



**Fundraising Engagement  
Lead  
Job Description**



## Marie Curie

### Job Description

Job  
title:

Department: Fundraising and Engagement  
Reports to: Head of Fundraising and Caring Services Engagement  
Accountable to: Director of Fundraising

#### Overview

This is a role in a new national team, set up to demonstrate how integral fundraising is to the work of our Caring Services. It will focus predominantly on building deeper and stronger relationships within and around each of our Marie Curie hospices. In this role you will ensure staff and volunteers based in each hospice are fully engaged with the role fundraising plays in the care we provide and how they can best contribute to this. By ensuring our hospices are truly part of the fabric of their local community, you will enable them to generate the interest and financial support that they need to thrive.

#### Job Purpose/Summary

By delivering the following key priorities, you will help Marie Curie to raise more money to support your hospice.

- Bringing Fundraising and Caring Services at the hospice closer together, by building a better understanding of the crucial role fundraising has in the provision of care. As such, acting as the key Fundraising point of contact for Caring Services
- Engaging the local community more closely with the work of their Marie Curie Hospice, to create a genuine sense of ownership
- Ensuring all fundraising teams work more closely together, with a specific focus on how they can fundraise more effectively around the hospice

#### Key responsibilities

- To create, own and deliver a hospice stakeholder engagement plan, which reflects the full range of those we need to engage in our work
- To draft and monitor a hospice fundraising plan, specific to your hospice, involving the activity of all fundraising teams
- To scope, plan and deliver community networking and outreach events, both within and outwith the hospice, to engage the local community

- To ensure fundraising messaging is visible and prevalent throughout the hospice and that all visitors and staff understand the need to fundraise to support the hospice's existence
- To gather and hold relevant data to demonstrate the impact and reach of the hospice in its local community
- To ensure local messaging used on site, on social media and in public-facing communications, is both on-brand and locally relevant.
- To represent all fundraising teams (both on and off site) and as such, act as a single point of contact for Caring Services
- To act as a single point of contact for centrally based teams (e.g. Comms and Marketing, Fundraising etc) regarding hospice engagement
- To be well connected throughout Marie Curie and use this network to encourage a culture of collaboration, openness and continuous improvement
- To deliver progress against a range of agreed KPIs, to ensure we are increasing: our visibility within the local community; affinity from the community and ultimately income from a defined hospice area

Although the focus will initially and predominantly be on the hospice, where relevant and appropriate, links with the wider Caring Service teams in the locality will be developed, with the overall aim of increasing fundraising income.

## **Key relationships**

### *Internal*

Hospice Senior Management Team  
 Fundraising Team (on and off site), including existing Community Fundraising staff  
 All Marie Curie staff and volunteers based at your hospice  
 Local Marie Curie Retail stores  
 Business Development Team  
 Family members and those who have experienced Marie Curie care, as appropriate

### *External*

Community Groups – schools, faith groups, memberships and associations  
 Local press where appropriate  
 Key influencers within the local community

## **About you**


In addition to your excellent people skills, your track record shows your ability to integrate quickly into complex organisations and an understanding of how to positively influence opinion. You will be able to gain respect quickly with all stakeholders and deliver practical and meaningful change. You will be a creative thinker with an independent and autonomous approach to your work, but will respectfully listen to the experience and opinions of those in different roles. In understanding the existing culture, you will be able to influence it positively to ensure fundraising becomes fully embedded in the way we work in the hospice.

## General

In addition to the specific duties and responsibilities outlined in this job description, all Marie Curie employees should be aware of their specific responsibilities towards the following:

- Marie Curie is committed to encouraging volunteering throughout the organisation and as such the post holder will be expected to support and respect volunteers and may be asked to work alongside or supervise a volunteer as part of their role whilst working at Marie Curie.
- Marie Curie operates a no-smoking policy. The post holder should either be a non-smoker or be prepared not to smoke in **any** Charity premises, grounds or vehicles or when on Marie Curie business outside the office.
- Adhere to all health and safety and fire regulations and to co-operate with the Charity in maintaining good standards of health and safety.
- Adhere to all Marie Curie policies and procedures at all times
- Actively promote and support the safeguarding of vulnerable adults, young people and children, observing and adhering to Marie Curie safeguarding policies
- Uphold ethical and professional standards and not behave in a manner that is likely to bring the Charity into disrepute.
- Promote and sustain a responsible attitude towards equal opportunities and diversity within the Charity.
- Demonstrate a commitment to ongoing registration requirements or any national professional or occupational standards associated with the role.
- Demonstrate a commitment to ongoing learning and development and to participate in any training relevant to the role.
- For designated roles, the post holder will be responsible for health & safety, business continuity planning and/or risk management. (These responsibilities will be notified on appointment).

This job description is not exhaustive. It merely acts as a guide and may be amended to meet the changing requirements of the charity at any time, after discussion with the post holder.

	<p><b>Marie Curie</b></p> <p><b>Person Specification</b></p>
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**Job title**

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<b>Criteria</b>	<b>Essential</b>	<b>Desirable</b>	<b>How assessed</b>
<p>Skills / Abilities</p>	<ul style="list-style-type: none"> <li>• Communication – An engaging communicator able to inspire others to engage with the work of Marie Curie</li> <li>• Relationship Building – Able to build and manage relationships at all levels, internally and externally</li> <li>• Solutions driven - Able to solve problems and think creatively to ensure progress</li> <li>• Influence – Able to effectively influence stakeholders from all backgrounds to achieve shared goals</li> <li>• Curiosity - a desire to understand the cultures and priorities within your hospice</li> <li>• Spotting potential - ability to spot opportunities internally and externally</li> <li>• Good interpersonal and networking skills</li> <li>• Ability to work as part of a geographically dispersed team</li> <li>• Excellent presentation skills</li> <li>• Excellent planning and organisational skills</li> <li>• Ability to work to tight deadlines.</li> <li>• Excellent IT skills</li> </ul>		<p>Application form, CV &amp; interview</p>

Knowledge	<ul style="list-style-type: none"> <li>• Knowledge/ understanding of the voluntary or health sectors</li> <li>• Understanding of the rules, regulations and best practice guidelines across fundraising</li> </ul>	Knowledge of fundraising	Application form, CV & interview
Qualifications training and education	<ul style="list-style-type: none"> <li>• Educated to degree level or equivalent</li> </ul>		Application form, CV & interview
Experience	<ul style="list-style-type: none"> <li>• Experience of high degree of independent and autonomous working</li> <li>• Experience of working and negotiating with senior internal and external stakeholders</li> <li>• Experience of performing well under pressure across a broad range of activities</li> <li>• Coordinating multiple projects and delivering to tight deadlines</li> </ul>	Proven experience of community engagement	Application form, CV & interview
Other requirements	<ul style="list-style-type: none"> <li>• Flexible and collaborative</li> </ul>		Application form, CV & interview

**Where appropriate, reasonable adjustments to these criteria will be considered to accommodate personal circumstances such as disabilities**

	<p><b>Marie Curie</b></p> <p><b>Terms &amp; Conditions</b></p>
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Annual leave entitlement	XX days (including 8 bank holidays)
Notice period	One Month (after six months service)
Working hours	XX hours per week
Disclosure Check	Enhanced with barred check, Enhanced w/out, Standard or None.

**Other benefits**

- Continued access to NHS Pension Scheme (subject to eligibility)
- Marie Curie Group Personal Pension Scheme
- Season ticket loan
- Loan schemes for bikes; computers and satellite navigation systems