

JOB DESCRIPTION

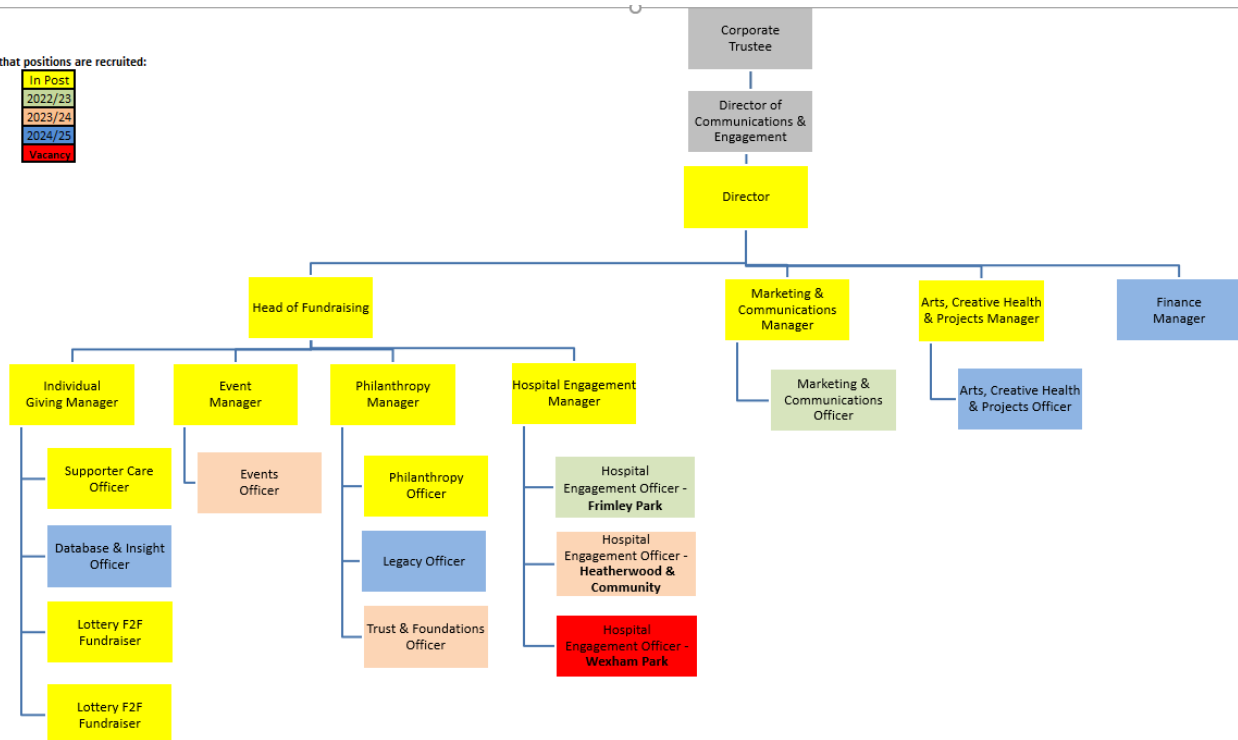
JOB TITLE:	Hospital Engagement Officer – Frimley Park
BAND:	Band 5
DEPARTMENT:	Frimley Health Charity
LOCATION:	Frimley Park Hospital with Cross-Site Working
RESPONSIBLE TO:	Hospital Engagement Manager

DIMENSIONS OF JOB:

The Hospital Engagement Officer will be responsible for raising the profile and for fundraising for Frimley Health Charity at Frimley Park Hospital. The Hospital Engagement Officer is expected to work closely with the Hospital Engagement Manager, the Hospital Engagement Officers at Wexham Park and Heatherwood and with the volunteer services team.

