

## SINGLE CORPORATE SERVICES

### Charity

<b>Job title:</b>	Hospital Engagement Officer	<b>To be completed by HR</b>  <i>Job Reference Number</i>
<b>Reporting to:</b>	Fundraising & Marketing Manager	
<b>Accountable to:</b>	Head of Charity	
<b>Pay Band:</b>	5 - £32,073 - £39,043 per annum Full time	

As part of the Single Corporate Service, this role is a designated site-based role however the post holder will be part of the Corporate Service team which provides a service across both Isle of Wight NHS Trust and Portsmouth Hospitals University NHS Trust.

As the single corporate service will be delivered across both organisations, individuals may be required to undertake business travel between sites. The frequency and arrangements will be discussed on an individual basis and the staff mobility local agreement will apply.

For our leaders managing staff across multi-site locations, they will need to be visible and provide in person leadership. The arrangements and frequency will be agreed locally.

#### Job purpose

The primary purpose for the postholder will be to manage engagement and fundraising for Portsmouth Hospitals Charity.

The post holder will be an excellent relationship builder, able to work with multiple, varied stakeholders and engage at all levels within the hospital looking after staff fundraising and engagement with external charity events.

#### Job summary

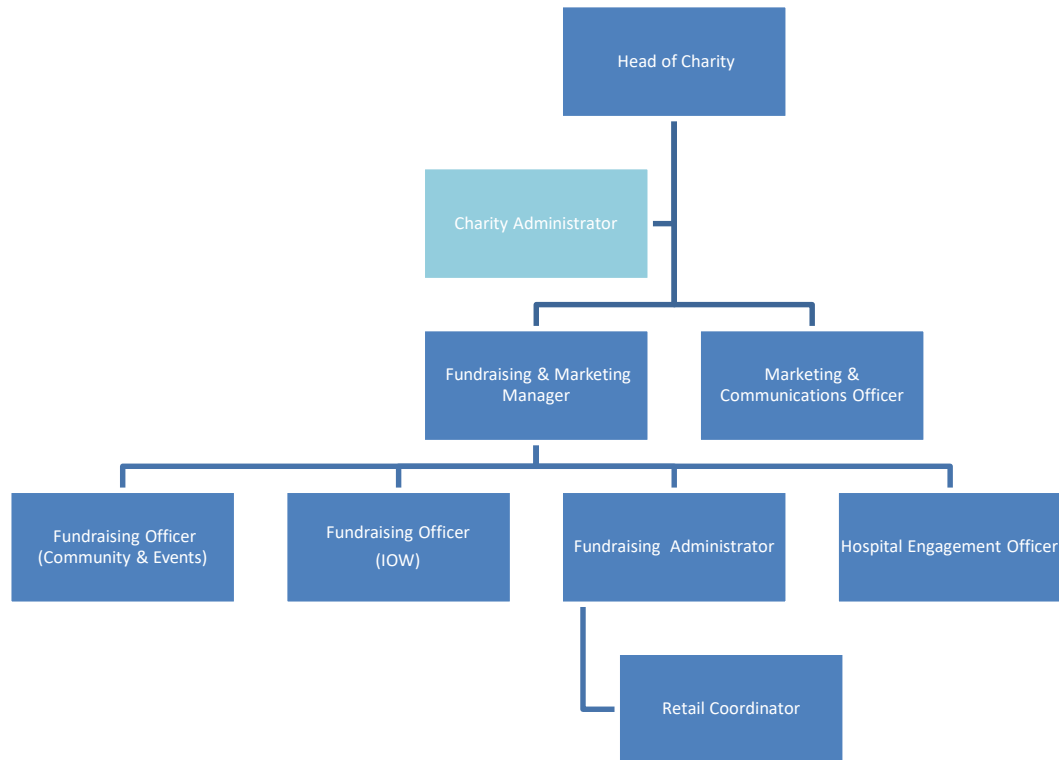
We are excited to be seeking a talented and motivated individual to join Portsmouth Hospitals Charity as our Hospital Engagement Officer. This will be our first dedicated Hospital Engagement role and will provide the right candidate with a rare opportunity to shape how we engage with donors, visitors, patients and NHS staff in our offices based in the heart of the hospital. You will build strong relationships with NHS colleagues, patients and their families and volunteers to increase awareness, engagement and fundraising activity. By developing partnerships, you will enable grateful families to support the charity in ways that are meaningful to them and drive sustainable income growth across multiple fundraising streams.

As a key member of our fundraising team, this role is pivotal and acts as a bridge between Portsmouth Hospitals Charity and the hospital community, driving supporters and stakeholders to build a real sense of community spirit and hive of fundraising activity. You will be the first point of contact with many of our supporters, and you will play a vital role in the running of the fundraising in the hospital.

