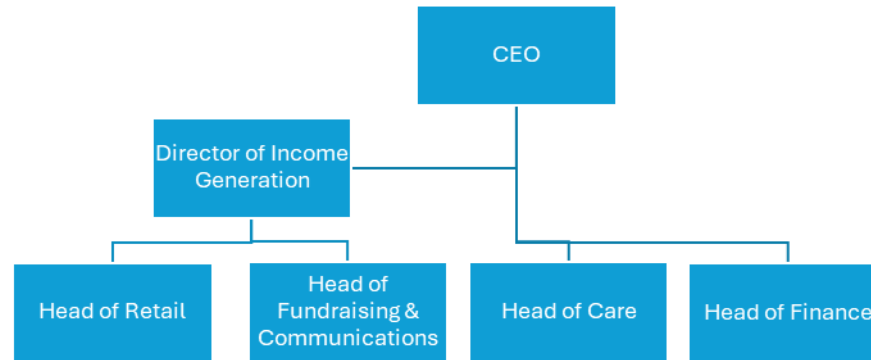
Desirable: A relevant degree or fundraising qualification

Other—A Full UK driving licence

Accountability

Accountability

To the Chief Executive and, as part of the Leadership Team, to the Board of Trustees of the Charity through the Finance and Income Generation Subcommittee.



Duties & Leadership Responsibilities

General Duties

- Work collaboratively and cooperatively with your Beaumont House colleagues
- Respect confidentiality applying to all areas of Beaumont House
- Abide by the Health and Safety at Work Act
- Work within Beaumont House policies and procedures
- Always behave in a professional manner, reflecting and maintaining Beaumont House values
- Demonstrate a commitment to one's own development, to take advantage of education and training opportunities and develop competence
- Support and encourage harmonious internal and external working relationships
- Make a positive contribution to fundraising and raising the profile of the hospice

Leadership responsibilities

- Provide strategic and organisational leadership to all income generation staff, fostering a culture of innovation, collaboration and excellence
- Support and encourage existing income streams and campaigns including the lottery, legacy campaign and 'be bright blue'
- Advise and support the Chief Executive and Board of Trustees on all fundraising, retail and marketing matters including legislative and policy changes in relation to income generation to ensure compliance
- Ensure that the work of the fundraising, marketing and retail functions is compliant with the highest professional and ethical standards, best practice and all relevant codes of practice and legislation, e.g. the Charity Commission, Fundraising Regulator, Health and Safety, Data Protection, Gift Aid, Gambling Commission and local councils
- Report to the Hospice's Finance and Income Generation Committee (FIG) quarterly and as required
- Work with the Leadership team to progress strategic and operational objectives
- As a member of the Leadership team, develop an understanding of the remits and responsibilities of other senior colleagues and interdepartmental dependencies and relationships
- Take the lead, as appropriate, in the absence of colleagues

Strategic and Management Responsibilities

Strategic responsibilities

- Develop and deliver a comprehensive income generation strategy, with a focus on maintaining current income streams, launching a successful capital campaign, and creating sustainable funding models for the new hospice
- Ensure that an effective marketing and communication plan is in place to help support the 5-year strategy
- Plan and execute a multi-million-pound capital campaign to secure funding for the new hospice build
- Develop a culture that supports income generation across the organisation, ensuring there is a collaborative and coordinated approach to income generation activity within the Fundraising and Retail teams and across the charity as a whole
- 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. Lead in the cultivation of High Net Worth Individuals and Corporate relationships
- Lead on developing new social enterprise initiatives across the hospice

Management responsibilities

- Provide line management support ensuring that clear objectives are in place, mechanisms for regular feedback and that the professional development of the team is supported
- Lead and guide staff, providing the support needed to maintain morale and enable them to work effectively
- Supervise your team members appropriately in their day-to-day work and actively work to recognise the work that they do
- Carry out regular 1 to 1s and schedule team meetings as appropriate
- Undertake annual appraisals with your staff members, assisting them in the preparation of Personal Development Plans
- Support appropriate staff learning and development within your team
- Communicate effectively with your team
- Play a role in the recruitment of new staff within your area
- Manage sickness absence fairly and effectively
- Manage performance issues fairly and consistently, taking advice from the HR provider where appropriate
- Coordinate the recruitment process for new staff within your area

Operational Responsibilities

Operational responsibilities

- Work closely with the Chief Executive on any reputational issues, ensuring they are managed appropriately
- Represent the Hospice at appropriate events, both internal and external, as agreed with the CEO
- Participate in other duties as required of the Leadership team and requested by the CEO
- Ensure that all new income generation employees and volunteers receive a thorough and appropriate induction, liaising closely with HR, HR assistant and the Volunteer Coordinator
- Capitalise and build on the Beaumont House Hospice Care brand; work with all colleagues to position the Hospice in the best way to enhance income generation and increase the users of Hospice services



What we can offer you

We value each and every person who works and volunteers for us, and we promise to support you however we can from day one.

What We Can Offer You

- **Generous Holiday:** 5 weeks' annual leave plus bank holidays, plus the opportunity to buy or sell holiday days.
- **Pension**—We provide a stakeholder pension scheme through NEST, employees pay 5% and employers 3% of total salary, contributing directly to the scheme, as a retirement savings solution with the ability to opt out.
- **Flexible Working:** A supportive approach to work-life balance.
- **Community Impact:** Be part of a much-loved local hospice, making a real difference to people's lives.
- **Professional Development:** Opportunities to grow and advance your career.
- **A Supportive Culture:** Work alongside a dedicated, passionate team in a positive environment.
- **A Unique Opportunity:** To be part of creating a new hospice to future proof hospice care in Newark and Sherwood for local people



How to apply

Information Required

References- two references will be required in relation to past employment including one from your latest employer. References should cover work carried out in the past three years

Qualifications -The successful candidate will be required to submit and verify the required academic, professional and personal qualifications and accreditations

DBS - this post is subject to a DBS check

The post is subject to satisfactory references and DBS result.

How to Apply

To apply, please submit your CV and a covering letter (no more than 1000 words) detailing your suitability for the role to Louise Sinclair CEO louise.sinclair@beaumontdhouse.co.uk or call to arrange an informal visit on 01636 610556.

Join us in this exciting new chapter and help secure the future of our hospice for generations to come.

