

St Cuthbert's Hospice



Making every day count since 1988

Application Information Pack



Supporter Care Coordinator REF: SCC0524

Closing Date 03.07.2024 | Interview Date TBC

If you have not heard from us by 15/07/2024 please assume you have not been shortlisted.

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Dear Applicant,

Thank you for showing an interest in working at St Cuthbert's Hospice in the role of Supporter Care Coordinator

This recruitment pack provides you with some information on who we are, what we do and the exciting vacancy opportunity available.

Our dedicated community of staff, volunteers and supporters are one of our greatest assets here at St Cuthbert's Hospice. As a member of our Hospice team, you will have the opportunity to contribute to a culture in which all those who use our services feel welcome and part of a passionate, caring and supportive community.

We provide specialist palliative and end of life care services, at a time and a place that is right for the person. As a centre of excellence within our community we provide all-embracing, compassionate, and individualised care to all those affected by life-limiting illnesses. Our services can also extend to families and carers who have a care and support role and who, in turn, could benefit from support and advice. Accessibility and high quality are some of our key objectives. Our clinical staff have the enhanced skills to deliver the specialist care across our services. For over thirty years we have put patients and those important to them at the heart of everything we do. We exist to ensure that people with life-limiting illnesses in County Durham can make every day count. We are highly regarded for our quality of care and were the first Adult Hospice in the UK to be graded 'outstanding' by Care Quality Commission (CQC).

At St Cuthbert's Hospice we are committed to our staff and making the Hospice a great place to work. We offer flexible working, competitive salary, workplace pension, 33 days of paid annual leave, free on-site parking and an Employee Assistance Programme (EAP) for employees and family. Our main Hospice building is situated on the outskirts of Durham in beautiful surroundings, we also have 8 Hospice retail shops around County Durham.

Our staff and volunteers are passionate about the work that we do, and are often motivated to work at the Hospice by their desire to make a difference to local peoples' lives. If you are inspired by the work that we do and share in our values then we are confident that working at the Hospice could be a deeply rewarding career choice for you.

I hope you find this application pack useful in helping you decide whether you are right person for the role.

We look forward to hearing from you.

With best wishes,

Paul Marriott
Chief Executive.

About Us

• Our History

Our Hospice started with the local community over three decades ago, when a group of Durham residents came together for a common cause. St Cuthbert's Hospice first opened its doors in 1988 to provide services, free of charge, for people with advanced illnesses, people approaching the end of their lives and those who are bereaved.

Everyone who comes to us is an individual and so their care should be individual too.

• What We Do

Our multi-professional team consists of specially trained doctors, nurses, physiotherapists, social workers, counsellors, occupational therapists, and chaplains. They work collaboratively to ensure our patients are able to discuss their needs and wishes when spending time with us.

As well as our Clinical Services, we have our Enabling Services and Income Generations teams – all working together to ensure the delivery of Hospice services. Our enabling services team includes Finance, Human Resources, Central and Governance Support and our Income Generation Team includes Fundraising, Retail, Lottery, Marketing and Communications.

We employ over 100 paid members of staff and work closely with around 400 volunteers to ensure the Hospice's efficient running. We have a Senior Management Team who are responsible for the day-to-day running of St Cuthbert's. They report regularly to the Board of Trustees.

• Our Mission

To make every day count for those affected by life-limiting illnesses.

• Our Vision

To be a centre of excellence within our community and to provide all-embracing, compassionate and individualised care to all those affected by life-limiting illnesses, at a time and a place that is right for them.

• Our Care

St Cuthbert's Hospice provides free care and support to people with life-limiting illnesses, people approaching the end of life and people that are bereaved. Our specialist care teams can support people at any stage, from diagnosis, to living well with their illnesses to their last days. Whether it's helping with pain relief, supporting a loved one or just being there to listen, we understand that sometimes it's the little things that make the biggest difference.

Hospice care is quite unlike many other types of care. Our teams treat everyone as an individual, spend time learning what is important to them and focusing on delivering care suited to their wishes.

• Our Values

These define who we are and guide what we do to ensure the highest quality care for those accessing our services and the highest quality experience for staff working here. We are committed to safeguarding and promoting the welfare of adults at risk and children.



