



**Treetops**  
Hospice



# Come and Join Us!

Recruitment Pack:  
Fundraising

July 2022

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## **Thank you for your interest in joining our fantastic team.**

As a fundraiser, I'm inspired every day to succeed, knowing that we can help provide the very best end of life care for people in Derbyshire and Nottinghamshire. I'm fortunate to be at Treetops because I meet the patients and their families who benefit from my work.

I believe the essence of successful fundraising is strong relationships with supporters. That's why at Treetops we listen to our donors, offer them a variety of ways to give and talk to them about our services and the impact of their gift. This way we hopefully become their charity of choice.

That's why our fundraisers are called relationships managers – why we consider their behaviours and ability to get on with and motivate people to be as important as their experience. It means we'll come from a variety of backgrounds and complement each other. We'll work as one, embracing opportunities for each other while leading on our own income stream. We'll plan together, help each other out and we'll jointly celebrate our achievements.

I hope you will consider applying for one of our roles. You'll be a massive influence on how we shape our future fundraising.

**Adela Appleby**  
Head of Community Relationships

[adela@treetops.org.uk](mailto:adela@treetops.org.uk)



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## Be Part Of A Brand-New Way Of Fundraising At Treetops.

During the pandemic, the team at Treetops have pulled together to continue to care for our patients. Our relationships managers played their part to keep money coming in and to ensure supporters feel valued.

We've built up a head of steam and, thanks to the dedicated team and to some interim support from great people during the pandemic, our income for the last financial year was above target. Because of their hard work hundreds of people have fundraised for us, leading regional businesses have donated to us, thousands of local children have signed up to our Reindeer Dash; and some incredibly generous people have left gifts in their wills. We've also secured six figure grants from charitable trusts and foundations.

Over the last two years we have all reappraised our lives and priorities. We've said fond farewells to some lovely people, but we haven't rushed to fill any vacancies. Thankfully, our financial security has given us the space to breathe and regroup. We've taken our time and worked out what's best for Treetops and our people. Adela, our Head of Community Relationships (and the person recruiting this new team), has completely remodelled the way we're going to fundraise in this new and changing world.

Now we've regrouped and recharged and we're ready to go for it. So come and join us!

