



Treetops
Hospice

End of life care in Derbyshire
and Nottinghamshire

Relationships Manager – Trusts and Appeals

Job description and person specification

The Relationships Manager for Trusts & Grant Making Foundations and Appeals is responsible for attracting and retaining donors to Treetops, and building strong relationships through robust proposals and engaging appeals.

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A job that’s part of something very special.



Relationships Manager – Trusts and Appeals

Job Description

Appointment:	Relationships Manager – Trusts & Grant Making Foundation and Appeals
Responsible to:	Head of Community Relationships
Hours	37hrs – Full Time (flexible)
Location:	Treetops Hospice (Risley, Derbyshire) with some home working available
Key Relationships:	Colleagues in the community relationships and the wider marketing and income generation teams; departments such as finance, HR, and facilities. Clinical managers, their staff, patients, and their carers

Main Purpose of the Job

The Trusts and Appeals Relationships Manager's job is to be the 'go to' person for trusts and grant making bodies who may support Treetops. They will generate income for Treetops by building strong and lasting relationships with existing and potential trust and grant giving organisation through submitting strong applications to them and reporting back to them in an effective way.

You will also run an appeal programme across channels including online, offline and post and liaise with suppliers and contractors. You'll understand and define audiences, think creatively about how we can reach them, write compellingly about our services and those we support, and you'll make our supporters feel really appreciated so they want to give again.

Primary Responsibilities

The post holder will:

- Develop, implement and continually evaluate the trust and grant application strategy to maximise potential income from both regular and new trusts and foundations.
- Understand the organisational funding needs including core funding, projects, and capital expenditure.
- Research potential trust funders (local, regional, national, and if appropriate international).
- Produce high quality trust applications – communicating Treetops' funding needs in a clear, consistent way to potential trust funders through high quality funding applications.
- Help design and oversee effective processes for applications management and reporting.

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- Oversee the administration of grants and grant expenditure, with relevant clinical/project leaders, to ensure compliance with grant terms and conditions.
- Work alongside the colleagues in the clinical team to contribute to work on the statutory funding income stream as and when required.
- Use the charity's database to manage all relationships (both individual and organisational), ensuring all records are kept up to date.
- Research, develop and deliver campaigns and appeals that will increase supporter numbers and generate income.
- Ensure all campaigns and appeals are strategically planned, in terms of clear objectives, activity, marketing, PR and donor care plans.
- Working alongside our PR and Content Lead, who liaises with our nurses, patients, their families and our supporters, with you will identify and create emotive stories for appeals.
- Supported by our Digital Lead, make effective use of digital channels including social media, email, website, SEO, PPC, fundraising platforms etc.
- Gather supporter feedback to improve and adapt future activity.
- Provide expert advice to colleagues within the marketing and income generation team in support of shared objectives.

Communication and Relationships

- Work closely with the colleagues in the clinical and facilities departments to identify funding projects, gather detail, develop analytics and improve processes.
- Write project briefs and funding applications clearly and concisely to represent the funding request in line with a trust's criteria.
- Support clinical colleagues with work on the statutory funding income stream.
- Build effective relationships with individuals (such as trustees, fundraising board members and volunteers etc.) in helping solicit support from charitable trusts and grant making bodies.
- Develop strong, long-term relationships with trusts and foundations through regular telephone and face-to-face contact, communications, networking, written updates and other feedback as appropriate.
- Work alongside Head of Community Relationships on the stewardship of relationships with major donors.
- Together with the Marketing Team and Digital Relationships Manager use media to promote grant giving, increase grant income and agree design, messaging, and marketing channels to increase income from the appeals.
- Be the main point of contact for all enquiries about appeals.
- Co-operate and liaise with departmental and inter-departmental colleagues.
- Participate in and contribute as appropriate to team meetings.

Decision-making and Problem-solving

- Undertake data analysis to assess the performance of activities and apply the findings to influence plans.
- Prioritise trusts and appeals activities to generate the most charitable income.
- Make decisions with regards to your own specialism and in the context of the departmental and organisations goals and objectives.

