



## Golden Jubilee Foundation

Patients at the heart of progress

### **Position Profile: Director of Fundraising and Strategic Partnerships**



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## 1. Background

The Golden Jubilee Foundation (Golden Jubilee) is a pioneering organisation committed to driving forward innovation in health care for Scotland and creating an international approach with a focus on transferring skills to countries with less developed health services.

Working within NHS Scotland, Golden Jubilee plays a pivotal role in enabling Scotland to become a recognised leader in this medical revolution. The challenges that Golden Jubilee is ideally suited to addressing include:

- Helping to make old age healthy and comfortable;
- Reducing the mortality rate for heart disease in Scotland;
- Caring for the next generation with inherited heart problems;
- Working to establish a patient-led health service with life-time health plans for individuals;
- Taking best practice to some of the most disadvantaged parts of the world
- Building upon leading edge medical device technologies to further enhance the Scottish economy.

**Committed to excellence** their values statement reflects the core behaviours they believe in:

Valuing dignity and respect

A can do attitude

Leading commitment to quality

Understanding our responsibilities

Effectively working together

Safe person centred and effective care

In 2014, the Scottish Health Secretary launched a new and ambitious national health and social care innovation fund to raise millions of pounds to develop original and pioneering treatments for Scotland's patients. The fund will not be used for mainstream services or research activities but will promote innovation and support initiatives that will create and turn excellent ideas into services for patients

*The Innovation Campaign* will take a broad based approach to securing additional investment from research funding bodies, industrial sponsorship and philanthropy. This additional funding will supplement resources and encourage NHS Scotland to experiment and innovate, whilst also enhancing the work of Scotland's health care professionals who are passionately committed to improving the service they offer.

The Golden Jubilee Foundation is ideally placed to take forward *the Innovation Campaign* initiative . Embedded within the management of Golden Jubilee, the ambition is to create a dedicated fundraising operation that will continue to expand over time based on a strong return on investment and become a self-sustaining function within the first two years of operation.

## 2. The Opportunity

<b>Job Title:</b>	Director of Fundraising and Strategic Partnerships
<b>Reports To:</b>	Chief Executive
<b>Location:</b>	Golden Jubilee National Hospital - Clydebank, Dunbartonshire

Taking ownership of this fundraising “start-up” you will be tasked with developing and implementing the overall strategy whilst also managing the infrastructure that will underpin the fundraising operation. Developing and sustaining relationships with potential funders, you will create and oversee a programme of communications, visits and events to promote *The Innovation Campaign*

### Specific Responsibilities

#### **Strategic Planning**

- Develop and implement, from scratch, the fundraising and income generation strategy, encompassing philanthropic income (both major gifts and regular giving), grants from trusts and foundations and investment from corporate partners and from statutory funders.
- Develop and maintain key strategic partnerships with corporate and industry partners
- Consider and explore potential opportunities to generate income from working with other countries, who can learn and develop with the Golden Jubilee, building on the excellent patient safety results for NHS Scotland.
- Establish targets for likely income which will be set against the investment required to deliver the overall plan, indicating the likely return on investment.

#### **Major Gifts**

- Management of the major gift programme, seeking large gifts from trusts, corporates, individual philanthropists and statutory sources.
- Work closely with relevant key stakeholders to create, build and manage the donor pipeline acting as the lead contact for many of these relationships.
- Plan and manage the relevant visits by potential donors and partners to the hospital, ensuring the delivery of a high quality and informative experience

#### **Project Development within Golden Jubilee and NHS Scotland**

- Liaising with relevant consultants and health care professionals (both within the Golden Jubilee and wider NHS) to create a portfolio of well-defined and costed projects that will require funding and that *The Innovation Campaign* can be built around
- Gain appropriate approval for each Fundraising Project prior to embarking on specific fundraising activity

### ***Establish Regular Giving Programmes in the hospital***

- Develop a range of opportunities for patients, their families and the general public through a variety of fundraising activities including direct mail, community fundraising, ward donations and legacies.
- Liaise directly with individual medical consultants with respect to fundraising opportunities within the hospital, creating a professional and integrated fundraising service.