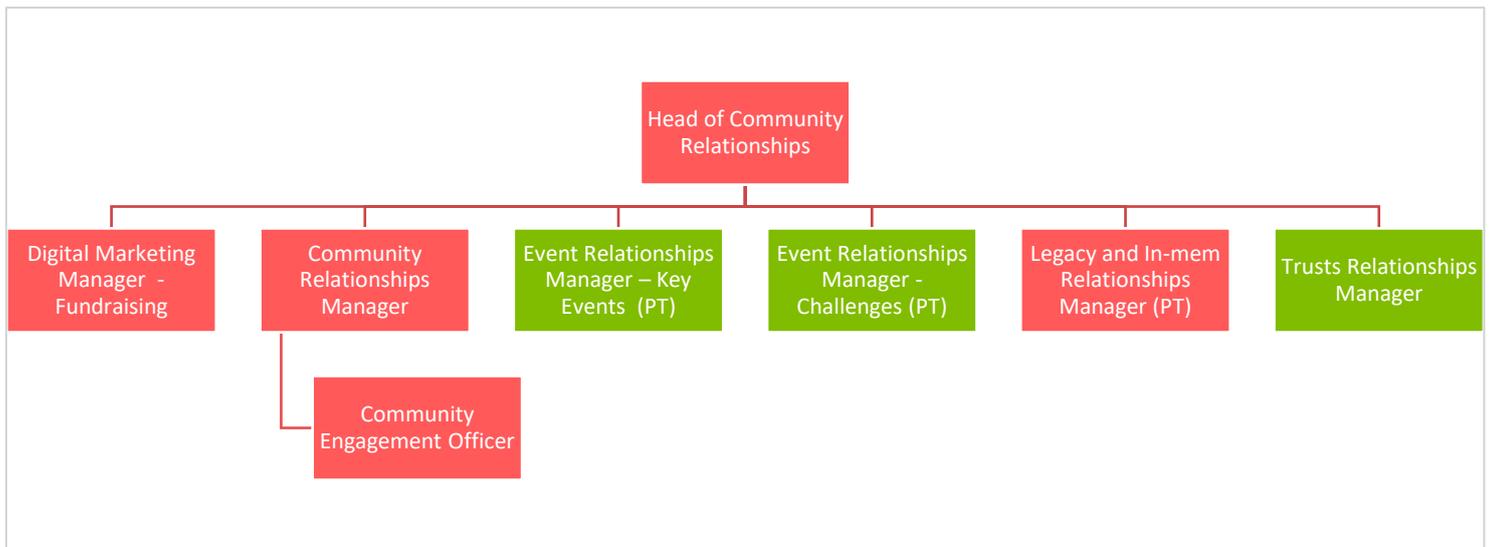


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## The Roles

Here's the new community relationships team structure. Each person has their own responsibility requiring a different character and approach. As one, we are the whole package and together we'll seek out opportunities and build on the successful track record of those we take the baton from.



**Over the next few months, we'll be recruiting three new roles to take a lead on different income streams.**

We are looking for someone who is committed and motivated, who will put the cause first and will value the opportunity and develop in a supportive environment.

To be appointed as a Relationships Manager at the top of the salary band you will have an equivalent of two years' experience in the fundraising field. If you have less experience but demonstrate skills, knowledge, and aptitude we may consider your application, appointing at Engagement Officer level (lower end of the band) and supporting your development to the manager position.

### **Event Relationship Manager - Key Events**

Part time, 21 hours, £13,000-£14,756. (equiv. £23,000-£26,000 full time)

This Event Relationships Manager puts on our mass-participation events, managing every element from health and safety to volunteer briefings. They encourage hundreds of people to sign up and get sponsored.

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## **Event Relationships Manager - Challenges**

Part time, 21 hours, £13,000-£14,756. (equiv. £23,000-£26,000 full time)

This Event Relationships Manager buys places on national, regional and overseas runs, bike rides, treks, and skydives etc. and recruits' people to join in and get sponsored. They stay in regular touch with them between sign up and the event, to keep them motivated.

## **Trusts Relationships Manager**

Full time, 37 hours, £23,000-£26,000

The Trusts Relationships Manager creates compelling cases for support, research potential funders and prepares funding applications. They'll report the impact of grants to funders and develop relationships with their administrators/officers.

**Please refer to Appendix 1 for job descriptions.**

## The Type of Person We Need

The kind of people we're looking for are those who will buy into our values and charitable objectives. We want people who believe in local charity and our role in the local community; people who are inspired by the great work hospices do.

We receive a huge amount of loyal support from people in our community so it will be great if you know Derbyshire and Nottinghamshire.

We aren't hung up on you having qualifications and you may have fundraising experience in some but not in all the areas mentioned in a job description or have transferrable skills from another sector. That's fine – we'll want you to show us how you can apply the parts you love and know well.

You'll be a team player, resilient and optimistic, as there will be bumps along the road, but you can achieve great things and we'll have fun along the way.

We are looking for someone who is committed and motivated, who will put the cause first and will value the opportunity to learn and develop in a supportive environment.



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## What Treetops Offers You

Our people are our most important asset. In fact, the first step on our next three-year strategy is to put them and their wellbeing first.

### Benefits

- Work life balance<sup>1</sup> – if you want to work a four-day week or start and finish later we're open to it
- Hybrid of working<sup>2</sup> – if you prefer to work from home sometimes that's fine, we know it's often a quiet space, it saves you money and creates time for other things
- Holiday - 27 working days per year (from April - March), plus bank holidays. Pro rata for part time staff
- Pension – Alongside your contribution, we'll make a contribution of 5% of gross earnings to the Hospice's appointed pension provider
- Health insurance, so you can claim back consultation fees and money toward the opticians etc.
- Mental health first aiders, mindful moments sessions and a spiritual support team to talk to
- Access to the hospice's complimentary therapies team for a relaxing massage or aromatherapy
- A book club and other staff groups
- Beautiful grounds to walk around
- Free parking at work



*Figure 1 Lots of green space at Treetops*

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<sup>1</sup> Together, we will look at how this could fit with our business needs.