Better Health
at Work Award
Maintaining Excellence



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1 To enable people at the very end of life to achieve a good death in the place of their choosing

2 To enable people living with a life-limiting illness who use Hospice services live well and make every day count

3 To provide information and support that carers of people with life-limiting illnesses need to provide the care they want to provide

4 To support those who have been bereaved as a consequence of a life-limiting illness to adjust to life without their loved one

5 To break down the taboos associated with dying, death, loss and grief



About The Role

As the Supporter Care Coordinator, you will be responsible for generating income from the individual giving portfolio including in memory and legacies. Based within the Development Team you will look to generate income from a variety of fundraising initiatives and will provide a high level of donor stewardship.

With a track record of building strong relationships, you will have experience of extracting and analysing data and will have strong attention to detail. You will be innovative and look for new ways, including digital, to ensure that Hospice campaigns are appropriately targeted to meet income targets.

We are looking for an excellent communicator with great interpersonal and team working skills who is ambitious, solution focussed and has the energy and passion to drive forward our aspirations and operational goals.

Why Work For Us

We are committed to making St Cuthberts Hospice a great place to work supporting the provision of excellent services for the people of Durham. If you are ready for an exciting opportunity that will not only impact on patient care but will be motivating and rewarding on a personal level this post could be for you.

As well as being part of a passionate team of people, benefits available to employees include:

- Competitive Salary
- Enhanced annual leave. 5 additional days above statutory entitlement. (33 days in total, rising to 35 after 5 years' service. Further enhanced rate of 38 days after 2 years' service for medical staff)
- Pension Scheme – matched contributions up to 5%
- NHS pension scheme for eligible employees
- Employee Assistance Programme
- Cycle to Work (Save up to 42% on the cost of bikes and equipment)
- Flexible working
- Training and development opportunities
- Health and wellbeing initiatives
- On-site catering facilities at our Coffee Shop
- Free parking (at Hospice site)
- Staff Discounts such as BlueLightCard and Charity Discounts

In our recent survey, we asked our staff to describe what it is like to work at the Hospice. Some of the words they used were rewarding, supportive, friendly, worthwhile, fulfilling, as well as being busy and challenging.

“I feel privileged to work at the Hospice.”

In our recent survey, 92% of respondents said they would recommend the Hospice as a place to work.

100% said that if a friend or relative needed treatment, they would be happy with the standard of care provided by the Hospice.

Equality and Diversity Commitment

St Cuthberts Hospice values diversity and is committed to creating an inclusive culture. As part of our application process, we request applicants complete our equal opportunities form. Reasonable adjustments to the interview and application process can also be made for any candidates, please contact us at recruitment@stcuthbertshospice.com

How to Apply

We hope this pack has given you all the information you need to apply for this role.

We would love to hear about why you want to work at St Cuthbert's Hospice, the job description and personal specification can be found below to help to develop your application in line with the requirements of the role.

However, if you have any questions about what we do at St Cuthbert's Hospice, the role, or need more practical information, don't hesitate to get in touch. For an informal discussion about this post please contact:

Gemma Munro, Supporter Care and Data Manager, 0191 374 6166

or Laura Barker, Head of Income Generation, 0191 374 6188

If you have all the information you need and are ready to apply, you can download an application form from our website or to request a hard copy please contact the HR team on 0191 374 6174 or email recruitment@stcuthbertshospice.com

Please note we do not accept CVs.

This post is subject to the Rehabilitation of Offenders Act (Exceptions Order) 1975 and as such it will be necessary for a submission for Disclosure to be made to the Disclosure and Barring Service (formerly known as CRB) to check for any previous criminal convictions.

The recruitment process for all Hospice roles will involve an interview and the process for some roles may also include a presentation or task.



Job Description

Supporter Care Coordinator

Department: Development Team

Grade: 4

Responsible to: Supporter Care & Data Manager

Hours: 37.5 hpw

Salary: £22,812 - £26,489

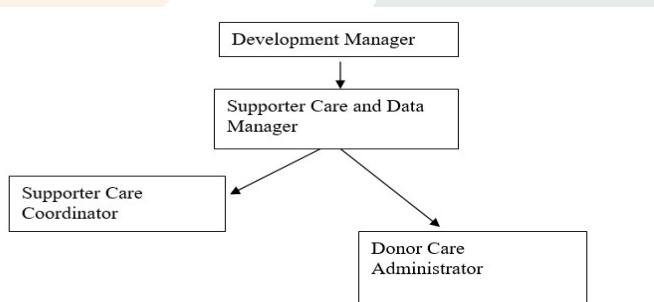
Contract: Permanent

Aim

Provide a professional, confidential, and effective administration service Clinical Services.