We are looking for someone who loves building relationships, brings energy, enthusiasm and exceptional communication skills to foster a culture of giving across our hospital, from inspiring

patients and families to support their local hospital charity to engaging clinicians on how the charity can enhance their ward or department.

## Organisational Chart



## Key Responsibilities will include

### Fundraising & Charity Administration

- To maximise onsite donations by driving supporters and stakeholders to the fundraising office
- Assist and support other members of the fundraising team, e.g sending out event/fundraising packs and share external events with wards and teams
- Collaborate with the Fundraising Officer to recruit and relationship manage hospital staff as part of the charity champion scheme.
- In memory giving responsible for developing an annual in memory product plan, enabling families to make meaningful and impactful donations in the memory of their loved ones.
- Build relationships with key stakeholders across the hospital to identify in memory products and opportunities that will be relevant to families wishing to donate in-memory
- Work alongside the bereavement and end of life teams and develop a strategy around on-site messaging, staff engagement and implement the legacy plan
- Responsible for the continued management of our tap to donate machines, identifying areas around the hospital where we can maximise donations and work with hospital teams to identify areas we can place more.
- Work with and guide (where appropriate) the charity volunteers.

- Regularly review and adapt supporter communications, including thank you letters and ensure these are implemented across the organisation for consistency
- Monitor the performance of our lottery programme, including working with canvassers, estates and ensuring our internal marketing delivers the right messages to grow this income stream.

### **Support Community Fundraisers & Charity Champions**

- Be the key liaison for supporting fundraisers with their own events within the hospital community.
- Account manages community fundraisers, providing them with all the fundraising support they require, including provision of fundraising materials, attending their events and providing advice and guidance in line with current regulation.
- Ensure all fundraisers complete a fundraising deed.
- To identify key charity advocates within the hospital staff and increase the number of potential patient family referrals to the charity
- Develop and grow the Charity Champion programme with an aim to recruit at least one champion across every ward and department at PHU

### **Relationship building, advocacy and engagement**

- Act as a passionate and professional ambassador for Portsmouth Hospitals Charity and championing the hospitals vital work.
- Build strong trust-based relationships with assigned hospital teams, meeting regularly to increase understanding of the charity and the role of philanthropy in supporting families and improving care
- Serve as the first point of contact for NHS colleagues introducing families or opening networks to potential donors
- Spot opportunities for increasing NHS colleague and family engagement.

### **Support Marketing and Communication**

- Work collaboratively with the Marketing and Communications Officer to increase charity visibility across the hospital site through branding and internal communications.
- Carry out research through a range of sources, including the internet to obtain relevant data for fundraising communications, strategies and charity promotions.
- To work closely with the marketing officer to identify where collateral can be placed and make sure when items are out of date to remove these and engage with hospital staff to place new posters/flyers within the wards.
- Devise a patient fundraising pack.

### **Programme delivery and internal collaboration**

- Lead delivery of grateful patient plan, implementing key activities to increase staff engagement and donor referrals
- Deliver sessions for Trust colleagues to build confidence in supporting fundraising and patient family philanthropy
- Collaborate across the charity to ensure donor referrals are managed appropriately and messaging is consistent.
- Develop a strong working relationship with the Head of Charity to stay informed about projects in key areas.

- Work with charity champions to communicate charity internal events and recruit new champions
- Plan and manage the third-party event programme in collaboration with Fundraising Officer.
- Promote the Lottery drive and support the marketing and finance team colleagues
- Co-ordinate fundraising and awareness activities within the hospital.
- Work with the charity administrator to ensure effective and accurate stewardship of donor information and communications using our CRM system (Harlequin)
- To carry out such other tasks required to meet the aims and objective of the Portsmouth Hospitals strategy, which are commensurate with the grade of the post
- Ensure all activity within the team remit complies with the charity values, moral and ethical guidelines, the Fundraising Code of Practise and other relevant regulations and guidance.
- Ensure you keep up to date with industry trends, regulation and changes in governance.

## **Key Responsibilities**

### ***Communication and Working Relationships***

- The post holder will be providing and receiving routine information orally, in writing or electronically to inform work colleagues, patients, clients, carers, the public or other external contacts. The communication will include;
  - (a) Providing and receiving routine information which requires tact or persuasive skills or where there are barriers to understanding
  - (b) providing and receiving complex or sensitive information,
  - (c) providing advice, instruction, or training to groups, where the subject matter is straightforward.

### ***Analytical and Judgement***

- Judgements involving a range of facts or situations, which require analysis or comparison of a range of options.

### ***Planning and organising***

- Planning and organisation of a number of complex activities or programmes, which require the formulation and adjustment of plans.

### ***Physical Skills***

- The post has minimal demand for work related physical skills.

### ***Patient Client Care***

- Assists patients/clients/relatives during incidental contacts.