<sup>2</sup> During your first six months you may spend much of your time in the office getting to know colleagues and Treetops.

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## Learning and development

We're keen to give you the opportunity to learn about charity fundraising and we will provide mentoring and training to support you.

You'll be guided by Adela, our Head of Community Relationships, who's been living and loving fundraising for over twenty-five years. She's spent many years running charities and she's also been a successful consultant and mentor. What's more, our Head of Retail, Head of On and Offline Marketing and our Head of Supporter Relationships have fantastic experience too, so you're in good hands.

When you join, you'll get to know Treetops by spending time with our care teams, volunteering in our shops, building relationships with colleagues across the organisation and learning how we talk about what we do.

As part of your annual personal performance and development review, we will identify gaps and offer training and support. This may include visits to other hospices and spending time with other fundraising teams; and attending inhouse and external courses. We'll encourage you to take time for reading, to join professional social media groups and attend webinars so you can network with people far and wide.

As you develop, you'll play an important role in the learning and development of others.



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## About Treetops

Treetops Hospice is a leading end-of-life care charity for Derbyshire and Nottinghamshire. Since 1983 we've opened our arms and our hearts to support many thousands of local people, and their families, through the most difficult time of their lives.

We provide hospice care for adults. Our 45 Counsellors and Wellbeing Team members support our patients and their families from diagnosis especially in the last few years of life. Our 47 nurses go into people's homes rather than work in a bedded unit – this means our patients die in the comfort of familiar surroundings with family around them. Our counsellors also provide bereavement support for everyone including bereaved children from our community.

Treetops looks after people in Derbyshire and Nottinghamshire caring for people in the south of both counties – but our supporters tend to live close to our site at Risley. You'll help to make Treetops famous throughout our catchment area (green area in the map below), recruiting new supporters and developing long-term relationships with them.

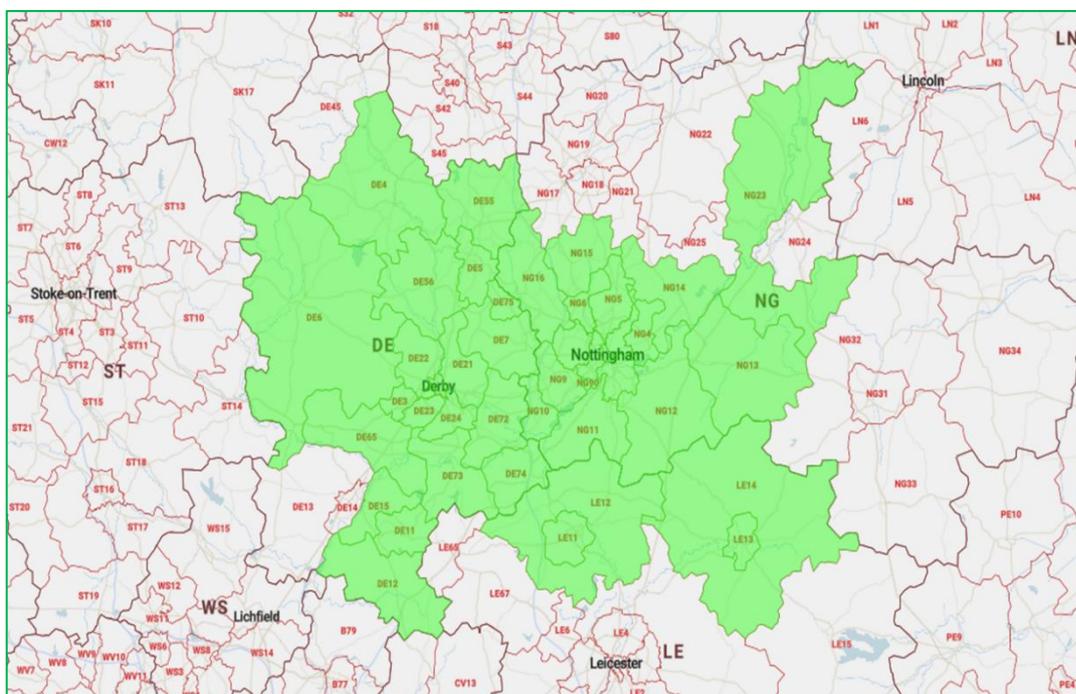


Figure 2 Our Wider Region

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## Our Mission and Vision

Our vision is 'that everyone living within the communities we serve has access to end-of-life care of the highest quality'.