- To meet agreed income and expenditure targets for Individual Giving
- To measure cost effectiveness and return on investment.
- To provide a high-quality stewardship programme ensuring high levels of donor care
- To identify and grow relationships with donors using a multi channelled approach (in person, telephone, letter, email).
- To mobilise lapsed donors.
- To provide a suite of in memory products offering donor choice
- To promote Legacy Giving across the fundraising portfolio.
- To increase income from campaigns, appeals and regular giving income sources

Organisational Chart



Key Responsibilities

Communication and relationships

- To communicate effectively and appropriately with donors to ensure donors feel thanked and valued for their support.
- To build donor relationships to support donor retention across individual giving.
- Works with the Communications and Marketing Team to ensure that individual giving (including Regular Giving, Legacy Giving and In memory giving) is promoted through appropriate marketing and communication channels.
- To ensure that Legacy giving is communicated and promoted across the whole fundraising portfolio.
- Embed the importance of legacy income/gifts in wills to the wider hospice teams
- Works with the Community Liaison Officer to ensure legacy giving campaigns are positioned effectively alongside Everything in Place.
- Develop donor journeys for in memory, individual and legacy giving donors.
- Collaborates with the Bereavement Team at the Hospice in achievement of Goal 4 of the strategic plan to

support bereavement journeys ensuring we have a suitable portfolio to support these journeys.

- Provides effective stewardship to donors who 'pay for a day'.
- Set up and management of tribute funds.
- Interacts with donors who have set up tribute funds to provide a high level of donor care.
- Provides a high level of stewardship / donor care of in memory donors (donors / fundraisers / event participants). This includes ensuring they are thanked appropriately and in a timely manner.
- Engages and builds strong relationships with funeral directors to provide the relevant information to support bereavement and in memory giving.
- Works with the Communications and Marketing team to produce targeted communications in relation to Individual Giving.
- Build relationships within the Development Team and external departments and with all levels of seniority.
- Adhere to the communications strategy, brand guidelines and key Hospice messages.
- Provides information about in memory and legacy giving opportunities that may require tact, persuasion or where there may be barriers to understanding (e.g. will writing).
- Develops corporate relationships with local businesses who may support the promotion of individual giving (e.g. funeral directors and law firms)

Analytical and judgemental skills

- Use judgement skills to assess and compare various options that can be adopted to maximise acquisition, conversion and retention of individual and make decisions accordingly.
- Monitor and evaluate legacy campaigns and in memory giving activities.
- Work with the Supporter Care and Data Manager to advise on segmentation and analyse data from the database in relation to legacy and in memory giving. Work With Communications and Marketing team to promote these activities.
- Provide effective stewardship and development of donor pathways and processes – ensuring appropriate touch points are in place.
- Work in collaboration with the Marketing and Communications Team to brief both internal and external designers and the Graphic Designer, make judgements on the appropriate design(s) and key messaging for Individual Giving marketing collateral.
- Continually monitor campaigns and activities taking appropriate action to ensure key outcomes are met.
- Evaluate the success of a campaigns and complete a comprehensive de-brief of their success

Planning and organisational skills

- To develop and coordinate plans to increase supporter engagement and to support donor retention, Deliver effective donor journeys through excellent stewardship to ensure the sustainability of income sources.
- Work with Communication and Marketing Team to develop and implement plans to acquire new supporters (acquisition) and to retain existing supporters (retention). Plan activities or programmes of work such as marketing plan.
- Work with Supporter Care and Data Manager and Communications and Marketing Team on setting up marketing automation pathways to support donor journeys. Formulated plans may need adjusting to support expected deliverables.
- Develops and coordinates the delivery of the legacy giving plans and campaigns.
- Develop and coordinate a pledger programme for donors that have left the Hospice a gift in their Will
- Operational delivery and coordination of in memory events (Sunflower / Light up a Life)
- Works with Communications and Marketing Team to produce in memory products and oversees the distribution. Organises engagement events to retain in memory donors and promote individual giving
- Manage own time effectively and prioritise own workload.
- Monitor and review key performance indicators at set intervals relating to individual giving activities throughout the year and adjust working practises accordingly to ensure targets are met.
- Work with the Supporter Care and Data Manager to ensure that Donorflex is co-ordinated with the requirements of individual giving.
- To follow a standardised set of procedures for inputting data onto the database.