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Training and Development

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

Financial & Physical Resources Responsibility

- Be accountable for the efficient management of both income and expenditure relating to responsibilities. ensuring financial contribution targets are met.
- Contribute to budget setting and financial forecasting.
- Have oversight of resources to ensure campaigns and appeals are resourced.

Responsibility for Information

- Use the charity's databases to manage campaigns and appeals; and all donor relationships, ensuring all records are kept up to date.
- Adhere with appropriate Acts of Parliament including Fundraising and Charity Regulations by staying informed of legislation and best practice.
- Update project and supporter records including on Microsoft Teams and the CRM database to ensure data is recorded and updated accurately.
- Respect confidentiality regarding all issues related to Treetops' business.
- Provide detailed trusts and appeals reports and other information requested.
- Comply with GDPR and other legal and statutory requirements.

Working Conditions

- As part of the team, you will occasionally attend and support talks, fundraising events, and activities.
- You'll sometimes need to work on evenings and at weekends for which time off in lieu will be granted.
- You may have to work longer working days on occasions.
- You'll work from the office as business needs require and in line with charity guidance.

Physical/Mental Effort

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

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All employees are required to

- Comply with health and safety policies, procedures, and arrangements for safe working practices.
- Promote a positive health and safety culture with safe working practice.
- Participate in team meetings to keep up to date with health and safety information
- Discuss any concerns or issues arising from work activities.
- Attend health and safety training as directed.
- Report any significant risks or issues arising from risk assessments and comply with protective and preventative measures identified.
- Ensure that buildings, equipment, goods, substances and vehicles are safely used, maintained and are not damaged.
- Report to managers any faulty equipment, hazards or operational difficulties affecting safe systems of working, personal safety or well-being.
- Record and report any accidents, incidents, near misses and significant events.
- Take care of their own safety and that of others.

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 by the Head of Community Relationships.

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Person Specification

	Essential	Desirable
Knowledge and Experience	<ul style="list-style-type: none"> Degree qualification or equivalent Demonstrable track record of successful trust fundraising, bid writing or appeals Experience of researching projects Knowledge and demonstrable experience of producing high quality written work Ability to produce compelling and attractive applications, appeals and progress reports Highly literate Excellent head for figures Demonstrable experience of managing projects and balancing multiple critical priorities Success in delivering results against set targets Knowledge of Funds Online or similar trust database Skilled with Microsoft Word and Excel Well versed in the Code of Fundraising Practice 	<ul style="list-style-type: none"> Awareness of the work of Treetops Knowledge of the wider charity environment and the hospice sector Good understanding of other areas of fundraising Understanding of statutory funding and the NHS landscape Knowledge of Raisers Edge or similar CRM Experience of individual giving fundraising campaigns Experience of project management Experience of supplier management Experience of major donor stewardship IoF Membership
Effective Communication	<ul style="list-style-type: none"> Able to negotiate, persuade, motivate and encourage Excellent written and oral communication skills Excellent networking skills, ability to develop strong relationships Proactive, demonstrating a high level of initiative Able to work as part of a team Confident to challenge appropriately 	<ul style="list-style-type: none"> Acts in a manner that is beneficial to the hospice and the wider community, not solely to the individual
Co-operation	<ul style="list-style-type: none"> Alert to opportunities to use own expertise and experience to help others 	

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	<ul style="list-style-type: none"> Understand the benefits of teamwork 	
Decision Making and Problem Solving	<ul style="list-style-type: none"> Highly numerate with the ability to collate, analyse, understand and present financial information to a range of audiences The ability to understand and investigate complex information to simplify and present it to a range of audiences Ability to research and write business cases for proposed activity 	<ul style="list-style-type: none"> Able to schedule work against the charity's priorities and return on investment
Responsibility for Information	<ul style="list-style-type: none"> Sound knowledge of data protection regulations Able to handle sensitive information appropriately, updating records on database Does things carefully, thoroughly, in order and on schedule 	<ul style="list-style-type: none"> Recent training on data protection and GDPR
Working Conditions	<ul style="list-style-type: none"> Willing to work occasional early mornings, weekends, and evenings Will work as part of the team to attend fundraising activities/events as needed 	
Physical/ Mental Effort	<ul style="list-style-type: none"> Able to sit at computer for long periods Able to deal with vulnerable and distressed people 	