And our mission supports that vision: To make everyday count through giving the highest quality support for patients and families living with life limiting illness or affected by death and dying by:

- Ensuring we have the skills and experience to deliver and promote excellence in end-of-life care provision.
- Working in partnership with other local end of life service providers .to ensure the best possible patient experience is achieved.
- Developing services to reflect the changing needs of the diverse community we serve.

## Our Values

Everyone who works at Treetops is united by key behaviours and values, they underpin everything we do. We'll want you to demonstrate these values.

### We respect the unique worth of every person

We believe that every person is different but equal and that everyone's unique needs and contribution should be recognised and supported.

### We exercise responsible stewardship

The commitment of our staff and volunteers to making the best use of all our resources enables us to deliver high quality care today and in the future.

### We work with hope

Our hope is to enable patients and families supported by the hospice to live well and die well.

### We sustain a culture of trust, warmth, and safety

Everyone who comes into contact with Treetops is treated with care and respect.

## Interested?

If you're interested in any of the posts, or you know someone who is, we'd love to hear from you.

Please follow the instructions given here

<https://www.treetopshospice.org.uk/about-us/job-vacancies/>

or simply email your CV with a covering letter to [adela@treetops.org.uk](mailto:adela@treetops.org.uk)

If you want to chat things through first give Adela a call.

Adela Appleby, Head of Community Relationships

Mobile: 07741 657342 Email: [adela@treetops.org.uk](mailto:adela@treetops.org.uk)

Working days are Monday – Thursday.

*We'll be using behavioural interviews to appoint to these posts, so we can discover new talent by concentrating on transferrable skills and competencies.*

## **Appendix 1 – Job Descriptions**

To request the full job description for the role please contact Adela Appleby Mobile: 07741 657342 Email: [adela@treetops.org.uk](mailto:adela@treetops.org.uk)

## Event Relationships Manager - Key Events

### Job Description & Person Specification

Appointment:	Event Relationships Manager - Key Events
Responsible to:	Head of Community Relationships
Hours of Work:	21 hours
Location:	Hybrid - A mix of working from the office and home
Key Relationships:	Event Relationships Manager – Challenge Events, colleagues in the marketing and income generation team, clinical managers and departmental staff, supporters, event participants, volunteers, suppliers, businesses, and organisations.

The Event Relationships Manager for challenge events is our 'go to' person for all who want to support Treetops by taking part in our biggest events held locally, like Moonlight Walk and Treecycling.

You'll be responsible for devising and delivering these events, so you'll do lots from finding venues and booking suppliers to recruiting volunteers and securing business sponsorship; you'll also manage the event budgets. Working with our Digital Marketing Manager and marketing team you'll create some great promotional campaigns to recruit participants – this means you'll know how to talk about the events and how to reach those most likely to take part. We need you to steward participants so they feel valued and reach their fundraising targets; and you'll make sure they enjoy the event itself.

Together, with our Event Relationships Manager for challenge events you'll create an exciting events programme has something for everyone.