Year that positions are recruited:

In Post
2022/23
2023/24
2024/25
Vacancy



THE CHARITY

The charity's mission is to enhance the capacity of the Trust and its staff to provide the best possible care for its patients through providing equipment, facilities and training over and above that which is provided by NHS funds

The main priority for the next two years at Wexham Park Hospital is:

- Support the major appeal for the charity
- To raise funds for equipment, facilities and training within the hospital to enable the integration and transformation of services to be completed to the highest standard possible.
- To build awareness of the charity across the site and in the local community
- To work with all wards and specialist units to support fundraising for their own area

JOB SUMMARY / PURPOSE

The post of Hospital Engagement Officer at Frimley Park Hospital is an important link between the charity and the local community including the business community. The post holder will require a good knowledge of fundraising and considerable energy and enthusiasm that will inspire patients, visitors and the local community to choose the charity as their preferred charity to support. Engagement with local corporates and small businesses will be essential to helping raise vital funds for the Hospital.

Key responsibilities will include implementation of operational plans developed by the Hospital Engagement Manager, relationship building with hospital staff and empowering the local community to develop their own ideas and fundraise for us with charity support. The post holder will also cultivate and develop long term relationships with local community partners that lead to a healthy pipeline of unrestricted income to meet the needs of the Hospital.

In addition, the post holder will network to help build an active profile for the charity and work with the volunteering team to develop a robust team of active volunteers that will help us to run our own local shop on site.

KEY TASKS & RESPONSIBILITIES:

1. Strategy and Planning

- 1.1 To work with the Hospital Engagement Manager to develop and implement a multi-year strategy and activity plan for hospital engagement
- 1.2 Develop, manage, and maintain accurate systems to record, report and analyse all activities in relation to hospital engagement fundraising.
- 1.3 Although guided by organisational fundraising strategy and policies in most situations the post holder is responsible for the development of policies and procedures for hospital engagement fundraising which will have an impact across the whole Trust and in the community around.
- 1.4 Identify and develop necessary systems and processes to support the growth of hospital engagement income across the charity
- 1.5 Keep up to date with relevant legislation and developments which affect the charity.
- 1.6 To work with the Hospital Engagement Manager to design, develop and implement new hospital engagement and community revenue generating activities, prioritising those opportunities to achieve the best ROI.

2. Hospital Engagement and Community Relationships

- 2.1 Support the Hospital Engagement Manager with the development of policies and procedures, to support the development of compliant fundraising at across our hospital sites and in the community.
- 2.2 To develop detailed plans arising from the fundraising strategic plan to develop fundraising potential from a range of income streams that may include:
 - Major Appeals
 - Local businesses
 - Third Party Fundraisers
 - Community based activities/volunteers
 - Patient donations
 - Retail activity
- 2.3 To be proactive in seeking out new fundraising opportunities, relationships, and networks.
- 2.4 To create awareness of fundraising using all marketing and communication tools available to you and through working with the Hospital Engagement Manager and collaboration with the Marketing & Communications team.
- 2.5 To cultivate relationships with community-based groups (eg Rotary and WI) including faith groups and schools.
- 2.6 To support fundraising volunteers.
- 2.7 Be aware of the changing external environment to pick up on opportunities and keep abreast of current trends, circumstances or topical issues that will enhance the event or the charity.
- 2.8 Act as an effective ambassador for the charity in the community to engage support and raise awareness.
- 2.9 Work across fundraising income streams and being instrumental in building and developing the charity's supporter base, internally and externally.
- 2.10 To take responsibility for securing new and existing supporters to sign up to challenge events, fundraising campaigns, specific appeals and volunteering roles.
- 2.11 To work with the Hospital Engagement Manager to create new fundraising opportunities and develop income streams with the aim to maximise engagement.
- 2.12 To help develop and manage internal and external fundraising and awareness events as required, potentially in a range of locations requiring travel. This may involve some weekend and evening work.

3. Income Generation and Donor Stewardship

- 3.1 Monitoring of fundraising performance across all areas of activity, ensuring that the ROI is acceptable and take necessary steps to reduce exposure to those less profitable and to deliver overall net income annually, in line with agreed targets.
- 3.2 Co-ordinating the delivery of fundraising activities (including mailings, events, trading, and other activities as appropriate) to deliver the fundraising strategy and raise required income.
- 3.3 To build and maintain relationships with internal and external charity supporters through face to face, telephone, email, and written correspondence with the aim of securing financial and "in kind" support.
- 3.4 To identify new and innovative methods of fundraising and income generation with the team.
- 3.5 The post holder will be responsible for maintaining effective communication with internal and

external charity supporters utilising a variety of platforms.