Physical skills

- Standard keyboard skills. .

Patient/Client Care

- Incidental contact with our guests or their relatives may be required as the result of a particular campaign or event or by accepting donations.
- The post holder should be able to communicate effectively and sensitively with our guests and ensure confidentiality is maintained.

Policy and Service Development

- Contributes to the development of procedures in relation to own area of work
- Supports development of and implements delivery of in memory giving plans.
- Recommendations should be made to the Development Manager regards to service improvements. This might include for example new marketing techniques or opportunities or the development of our database processes and procedures.
- The post holder should comply with hospice policies and procedures at all times.

Financial and Physical Resources

- Monitoring the financial spend of agreed areas of responsibility, working within predetermined budgetary restrictions.
- Contribute to the drawing up of financial budgets.
- Contact suppliers to obtain quotes.
- Raise purchase orders as requested to be signed by the budget holder.
- Responsible for maintaining stock control and security of stock
- Report as necessary any faults re: equipment or office accommodation and ensure the safety and security of the building is met.
- Deliver on key performance indicators set within their area of responsibility.
- Responsible for the purchase of items from a delegated budget relating to their area ensuring compliance with the hospice purchasing policy.
- Exercise personal duty of care when using equipment such as computers and printers.
- Report as necessary any faults re-equipment or office accommodation and ensure the safety and security of the building is met.

Human Resources

- Instruct new or less experienced employees or volunteers in their own work area.
- There will be a requirement to supervise volunteers, this will include delegating tasks and managing their time.
- Required to attend mandatory training courses.

Information Resources

- Maintain accurate and up to date records of fundraising activities on Donorflex (the fundraising database).
- Under the direction of the Supporter Care and Data undertake work to assist with the development of Donorflex.
- Working in collaboration with the Communications and Marketing Coordinator to maintain the content of our website, social media pages in relation to Individual giving.

Research and Development

- Expectation to keep abreast of hospice-related news and topical issues.
- The post holder will also be expected to research and understand the latest In Memory and Legacy fundraising techniques and trends and implement where necessary to mobilise support from the local community.
- Continually look for ways to improve the quality of the service one provides within the area of work.

Freedom to Act

- Work using their own initiative, overseen by the Supporter Care and Data Manager.
- Management of own workload deciding when reference to the Supporter care & Data Manager as required/ appropriate.
- Work is managed rather than supervised with results assessed at agreed intervals.
- Having a flexible approach and the ability to work with other team members and volunteers.

Physical

- Requirement to exert light physical effort for short periods
Assemble stands and promotional displays occasionally throughout the year.

Mental

- Attention to detail is a vital part of the job role.
- Good numeracy and analytical skills are essential.
- Frequent requirement for concentration where the work pattern is predictable (few competing demands)

Emotional

- Exposure to distressing or emotional working conditions is rare; however this may occur when spending time with a donor, guest or relative. Should the occasion arise support and advice will be offered

Working Conditions

- Exposure to unpleasant working conditions is rare

Data Protection & Confidentiality

- All employees have a responsibility in line with information governance to maintain confidentiality and ensure the principles of the General Data Protection Regulation and Data Protection Act 2018 are applied to patients, clients, staff, volunteers and Hospice business information, including electronic information. Only information required to fulfil the duties of the role should be accessed by the post holder.
- All employees have a responsibility to use electronic systems in a way that preserves the dignity and privacy of people, helps to ensure services of the highest quality, and is compliant with the law and Hospice policies and procedures.

Health & Safety

- The Hospice will take all reasonably practical steps to ensure the health, safety and welfare of its employees while at work. Employees will familiarise themselves with the Health and Safety Policy and procedure as well as the fire procedures and ensure a safe working environment for self and others in line with these

Safeguarding

- All employees should make themselves aware of the policies and procedures of safeguarding, take personal responsibility as far as is reasonably practicable, to safeguard children and vulnerable adults, complete statutory and mandatory training and take appropriate action as set out in the Hospice's policies and procedures.

Infection Control

All employees have a responsibility to ensure the risk of infection to themselves, colleagues, patients, relatives and visitors is minimised by:

- Attending mandatory training and role specific infection prevention education and training
- Challenging poor infection prevention and control practices
- Ensuring their own compliance with Hospice Infection Prevention and Control policies and procedure.