Here are the more formal details:

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## **Primary Responsibilities**

The post holder will:

- Research, devise and deliver a programme of key events (such as Moonlight Walk and Treecycling) that will bring significant income, develop existing and recruit new supporters into the hospice
- Ensure all fundraising events are strategically planned, in terms of clear objectives, activity, recruitment, marketing, PR and donor care plans
- Manage the 'on the day' event delivery, adhering to itineraries, coordinating suppliers, volunteers, and staff, taking decisions and problem solving
- Plan hybrid/virtual events
- Achieve or exceed participation and income targets for each event
- Steward event participants to keep them informed, optimise their fundraising potential, and event enjoyment; listen to their feedback to improve and adapt future events
- Manage event budgets, negotiating contracts and taking responsibility for the relationships with contractors and third-party event providers
- Utilise events to build relationships with businesses and secure event sponsorship
- Provide expert advice to colleagues within the fundraising team delivering events in support of shared objectives
- Ensure Treetops' events are safe, legal, and ethical by staying informed of legislation and best practise; and checking event providers credentials

## **Communication and Relationships:**

- Work collaboratively with the Events Relationships Manager for challenge events, to deliver a varied event portfolio and provide cover for each other as needed
- Work with the marketing team and Digital Marketing Manager to agree design, messaging, and marketing channels to increase income from events and enhance public awareness of Treetops
- Be the first point of contact for all enquiries about key events
- Provide excellent relationship management to ensure event participants receive the highest standard of customer care.
- Co-operate and liaise with departmental and inter-departmental colleagues
- Participate in and contribute as appropriate to team meetings
- As part of the Community Relationships Team attend speaking engagements, assemblies, and host tours of the hospice

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- Use the charity's database to manage events and all relationships (both individual and organisational), ensuring all records are kept up to date

### **Decision-making and Problem-solving**

- Undertake data analysis to assess the performance of activity and apply the findings to influence future plans
- Prioritise activities to generate most charitable income

### **Training and Development**

- Keep up to date on best practice within the charity sector with a focus on running and challenge events, highlighting trends and insight that could inform planning
- Keep up to date with new developments, legalities, codes of conduct and best practice within community fundraising as well as the wider fundraising sector
- Take a proactive role in your own continual professional development

### **Financial & Physical Resources Responsibility**

- Ensure income generation targets are met
- Be accountable for the efficient management of both income and expenditure for fundraising products, campaigns and events

### **Responsibility for Information**

- Respect confidentiality regarding all issues related to Treetops' business
- Give strategic advice concerning community fundraising activity
- Comply with GDPR and other legal and statutory requirements

### **Working Conditions**

- As part of the Income Generation Team, you will sometimes have to work on evenings and at weekends for which time off in lieu will be granted
- Required to provide some out-of-hours coverage for social media and digital/hybrid events
- Required to work longer working days on occasions
- Required to work from the office as business needs require and in line with charity guidance.

### **Physical/Mental Effort**

#### Physical

- You will be able to drive using personal car (for which appropriate insurance at own cost must be obtained)

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- You will be able to set up/down a marquee, tables and displays etc.

#### Mental

- Able to deal with vulnerable, distressed, anxious or difficult people in accordance with Treetops' policies
- Frequently need to concentrate on a particular subject for 1 – 2 hours at a time, e.g. in meetings, when working on budgets or developing new fundraising initiatives
- Able to deal with a lot of interruptions and frequent switching between activities, meeting different people, taking calls, information requests, etc.
- Able to cope in an environment where work is managed by to key performance indicators

### **Personal Specification**

#### The essentials:

- Experience of developing and managing mass participation events
- Expert in devising marketing and promotional campaigns
- Proven track record in successful charity fundraising
- Excellent knowledge of fundraising and event operational procedures (e.g. health and safety, financial, volunteer etc.)
- Proficient in providing excellent customer service
- Track record in maintaining motivating and stewarding people in person, in person, over email and telephone; and in hosting groups of people
- Experience of negotiating contracts and costs
- Previous success in delivering results against set targets
- Demonstrable experience of managing projects and balancing multiple critical priorities; setting milestones and targets; directing colleagues; and managing budgets
- Able to drive and use personal car for work (for which appropriate insurance at own cost must be obtained)

#### The desirables:

- Relevant event qualification
- Lives in Derbyshire or Nottinghamshire (area served by Treetops)
- Knowledge of event venues, annual events and festivities in Derbyshire and South Nottinghamshire
- Experience of recruiting and managing volunteers
- Experience of fundraising platforms
- Experience of securing gifts in kind or securing business sponsorship
- Well versed in the Code of Fundraising Practice
- Knowledge of the wider charity environment and the hospice sector
- Knowledge of Raisers Edge CRM
- Knowledge of the hospice sector
- Awareness of the work of Treetops

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## Event Relationships Manager - Challenge Events

### Job Description & Person Specification

Appointment:	Event Relationships Manager: Challenge Events
Responsible to:	Head of Community Relationships
Hours of Work:	21 hours
Location:	Hybrid - A mix of working from the office and home
Key Relationships:	Event Relationships Manager – Key Events, colleagues in the marketing and income generation team, clinical managers and departmental staff, supporters, event participants, volunteers, suppliers, businesses, and organisations.

