



**GREAT
ORMOND
STREET
HOSPITAL
CHARITY**



Head of Community
Great Ormond Street Hospital Charity

AAW
GROUP

Role profile – Head of Community

Job Title	Head of Community Fundraising	
Reports to (Job Title)	Deputy Director of Public Fundraising	
Directorate / Function	Fundraising	
Supervises	Senior Community Managers x 4	
Job Level	C	
DBS Required	YES	Salary: £55-60K

About Us

Every day brings new challenges at Great Ormond Street Hospital (GOSH). Every day, over 600 seriously ill children from across the UK arrive for life-changing treatments. Every day, young lives hang in the balance as patients, families and staff battle the most complex illnesses. And every day, the brightest minds come together to achieve pioneering medical breakthroughs that change the lives of thousands of children – and change the world. This extraordinary hospital has always depended on charitable support to give seriously ill children the best chance to fulfil their potential.

Without donations, Great Ormond Street Hospital Charity can't help fund ground-breaking research, advanced equipment, child and family support services, and the rebuilding and refurbishment of wards and medical facilities. Our staff help to raise these vital funds for the hospital and our Trustees have just agreed an ambitious new fundraising strategy, that will include one of the biggest capital appeals in our history. A better future for seriously ill children starts with you.

Role Purpose

To lead the Community Fundraising team to deliver growth in voluntary net income and an exceptional supporter experience. To be the strategic lead for the charity's community portfolio and develop and deliver plans for patient family engagement, in aid of and DIY fundraising, regional partnerships, in memory and in celebration fundraising.

Main duties and responsibilities

The main duties and responsibilities of the role holder are as outlined below:

1. To play a leading role in the Fundraising Leadership Team, and to work collaboratively with colleagues at all levels across the organisation, to maximise unrestricted funds as well as income for research and a major new capital programme.

2. To develop and lead a high performing and collaborative community fundraising team, to enable them to deliver against growth projections and raise more than £4m a year (growing to £6.5m+ a year by year 5).
3. To develop and deliver plans to secure a strong pipeline of support from the community fundraising portfolio, including in memory and in celebration fundraising and from relationships with patient families, hospital colleagues, regional corporates and DIY and in aid of fundraisers.
4. To work collaboratively across the Directorate to ensure programmes are integrated and that opportunities to maximise lifetime value of supporters are leveraged to achieve wider fundraising impact goals.
5. To embed innovation, lean processes, agile working and use of supporter data within the team to drive performance and supporter experience.
6. To lead on relationships with key high value supporters and hospital contacts delivering exceptional supporter experiences and creating cross-charity opportunities, leveraging their networks to generate wider impact across the organisation.
7. To develop and deliver a volunteer groups and ambassadors strategy, with input from fundraising colleagues across the Directorate, that engages volunteers nationally, delivering income targets and long-term benefits to the whole organisation.
8. To enable and empower the Community Fundraising team to work in partnership with the Supporter Data and Operations team to establish a centralised supporter care function, to deliver insight that informs marketing plans and to enable evidence based decision making.
9. To collaborate with the corporate partnerships team, harnessing their expertise to develop and implement a regional corporate partnerships strategy.

Person specification

Role: Head of Community Fundraising

The Person Specification states the minimum knowledge, skills and experience required to carry out the job and is used for both shortlisting candidates for interview and to identify the areas to explore as part of any assessment or selection for the role including interview.

E = Essential criteria; D = Desirable criteria

Key requirements

Experience	<ul style="list-style-type: none"> • Proven track record in leadership of a community fundraising programme, with proven success of delivering innovation. • An experienced people leader, able to inspire, unite and motivate a diverse team 	<p>E</p> <p>E</p>
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	<ul style="list-style-type: none"> • Excellent internal and external relationship building. • Demonstrable experience of building support for community fundraising • Successful experience of using a customer relationship management system to support the delivery of plans, targets and an exceptional supporter experience • Establishing, enabling and managing a geographically dispersed network of volunteers groups, and working with volunteers at all levels • Generating new business from regional corporates, from prospect identification to contract negotiation • Leading cross-functional project teams to deliver creative and successful proposals and pitches • Demonstrable experience of developing and delivering national marketing plans based on insight and analysis to reach targets • Setting, managing and delivering seven figure income budgets and developing the plans and strategies to underpin them. 	<p>E E E E E E E E E E</p>
Knowledge	<ul style="list-style-type: none"> • Strong knowledge of relationship fundraising specifically linked to community fundraising • Knowledge of building support for community fundraising within a hospital environment • A demonstrable understanding of the principles of marketing and promotion • A strong understanding of trends and developments in the community marketplace in the UK and globally. • Strong working knowledge of fundraising regulation and standards, specifically in relation to community fundraising. • An understanding of the methods involved in leading a high performing team and the ability to galvanise a team to achieve growth targets. 	<p>E D E E E E E</p>

Skills	<ul style="list-style-type: none"> • Exceptional collaboration skills • Ability to empathise and be sensitive when working with patient families and the communities around them • Exceptional creativity and proactivity • Excellent interpersonal, communication, negotiation and influencing skills, with ability to persuade, motivate and inspire. • Exceptional leadership and line management skills. • Skilled at internal and external networking to develop relationships at all levels. • Able to manage change, and embed new cultures and ways of working within own team and with others - people, processes and planning. • Able to budget and forecast expenditure and interpret financial information, to generate the financial insight needed to effectively manage the portfolio. • Able to develop and present progress reporting and investment cases to senior leadership. • Strong decision making and problem-solving skills. • Understanding of Equality, Diversity & Inclusion principles and a commitment to apply them 	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>D</p> <p>E</p> <p>E</p>
Qualifications	<ul style="list-style-type: none"> • n/a 	

This document is not a set of terms and conditions of your contract or an exhaustive list of duties. It is a guide indicating core responsibilities and accountabilities attributed to the role. We expect all our employees to share and demonstrate behaviours and values in line with our aim of ensuring a welcoming, inclusive and productive organisation where respect, flexibility and collaboration are key.

All applicants for any post within Great Ormond Street Hospital Children’s Charity are required to declare any involvement, either directly or indirectly, with any firm, company or organisation that has a contract with the hospital or the charity. Failure to do so may result in an application being rejected, or, if it is discovered after appointment that such information is being withheld, then this may lead to dismissal. Great Ormond Street Hospital and the charity are regulated organisations and, as such, all employees must undertake a Disclosure and Barring Service (DBS) check and their name checked against the Violent and Sex Offender Register. The employee will have access to confidential information that may only be disclosed to parties entitled to receive it. Information obtained during the course, of employment should not be used for any purpose other than that intended. Unauthorised disclosure of information is a disciplinary offence.

How to Apply

Please apply by submitting a copy of your Curriculum Vitae (CV) and a covering letter, not exceeding one page, highlighting your suitability for the position and why you are interested, by email to: talent@aawpartnership.com.

All applications will be treated in the strictest confidence.

Should you require an informal conversation prior to applying to this role, please email suzie@aawpartnership.com.



Closing date: 9am (BST), Thursday 3rd November

Please note we will be longlisting throughout the campaign. Please do apply early to register your interest.

PLEASE ALSO NOTE THE FOLLOWING INFORMATION:

Shortlisted candidates will be invited to attend first interviews with GOSH in the week commencing 15th November. Finalists will be invited to progress to second interviews the week commencing 22nd November.