



Treetops
Hospice

End of life care in Derbyshire
and Nottinghamshire

Head of Community Relationships

Job description and person specification

The Head of Community Relationships is the senior manager in charge of all our fundraising income streams. They ensure that their team creates strong relationships that generate the sustainable income Treetops needs.

Scott Lea
scott@treetops.org.uk

Contents

Contents	1
Job Description	2
Person Specification	5

A job that's part of something very special.



Head of Community Relationships

Scott Lea

6 June 2025

Job Description

Appointment:	Head of Community Relationships
Responsible to:	Director of Marketing and Income Generation
Responsible for:	Community Relationships team – 6 direct reports and 6 officers
Hours of Work:	37hrs – flexible around core hours
Location:	Risley, Derbyshire, with home working
Key Relationships:	Senior Leadership Team (SLT), departmental heads, trustees, volunteers, supporters, patients, external agencies

Main Purpose of the Job

The Head of Community Relationships is the senior manager in charge of all our fundraising income streams. They ensure that their team creates strong relationships that generate the sustainable income Treetops needs. They are the 'go to' person for all things fundraising and being compliant. They will ensure their team is happy and motivated and equipped to reach out and ask the right people for support in the right way.

Primary Responsibilities

- The overarching aim is to ensure that the team builds strong relationships that generate enough income to support our work
- Provide leadership, planning, communication and management of our Community Relationships team to ensure that high performance standards are achieved
- Implement a five-year 'invest to grow' strategy and take overall responsibility for formulating and implementing the strategic direction for all of your areas of income accountability (lottery, business, individuals, community, trusts, events, major donor, legacy and in-memory)
- Lead the day-to-day operation, developing and delivering the annual business plan, budget and budgeted contribution
- Ensure the team structure is fit for purpose, that appropriate resources, systems, policies, processes and guides are in place to grow income successfully
- Ensure your team is constantly building new relationships and maintaining existing relationships to a very high standard

Head of Community Relationships

- Reach out into our community and make sure your team is well known by all the right people
- Create fundraising campaigns and products that you are confident your team can successfully promote with or without the support of the marketing team
- Be the lead person for fundraising compliance and you will ensure all your fundraising activity is compliant with all relevant laws and regulations

People Management

- Responsible for the line management, annual appraisal, mentoring and training development of the Community Relationships team (12 people)
- Work with the team to establish realistic and achievable annual KPIs and propose them to the Director of Marketing and Income Generation
- Support the team and fill in any knowledge and skill gaps
- Support the team in developing insightful reporting so that information can be shared and all decisions can be data led

Communication and Relationships

- Work closely with the Head of Marketing to help you deliver suitable campaigns, collateral and materials to reach your strategic goals
- Work closely with the Head of Retail to ensure our shops are engaged in your campaigns and activities and your team supports the retail activities and initiatives
- Work with operational leads across the charity to ensure joined-up fundraising plans are in place
- Co-operate and liaise with departmental and inter-departmental colleagues
- Network specifically within the hospice movement and generally the fundraising environment and maintain up-to-date knowledge of innovative fundraising techniques and best practice
- Network within the local community
- Collaborate with our volunteer team to ensure the adequate recruitment, management, safeguarding and development of fundraising volunteers
- Form links with peers in other hospices and charity organisations to share best practice
- Participate in and contribute as appropriate to team meetings

Decision-making and Problem-solving

- Undertake data analysis to assess the performance of activities and projects and apply the findings to improve outcomes
- Prioritise the team's activities to best support our overall strategic objectives
- Research relevant industry experts, competitors, target audience and users to keep abreast of emerging trends, technologies and influencers
- Proactively address underperformance in any channels, creating and implementing appropriate turnaround plans

Head of Community Relationships

Financial and Physical Resources Responsibility

- Compile and manage the annual fundraising budget and quarterly forecasts, ensuring targets are met and spends remain within budget
- Assess quotations from contractors and suppliers to ensure best value for money
- Adhere to the charity's financial systems, policies and procedures

Responsibility for Information

- Ensure that your team uses our CRM database to its fullest potential
- Respect confidentiality regarding all issues related to Treetops' business
- Comply with GDPR and other legal and statutory requirements
- Provide detailed analysis and reports on progress and areas of strategic significance

Working Conditions

- Some flexible working is required for occasional evenings and weekends; for which time in lieu will be given

Physical/Mental Effort

- Able to deal with vulnerable, distressed, anxious or difficult people in accordance with Treetops' policies

Other

- This job description outlines the main functions and responsibilities of the post. The post holder may be required to undertake additional duties as required, commensurate with the level of the job

Review procedures

- There will be an annual review of the post and job contents

Key Performance Indicators

- Annual Key Performance Indicators will be defined collaboratively with the Director of Marketing and Income Generation

Head of Community Relationships

Person Specification

	Essential	Desirable
Knowledge and Experience	<ul style="list-style-type: none"> • Considerable experience at a senior level in a similar role • Demonstrable track record of successfully devising and implementing fundraising strategies • Sound knowledge of the majority of the income streams within your oversight • Sound knowledge of charity legislation and regulations including the Fundraising Code of Practice • Sound knowledge and demonstrable experience of fundraising relationship and CRM management • Ability to devise supporter journeys and lifecycle models • Significant campaign and fundraising product creation and management experience • Proactive, demonstrating a high level of initiative • Proficient in MS Office 	<ul style="list-style-type: none"> • Expert knowledge of all income streams • Membership of trade bodies such as the Chartered Institute of Fundraising • Knowledge of the hospice sector • Awareness of the work of Treetops • Knowledge of the wider charity environment • Knowledge of Raisers' Edge • Knowledge of Derbyshire
People Management	<ul style="list-style-type: none"> • A kind, happy and effective leader and manager, able to motivate and delegate appropriately • Significant experience of setting goals and priorities for teams and managing and motivating people • Experience including performance management and appraisals 	
Communication and Relationships	<ul style="list-style-type: none"> • A bright and enthusiastic relationship builder 	

Head of Community Relationships

	<ul style="list-style-type: none"> • Able to persuade, motivate and encourage • Excellent written and oral communication skills • Excellent networking skills, ability to develop strong professional relationships • Able to work as part of a team • Skilled at balancing and aligning multiple and conflicting stakeholder interests • Confident and articulate presenter 	
Decision Making and Problem Solving	<ul style="list-style-type: none"> • Able to skilfully analyse and evaluate fundraising data • Able to identify target audiences and appropriate communications channels • Able to make informed decisions under pressure 	
Financial & Physical Resources Responsibility	<ul style="list-style-type: none"> • Significant experience of resource planning and managing budgets 	<ul style="list-style-type: none"> • Previous experience of selecting and managing external suppliers
Responsibility for Information	<ul style="list-style-type: none"> • Able to handle sensitive information appropriately • Ability to analyse complex data 	<ul style="list-style-type: none"> • Thorough knowledge of GDPR and data protection
Working Conditions	<ul style="list-style-type: none"> • Prepared to work on weekends and evenings when needed • Prepared to undertake some unpaid overtime on occasions 	
Physical/ Mental Effort	<ul style="list-style-type: none"> • Able to deal with vulnerable and distressed people 	<ul style="list-style-type: none"> • Insured for, and able to use, your own car for business use

Head of Community Relationships