The Event Relationships Manager for challenge events is our 'go to' person for all who want to support Treetops by taking part in running and challenge events like the London Marathon, Great North Swim, Derby 10k and skydiving.

You'll love runs and challenges and understand the current trends and people who take part in them. You'll select the regional, national, and overseas events we recruit onto and working with our Digital Marketing Manager and marketing team you'll create some great promotional campaigns. We'll need you to welcome and stay in touch with participants from sign up to the event date, so they reach their fundraising targets and feel valued.

Together, with our Event Relationships Manager for key events you'll create an exciting events programme has something for everyone.

Here are the more formal details:

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## **Primary Responsibilities**

The post holder will:

- Research, devise and deliver a programme of partnership running and challenge events (such as London Marathon, Great North Run, Derby 10k, skydiving, outdoor swims and overseas treks/events) that will bring significant income, develop existing and recruit new supporters into the hospice
- Ensure all fundraising events are strategically planned, in terms of clear objectives, activity, recruitment, marketing, PR and donor care plans
- Achieve or exceed participation and income targets for each event
- Steward event participants to keep them informed, optimise their fundraising potential, and event enjoyment; listen to their feedback to improve and adapt future events
- Attend some of the running and challenge events to provide stewardship and support marketing of the events
- Manage event budgets, negotiating contracts and taking responsibility for the relationships with contractors and third-party event providers
- Utilise events to build relationships with businesses and secure event sponsorship
- Provide expert advice to colleagues within the fundraising team delivering events in support of shared objectives
- Ensure Treetops' events are safe, legal, and ethical by staying informed of legislation and best practise; and checking event providers credentials

## **Communication and Relationships:**

- Work collaboratively with the Events Relationships Manager for key events, to deliver a varied event portfolio and provide cover for each other as needed
- Work with the marketing team and Digital Marketing Manager to agree design, messaging, and marketing channels to increase income from events and enhance public awareness of Treetops
- Be the first point of contact for all enquiries about running and challenge events
- Provide excellent relationship management to ensure event participants receive the highest standard of customer care.
- Co-operate and liaise with departmental and inter-departmental colleagues
- Participate in and contribute as appropriate to team meetings
- As part of the Community Relationships Team attend speaking engagements, assemblies, and host tours of the hospice

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- Use the charity's database to manage events and all relationships (both individual and organisational), ensuring all records are kept up to date

### **Decision-making and Problem-solving**

- Undertake data analysis to assess the performance of activity and apply the findings to influence future plans
- Prioritise activities to generate most charitable income

### **Training and Development**

- Keep up to date on best practice within the charity sector with a focus on running and challenge events, highlighting trends and insight that could inform planning
- Keep up to date with new developments, legalities, codes of conduct and best practice within community fundraising as well as the wider fundraising sector
- Take a proactive role in your own continual professional development

### **Financial & Physical Resources Responsibility**

- Ensure income generation targets are met
- Be accountable for the efficient management of both income and expenditure for fundraising products, campaigns and events

### **Responsibility for Information**

- Respect confidentiality regarding all issues related to Treetops' business
- Give strategic advice concerning community fundraising activity
- Comply with GDPR and other legal and statutory requirements

### **Working Conditions**

- As part of the Income Generation Team, you will sometimes have to work on evenings and at weekends for which time off in lieu will be granted
- Required to provide some out-of-hours coverage for social media and digital/hybrid events
- Required to work longer working days on occasions
- Required to work from the office as business needs require and in line with charity guidance.