### ***Stewardship***

- Develop and maintain a Donor Care and Recognition plan that enables medical staff to build close relationships with donors and ensures supporters are recognised for the support they have provided to specific projects

### ***Fundraising Communications***

- Work closely with Golden Jubilee's communications and marketing function to develop a communications strategy for *The Innovation Campaign* including print and digital materials whilst also developing a fundraising presence on the web, press and media and bespoke materials for individual projects and donors as appropriate.

### ***Building the Fundraising Capacity across the Golden Jubilee***

- Build and maintain a network of Board members, senior managers, consultants and health professionals to drive *The Innovation Campaign* forward, ensuring their involvement is strategic, appropriate and rewarding.
- Build, recruit and develop a small, high performing team of professional fundraising staff providing a clear business case and justification for each new role

### ***Establish and embed the Fundraising Infrastructure***

- Ensure that a professional and efficient infrastructure is set up which will include:
  - A centralised multi-functional fundraising database.
  - Donor research and wealth screening to support the donor pipeline.
  - Policies to ensure compliance with data protection, fundraising and charity legislation
  - A management reporting system that provides monthly updates on fundraising progress.
  - Ongoing liaison with the Finance Department with regard to the management of the Foundation's Funds and gift aid;

### 3. Key Deliverables in the first 12 months

Acknowledging that it will take time to establish and embed the fundraising infrastructure and practices to deliver a multi-million pound fundraising programme to support *The Innovation Campaign*, key deliverables within the first 12 months include:

- A fundraising strategy and budget for *The Innovation Campaign*, which has been agreed by the Senior Management Team
- Identifying up to three projects to be funded by *The Innovation Campaign*, which are ready to seek support from third parties
- The establishment of the major gift donor pipeline consisting of an appropriate mix of individuals, trusts and companies with at least 20 potential donors under active cultivation
- Detailed plans for engaging the hospital community in the fundraising process including a timetable for when fundraising will commence
- The establishment of a fundraising database supported by guidelines for how staff should use the database
- The creation of a comprehensive stewardship scheme describing how different levels of gifts will be thanked and recognised by *The Innovation Campaign* and Golden Jubilee
- Approval gained for the initial business case with respect to building the fundraising team and initial appointments made as appropriate

### 4. Candidate Profile

The successful candidate will be passionate about fundraising and be able to demonstrate their energy, drive and entrepreneurial flair for this opportunity. An accomplished communicator, you will have instant credibility when engaging with both internal and external stakeholders.

#### Experience

- Significant experience in professional fundraising at a senior level, incorporating both the development and implementation of strategies
- A proven track record in delivering a range of fundraising programmes, including major gifts, regular giving and building successful relationships with strategic partners
- Previous experience of managing resources and budgets to deliver long term financial sustainability
- An understanding and enthusiasm for working with digital communications and social media
- A working knowledge and understanding of legal and regulatory framework for charities and fundraising
- An understanding and appreciation of the challenges facing the NHS.

### Skills

- Excellent leadership skills with the ability to motivate and enthuse supporters, volunteers and colleagues and to listen and understand the needs of the organisation
- Proven strategic planning skills
- Excellent communication skills, both written and verbal, with the ability to write high quality applications, proposals and reports and present to a wide range of audiences, succinctly and with authority
- The ability to think strategically, collaboratively and articulate clear sense of direction and vision
- Experienced in developing and sustaining fundraising relationships with individuals and organisations

### Personal Attributes

- Entrepreneurial and creative, with a results - driven commercial focus
- An inspirational communicator with the ability to inspire, engage and convey confidence
- Highly developed qualities of persuasiveness, tact and commercial acumen along with effective
- Creativity, flair and imagination to develop innovative plans, campaigns and solutions
- Adaptable and flexible approach, able to work under pressure in a fast paced environment
- Excellent interpersonal, people and relationship management skills

## 5. Remuneration

The salary offered will be competitive and structured in an appropriate way reflecting the appointed candidate's experience, background and circumstances.

## 6. Recruitment Process

Initial discussions will be held with advising consultants, Livingston James. In the first instance interested parties should make contact with Douglas Adam, the lead consultant managing this assignment for Livingston James by email: [douglasadam@livingstonjames.com](mailto:douglasadam@livingstonjames.com) or call 0131 220 2209.

### Recruitment Timetable:

Closing date for applications: Sunday 5<sup>th</sup> June

Shortlist meeting with Golden Jubilee: Wednesday 29<sup>th</sup> June

Final Panel Interview: Wednesday 6<sup>th</sup> July