Equal Opportunities

- The Hospice welcomes all persons without regard to race, religion or belief, age, gender re-assignment, sex, sexual orientation, pregnancy or maternity, marriage or civil partnership, physical or mental disability. The Hospice aims to provide services in a manner that enables all members of the community to access them.

- Employees must behave in a non-judgemental manner that respects the differing needs and cultures of others.

Note: This post is deemed to require a Disclosure check via the Disclosure and Barring Service. Therefore it will be necessary before the appointment to contact the DBS to check on any relevant criminal background.

This job description is not intended to be an exhaustive list of duties and responsibilities of the post and the post holder may be requested to carry out duties appropriate to the grade of the post.

The post may change over time to meet organisational/personal requirements, and this job description may be changed after consultation with the post holder

Some flexibility in the hours worked will be essential at times to meet demands placed on our service.

The post holder shall perform their duties at any other reasonable location to which they may be directed from time to time by the Employer

Job Description Agreement

Signature of Post holder: **Date:**

Signature of Manager: **Date:**

Person Specification

Post Title:	Supporter Care Coordinator – Campaigns, Appeals and Regular Giving	Grade: 4	Department: Development	
Criteria relevant to the job	Essential Requirements necessary for safe and effective performance in the job	Method of Assessment	Desirable Where available, elements that contribute to improved/immediate performance in the job	Method of Assessment
Qualifications and Training	English and Maths GCSE grade A-C Educated to Degree level or with relevant experience	Application Form	Marketing based Degree or similar qualification / equivalent experience Fundraising experience within Individual Giving (appeals, campaigns and regular giving)	Application Form
Experience	Proven track record of project managing and delivering successful campaign from conception to implementation and evaluation. A good understanding of the principles of customer (supporter) care and the measures that are used to achieve high levels of customer satisfaction. Experience of working with donors and an understanding of 'The Donor Journey' Experience of inputting & extracting data from databases, producing reports, and analysing data trends to guide activities (segment data and target campaigns). Experience in supervising volunteers and / or less experienced staff members in their roles. Experience of networking within the community to promote key messages and make appropriate fundraising asks. Demonstrable experience of achieving set targets. Experience of planning a marketing campaign to ensure set KPI's are delivered Experience of writing, copy and editing texts for publication. Experience of digital platforms to support campaigns and fundraising	Application Form / Interview	Previous experience with Donorflex or another fundraising database such as Razors' Edge. Experience in the voluntary sector or within a fundraising role. Experience of building strong relationships with key stakeholders and donors. Experience of public speaking. Experience of coordinating web content. Experience of coordinating events. Experience of producing design briefs.	Application Form / Interview

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Skills and Knowledge	<p>A good understanding of database and Customer Relationship Management packages Excellent administrative skills.</p> <p>Proficient IT Skills in MS office e.g. Excel, Word & Outlook.</p> <p>Good organisational and project management skills with the ability to prioritise workload and to meet deadlines.</p> <p>Attention to detail and accuracy. Ability to influence and negotiate</p>	Application Form / Assessment / Interview	A knowledge of bereavement and working with bereaved	Assessment / Interview
Personal Attributes	<p>Excellent communication skills and an enthusiastic team player.</p> <p>Strong interpersonal skills - ability to build good internal and external relationships, both with staff, supporters and volunteers, at all levels.</p> <p>Ability to work with time constraints.</p> <p>Ability to juggle a range of projects by prioritising workload.</p> <p>To be able to meet deadlines.</p> <p>Ability to use own initiative to deliver against set objectives.</p> <p>Creative flair and ingenuity – ability to contribute new ideas.</p> <p>Able to evidence behaviour consistent with the Hospice values of professionalism, choice, integrity and reputation</p>	Application Form / Assessment / Interview		Interview
Special Requirements	<p>A flexible approach and willingness to work outside agreed hours when required.</p> <p>Willingness to train and learn new skills.</p> <p>The ability for independent travel is essential.</p>	Application Form/ Interview		Application Form / Interview

Signature of Post holder: **Date:**

Signature of Manager: **Date:**

Accessible Information

If you would like a copy of this leaflet in large print, an audio format, explained in your own language or any other format, please let a member of the team know and we will do our best to support this.



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St Cuthbert's Hospice, Durham is registered by the Charity Commission
as a Charitable Incorporated Organisation.
Charity Number: 519767 VAT Number: 997305770.
Registered Office: St Cuthbert's Hospice, Park House Road, Durham, DH1 3QF