### **Physical/Mental Effort**

#### Physical

- You will be able to drive using personal car (for which appropriate insurance at own cost must be obtained)

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- You will be able to set up/down a marquee, tables and displays etc.

#### Mental

- Able to deal with vulnerable, distressed, anxious or difficult people in accordance with Treetops' policies
- Frequently need to concentrate on a particular subject for 1 – 2 hours at a time, e.g. in meetings, when working on budgets or developing new fundraising initiatives
- Able to deal with a lot of interruptions and frequent switching between activities, meeting different people, taking calls, information requests, etc.
- Able to cope in an environment where work is managed by to key performance indicators

### **Personal Specification**

#### The essentials:

- Interested/takes part in running, cycling or similar events.
- Experience of developing and managing a portfolio of events
- Expert in devising marketing and promotional campaigns
- Proven track record in successful charity fundraising
- Excellent knowledge of fundraising and event operational procedures (e.g. health and safety, financial, volunteer etc.)
- Proficient in providing excellent customer service
- Track record in maintaining motivating and stewarding people in person, over email and telephone; and in hosting groups of people
- Experience of negotiating contracts and costs
- Previous success in delivering results against set targets
- Demonstrable experience of managing projects and balancing multiple critical priorities; setting milestones and targets; directing colleagues; and managing budgets
- Able to drive and use personal car for work (for which appropriate insurance at own cost must be obtained)

#### The desirables:

- Relevant event qualification
- Lives in Derbyshire or Nottinghamshire (area served by Treetops)
- Knowledge of event venues, annual events and festivities in Derbyshire and South Nottinghamshire
- Experience of recruiting and managing volunteers
- Experience of fundraising platforms
- Experience of securing gifts in kind or securing business sponsorship
- Well versed in the Code of Fundraising Practice
- Knowledge of the wider charity environment and the hospice sector
- Knowledge of Raisers Edge CRM
- Knowledge of the hospice sector
- Awareness of the work of Treetops

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## Trust Relationships Manager

### Job Description & Person Specification

Appointment:	Trust Relationships Manager
Responsible to:	Head of Community Relationships
Hours of Work:	37 hours (Full Time) Flexible
Location:	Hybrid - A mix of working from the office and home
Key Relationships:	Colleagues in the marketing and income generation team, senior leadership team, clinical managers and departmental staff, trusts and foundations, businesses, and major donors.

### **Main Purpose of the Job**

The Trusts Relationships Manager is our 'go to' person for raising money from trusts and foundations like Hospice UK, the National Lottery and Garfield Weston, as well as local and regional trusts.

In this role you'll do lots of things like helping to create compelling cases for support, research potential funders and prepare funding applications. We will need you to report the impact of grants to funders and develop relationships with their administrators. You'll monitor the restricted income we receive across all income streams.

Supporting the Head of Community Relationships with major donor and corporate fundraising, you'll carry out research and support their stewardship. In time, with support you may take increased responsibility for the major donor income stream.

Here are the more formal details:

### **Primary Responsibilities**

The post holder will:

- Develop, implement, and continually evaluate the trust fundraising plan to maximise potential income.
- Manage an annual grant application programme to approach previous funders to secure regular support and increase grant value.

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- Understand organisational funding needs including core funding, projects, and capital expenditure. Working closely with colleagues in the clinical and support departments (volunteering, facilities etc) to identify funding projects identifying the need, solution and evidencing the impact in a measurable way.
- Research trusts and foundations suggesting new funding opportunities in a timely manner.
- Produce high quality applications, communicating Treetops' funding needs in a clear, consistent way; working with Digital Fundraising Manager and Marketing Team to creatively demonstrate need and impact.
- Monitor grant expenditure with relevant clinical/project leaders, to ensure compliance with grant terms and conditions; and to evidence the funding objectives are met.
- Work alongside clinical team to contribute/support work on the statutory funding income stream as and when required
- Organise and host trust and foundation stakeholder visits and cultivation events,
- Use the trust fundraising principles to identify and secure substantial support from large regional and national businesses support; and to identify major donors and support their stewardship.