### ***Policy and Service Development***

- The post holder follows policies in own role which are determined by others; no responsibility for service development, but may be required to comment on policies, procedures, or possible developments.

### ***Financial Management***

- The post holder will monitor and/or contribute to the drawing up of department/service budgets or financial initiatives.

### ***Management/Leadership***

- The post holder provides advice or demonstrates own activities or workplace routines to new or less experienced employees in own work area.

### ***Information Resources***

- The post holder will be responsible for data entry, text processing or storage of data compiled by others, utilising paper, or computer-based data entry systems,

### ***Freedom to Act***

- The post holder is guided by precedent and clearly defined occupational policies, protocols, procedures or codes of conduct. Work is managed, rather than supervised, and results/outcomes are assessed at agreed intervals.

### ***Physical effort***

- A combination of sitting, standing, and walking with little requirement for physical effort. There may be a requirement to exert light physical effort for short periods.

### ***Mental effort***

- There is a frequent requirement for concentration where the work pattern is predictable with few competing demands for attention, or there is an occasional requirement for concentration where the work pattern is unpredictable.

### ***Emotional Effort***

- Exposure to distressing or emotional circumstances is rare, or occasional indirect exposure to distressing or emotional circumstances.

### ***Working conditions***

- Exposure to unpleasant working conditions or hazards is rare.

## Person Specification

Criteria	Essential	Desirable	How criteria will be assessed
<b>Qualifications</b>	Minimum of 5 GCSE	Degree or Fundraising Diploma	
<b>Experience</b>	1 years fundraising experience or sales . Evidence of relationship building with a variety of stakeholders Self-starter and prioritises and juggles numerous projects	Previous hospital or health related service experience	
<b>Knowledge</b>	Knowledge and understanding of the fundraising sector.  Highly effective relationship builder, able to communicate effectively with a range of stakeholders.	Knowledge of fundraising regulation and practices  Knowledge of fundraising database software	

### Compliance statement to expected organisational standards.

To comply with all Trust Policies and Procedure, with particular regard to

- Risk Management
- Health and Safety
- Confidentiality
- Data Quality
- Freedom of Information
- Equality Diversity and Inclusion
- Promoting Dignity at Work by raising concerns about bullying and harassment
- Information and Security Management and Information Governance
- Counter Fraud and Bribery

The Trust has designated the prevention and control of healthcare associated infection (HCAI) as a core patient safety issue. As part of the duty of care to patients, all staff are expected to:

Understand duty to adhere to policies and protocols applicable to infection prevention and control.

- Comply with key clinical care policies and protocols for prevention and control of infection at all time; this includes compliance with Trust policies for hand hygiene, standards (universal) infection precautions and safe handling and disposal of sharps.

- All staff should be aware of the Trust's Infection Control policies and other key clinical policies relevant to their work and how to access them.
- All staff will be expected to attend prevention and infection control training, teaching and updates (induction and mandatory teacher) as appropriate for their area of work, and be able to provide evidence of this at appraisal.
- To perform your duties to the highest standard with particular regard to effective and efficient use of resources, maintaining quality and contributing to improvements.
- Ensure you work towards the Knowledge and Skills Framework (KSF) requirements of this post. KSF is a competency framework that describes the knowledge and skills necessary for the post in order to deliver a quality service.
- Your behaviour will demonstrate the values and vision of the Trust by showing you care for others, that you act professionally as part of a team and that you will continually seek to innovate and improve. Our vision, values and behaviours have been designed to ensure that everyone is clear about expected behaviours and desired ways of working in addition to the professional and clinical requirements of their roles.
- Ensure you adhere to and work within local and national safeguarding children legislation and policies including the Children Act 1989 & 2004 , Working Together to Safeguard Children 2013, 4LSCB guidance and the IOW Safeguarding Policy.
- Ensure you adhere to and work within the local Multiagency safeguarding vulnerable adults policies and procedures
- Ensure that you comply with the Mental Capacity Act and its Code of Practice when working with adults who may be unable to make decisions for themselves,
- Ensure that you maintain personal and professional development to meet the changing demands of the job, participate in appropriate training activities and encourage and support staff development and training.
- Respect the confidentiality of all matters that they may learn relating to their employment and other members of staff. All staff are expected to respect conform to the requirements of the Data Protection Act 1998, including the responsibility to ensure that personal data is accurate and kept up to date
- If your employment is to a post that requires you to be registered with a professional body, the continuation of your employment is conditional upon you continuing to be registered with the appropriate professional body. The Trust will require evidence of current registration.
- Proactively, meaningfully and consistently demonstrate the Trust Values in your every day practice, decision making and interactions with patients and colleagues.
- Perform any other duties that may be required from time to time.

This job description may be altered, from time to time, to meet changing needs of the service, and will be reviewed in consultation with the post holder.