- 3.6 To act as the first point of contact into the charity providing excellent stakeholder and donor experience. Create a culture of positivity, enthusiasm, and professionalism in all areas of supporter care ensuring the charity is approachable, friendly, and personable to all supporters and Trust staff.

4. Reporting, Finance and Administration

- 4.1 Understand the budget set by the Hospital Engagement Manager and achieve own financial KPIs, being proactive in monthly one 2 one's and providing monthly updates on plans, Pipeline, and income generation.
- 4.2 To ensure visibility of fundraising materials and guidelines including display boards and leaflet holders in the hospitals, community, the website and intranet.
- 4.3 To be responsible for the creation and maintenance of supporter records on the CRM database.
- 4.4 To support fund holders and clinical staff in all aspect of fund holder responsibilities, ensuring applications for funding are effectively administered and that fund holder information is maintained effectively.
- 4.5 Manage time efficiently to work on multiple projects and competing deadlines.

5. Other

- 5.1 Ensure the Fundraising Office is kept secure and is a safe working space for yourself, the volunteers and any other employees based there
- 5.2 To work in the spirit of continual improvement and quality.
- 5.3 To represent the charity at external functions as required for example: conferences, community meetings and social events.
- 5.4 Represent Frimley Health Charity at weekend and evening events if required.
- 5.5 Undertake any other responsibilities or duties requested by the Hospital Engagement Manager and/or Head of Fundraising.
- 5.6 Maintain and develop positive relationships with internal and external stakeholders.
- 5.7 Actively participate in regular charity, communications, or project team meetings to drive performance and improvement.
- 5.8 Participate in the delivery of charity projects across the Trust in response to need and availability.
- 5.9 The post holder will be expected to work flexibly to respond to the changing needs of both the Charity and the Trust and work collaboratively with teams across the organisation.
- 5.10 To work flexibly across our Trust's main sites: Wexham Park Hospital, Frimley Park Hospital and Heatherwood Hospital, also including travel the Trust's community settings.
- 5.11 To keep up to date with GDPR and other legislation policy and good practice about fundraising and maintenance of donor records.
- 5.12 Manage and prioritise own workload with understanding of the need to be flexible.

The Frimley Health Charity acts as one organisation supporting the Trust as a whole and the post holder will therefore work across all three main sites as required.

Other

- Represent Frimley Health Charity at weekend and evening events if required.
- Be aware of the changing external environment to pick up on opportunities and keep abreast of current trends, circumstances or topical issues that will enhance the event or the charity.
- The Hospital Engagement Manager must keep well-informed of fundraising legislation, good practice, methodology and new funding sources.
- Ensure the Hospital Engagement function adheres to Frimley Health Charity and sector Data Protection best practice and requirements.
- Maintain and further develop data capture requirements for the contacts database and progress database changes with the Individual Giving Manager.
- Undertake any other responsibilities or duties requested by the Head of Fundraising or Charity Director.
- Contribute to the strategic direction of the fundraising team
- Maintain and develop positive relationships with internal and external stakeholders.
- Any other non-recurring duties as required.

Standard Clauses

- The post holder will work within all policies, procedures and budgets set by Frimley Health Charity.
- The post holder will always act in the best interest of Frimley Health Charity.
- The post holder will form effective working relationships with all staff members, volunteers, and outside organisations as appropriate.
- The post holder must accept responsibility for ensuring that the policies and procedures relating to Health & Safety in the workplace are always adhered to.
- The post holder must respect the confidentiality of data stored electronically and by other means in line with the Data Protection Act.
- The post holder will not disclose to an unauthorised person any confidential information acquired through official duties unless they have received official permission to do so.

General information

Due to the dynamic nature of the sector in which we work, job descriptions are subject to review.

Jobholders are expected to be flexible and may be required to undertake duties which are not described in those above. Reviews will be undertaken, when necessary, by line managers in consultation with post holders.

The charity's normal working hours are 37.5 hours a week, but it is necessary to be flexible due to specific deadlines or the nature of our fundraising activity. You will be expected to attend some events at weekends and in the evenings.