## **Communication and Relationships**

- Write funding applications clearly and concisely to demonstrate how a case for support meets a trust's criteria
- Develop strong, long-term relationships with funders through regular telephone and face-to-face contact, communications, networking, written updates, and other feedback as appropriate.
- Work with the Digital Fundraising Manager and Marketing Team to demonstrate funding needs, the impact of grants received and to use media to promote grant giving.
- Be the first point of contact for all enquiries about trust income.
- Provide excellent relationship management to trust funders (businesses and major donors as appropriate).
- Co-operate and liaise with departmental and inter-departmental colleagues.
- Participate in and contribute as appropriate to team meetings
- As part of the Community Relationships Team attend speaking engagements, assemblies, and host tours of the hospice.
- Use the charity's database to manage events and all relationships (both individual and organisational), ensuring all records are kept up to date.

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### **Decision-making and Problem-solving**

- Undertake data analysis to assess the performance of activity and apply the findings to influence future plans
- Prioritise activities to generate most charitable income

### **Training and Development**

- Keep up to date on best practice within the charity sector with a focus on running and challenge events, highlighting trends and insight that could inform planning
- Keep up to date with new developments, legalities, codes of conduct and best practice within community fundraising as well as the wider fundraising sector
- Take a proactive role in your own continual professional development

### **Financial & Physical Resources Responsibility**

- Ensure income generation targets are met
- Be accountable for the efficient management of both income and expenditure for fundraising products, campaigns and events

### **Responsibility for Information**

- Respect confidentiality regarding all issues related to Treetops' business
- Give strategic advice concerning community fundraising activity
- Comply with GDPR and other legal and statutory requirements

### **Working Conditions**

- As part of the Income Generation Team, you will sometimes have to work on evenings and at weekends for which time off in lieu will be granted
- Required to provide some out-of-hours coverage for social media and digital/hybrid events
- Required to work longer working days on occasions
- Required to work from the office as business needs require and in line with charity guidance.

### **Physical/Mental Effort**

#### Physical

- You will be able to drive using personal car (for which appropriate insurance at own cost must be obtained)
- You will be able to set up/down a marquee, tables and displays etc.

#### Mental

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- Able to deal with vulnerable, distressed, anxious or difficult people in accordance with Treetops' policies
- Frequently need to concentrate on a particular subject for 1 – 2 hours at a time, e.g. in meetings, when working on budgets or developing new fundraising initiatives
- Able to deal with a lot of interruptions and frequent switching between activities, meeting different people, taking calls, information requests, etc.
- Able to cope in an environment where work is managed by to key performance indicators

### **Personal Specification**

- Demonstrable track record of successful trust fundraising, bid writing or writing business plans.
- Experience of researching funders and preparing cases for support.
- Demonstrable experience of producing high quality written work
- Ability to produce compelling and attractive applications and progress reports.
- Highly literate.
- Excellent head for figures.
- Previous success in delivering results against set targets
- Demonstrable experience of managing projects and balancing multiple critical priorities; setting milestones and targets; and managing budgets.
- Friendly, outgoing, and pleasantly confident
- Honest, open and approachable, encouraging two-way communication.
- Superb written (able to write for professional/business audiences) and verbal communication – able to be clear and concise and avoid jargon.
- Able to empathise with others and an understanding of non-verbal communication.
- Able to rapidly establish trust and rapport – can appreciate the other person's point of view.
- Able to judge accurately the level of detail or over-view required to pitch. communication depending on the context.
- Demonstrable experience of managing projects and balancing multiple critical priorities; setting milestones and targets; directing colleagues; and managing budgets
- Able to drive and use personal car for work (for which appropriate insurance at own cost must be obtained)

The desirables:

- Degree qualification or relevant trust fundraising qualification.
- Knowledge of Funds Online or similar trust database.

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- Experience of major donor stewardship.
- Well versed in the Code of Fundraising Practice Awareness of the work of Treetops.
- Knowledge of Raisers Edge or similar CRM.
- Experience of project management.
- Knowledge of the wider charity environment and the hospice sector
- Knowledge of the hospice sector
- Awareness of the work of Treetops