The staff work as a team, and we expect all staff to support each other and have the flexibility to get involved in activities as and when it is needed and appropriate.

This job description should be read in conjunction with the supervisory JD Addendum, available at:

<https://www.fhft.nhs.uk/media/2753/jd-addendum-supervisory.pdf>

PERSON SPECIFICATION

JOB TITLE: Hospital Engagement Officer
PAY BAND: Band 5
DEPARTMENT: Frimley Health Charity

CRITERIA	ESSENTIAL	DESIRABLE
Qualifications:	<ul style="list-style-type: none">• Educated to a degree level or equivalent relevant experience• Possess a relevant qualification or appropriate experience in a directly related post	<ul style="list-style-type: none">• Professional Fundraising Qualification
Skills & Knowledge:	<ul style="list-style-type: none">• Effective verbal and written communication skills.• Proven organisation, prioritisation, and time management skills with the ability to deliver to a deadline under pressure within a context of competing demands• Strong interpersonal skills and ability to relate with donors and staff• IT literate with ability to use Microsoft office• Ability to work to deadlines• Dynamic, self-motivated person who can work unsupervised whilst also being a team player• Ability to communicate effectively and influentially with a range of stakeholders verbally and in writing• Ability to keep accurate and professional records of the charity's fundraising activities• Creative and lateral thinker with an innovative and strategic approach to fundraising• A good understanding of the fundraising market and trends• Ability to apply a broad range of communication skills to influence, motivate and persuade a wide range of people to donate.• Good numeracy, literacy, and IT skills, including the use of databases, word processing, and excel spreadsheets.	<ul style="list-style-type: none">• Experience of working with data entry and accurate record keeping• Knowledge of the region and of local fundraising opportunities• Knowledge in community fundraising or a similar role

Experience:	<ul style="list-style-type: none"> • Experience of working on own initiative and part of a small team • Experience of fundraising in a community setting • A passion for supporter stewardship and proven experience of maximising relationships. • Experience of supporting volunteers, staff, and/or trustees to maximise donor relationships 	<ul style="list-style-type: none"> • Experience in working with committees • Experience of fundraising within the NHS or similar • Experience of wide range of fundraising techniques, marketing, promotions, and event management • Experience in community fundraising or a similar role
Values and behaviors:	<ul style="list-style-type: none"> • Keen to put patient care at the heart of work to improve outcomes and service delivery • Self-motivated and able to work autonomously • Confident and positive • Resilient and resourceful • Motivated to deliver the highest possible standards and quality outcomes • Willing to “be the best you can be”, continually looking for ways to improve and develop to reach full potential • Confident to encourage others to develop themselves and the service through improvement, innovation, and continuous development • Able to work effectively in conjunction with others (patients, colleagues, families) to contribute to the delivery of high-quality healthcare • Build positive working relationships, respecting and valuing the contributions made by others and acting in a considerate, helpful, and inclusive manner always <p><i>We will expect your values and behaviors to mirror those of the Trust, available at:</i> http://www.frimleyhealth.nhs.uk/wp-content/uploads/2014/10/FH-our-values-for-internet.docx</p>	<ul style="list-style-type: none"> • Confident to encourage others to develop themselves and the service through improvement, innovation, and continuous development • Actively able to collaborate with other departments, providing support to others and contributing to an open culture and productive working environment • Demonstrates an ability to understand and apply financial information to operate and manage resources efficiently and effectively
Mental & Emotional Requirements:	<ul style="list-style-type: none"> • Extended periods of time concentrating whilst compiling research on fundraising • Understanding of Relevant Data Protection, Gift Aid and VAT legislation • An understanding of tax efficiencies relating to donations or willingness to learn 	

	<ul style="list-style-type: none"> • Knowledge of the regulatory environment • Dealing with grieving families and the traumatic and highly emotional and distressing circumstances that they are going through 	
Special requirements:	<ul style="list-style-type: none"> • Own car and clean driving license. • Prepared to work on occasions out of hours, notably evening and weekends. • Flexible to work across Trust sites and on occasional unsocial hours including evenings and weekends • Light and occasional physical effort. • Very infrequent exposure to adverse environmental conditions 	