

Sheffield  
Hospitals  
Charity

# **Director of Fundraising**

**Job Description**

March 2025

# Hello you!

I'm Beth, CEO at  
Sheffield Hospitals Charity.

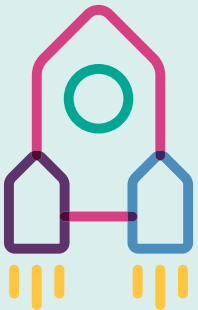
**The Director of Fundraising role is hugely important for us.** You'll be part of a leadership of five - including me - who are driving the charity forwards.

Since I started in Summer 2023, we've made some big changes. Internally, we've grown the team from 14 to 21 people, overhauled our systems and processes (IT, CRM, Finance), developed new HR policies to provide more support and flexibility to staff, recruited new Trustees, and have moved into a new office in Leah's Yard in the Heart of the City.

Last year, we launched our three-year strategy (2024-27) which seeks to put us on track with exceptional relationships across both our beneficiary NHS Trusts, develop meaningful relationships across the broader healthcare sector in Sheffield, and ensure that our grant-making is driving the greatest possible impact. Importantly, we're committed to raising our brand profile and engaging new audiences through sustained investment in communications and fundraising. We've delivered creative and far-reaching appeals with high profile people including Pete McKee and our Ambassador, Tony Christie, and have more in the pipeline.

We are now entering into year two of our strategy with robust budgets, excellent projects to fundraise for and productive relationships with our key stakeholders.





**We're on the up.**

**But it's not all easy.**

We have flown under the radar in Sheffield for many years, despite being the charity that supports the majority of the NHS here. This is a challenge, but also a huge opportunity.

Our NHS Trusts employ over **22,500 staff** who care for over **two million people** each year. As the official charity of Sheffield Teaching Hospitals NHS FT and Sheffield Health and Social Care NHS FT, we have the largest health remit of any charity in the city. With various specialisms across our Trusts, patients from the surrounding areas in South Yorkshire and North Derbyshire are also cared for in Sheffield.

My background is fundraising. I'm passionate about **strategic partnerships** that drive **real change**, and about every supporter knowing what a **huge difference** their support makes.

As Director of Fundraising you'll have my support; from managing expectations on the time needed for fundraising return, to rolling my sleeves up and getting involved where you need me to.

We need someone who can think strategically while pushing things forward operationally.

It's a big ask. If you love a challenge, I'd love to hear from you.

- **Beth Crackles, CEO**

# We are Sheffield Hospitals Charity

We help Sheffield's hospitals, community teams and health and social care services to cover costs their NHS budgets can't. We fund support for patients and staff, life-changing research and more, so that we can enhance care from **birth to the end of life and everything in between.**

We provide additional funding to **Sheffield Teaching Hospitals NHS Foundation Trust** and **Sheffield Health and Social Care NHS Foundation Trust** who support people at every stage on life's journey. From welcoming babies into the world on the **Jessop Wing**, to supporting cancer care at **Weston Park**, and specialist care at the **Royal Hallamshire, Charles Clifford** and the **Northern General**.

**Somewhere along the line, our funding is likely to have helped you or someone you love.**

As well as funding provisions for patients, our grants also contribute to training, equipment and wellbeing projects for NHS professionals.

**By looking after the staff and services at the centre of patient care, we're making sure they're ready to look after you.**

The work we fund is only possible through generous donations, fundraising events, corporate support and a coming together of our community. With your help, we'll make sure that the care you and your loved ones receive is the best it can be.

Further information:

[Sheffield Hospitals Charity Strategy 2024-27](#) and [Impact Report 2023/24](#).

## Our vision

Every person cared for and working in our hospitals, community and social care services is treated with compassion and has access to the best equipment and treatments in the best environments.

## Our mission

We help Sheffield's hospitals, community teams and health and social care services to cover the costs that the NHS can't. By funding support for patients and staff, life-changing research and more, we enhance care from birth to the end of life and everything in between.

## Our values and behaviours



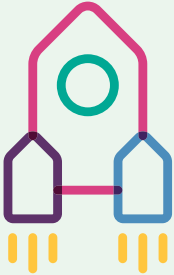
### **We're the best together**

We work collaboratively with our beneficiary Trusts and other organisations to have the greatest impact for the people of Sheffield. We help our supporters and volunteers to give back to the NHS in ways that suit them. We employ talented people and encourage each other to be the best we can be.

### **Expected behaviours:**

- I seek input from my colleagues and take advice from others to deliver the best I can
- I proactively seek out opportunities to collaborate with others so that we can achieve more for our NHS
- I look after and look out for my colleagues; lending a hand and lifting them up

## We go the extra mile

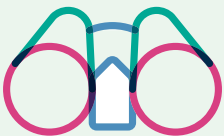


Whether you're a patient, NHS staff, supporter or employee, we strive to make people feel uplifted. Our funding is always above and beyond what the NHS can provide, and we ask, 'How can we fund the best outcomes in this area?'. We go the extra mile for each other, our beneficiaries and our supporters, and ask, 'How can we help?'. As a team, we celebrate our successes and work hard to improve and innovate.

### Expected behaviours:

- I am audience-led, in line with the needs of the charity, giving people the best experience of working with Sheffield Hospitals Charity
- I am proactive and solutions-focused, bringing proposals and solutions to the table
- When I can't help to deliver a task or solve a problem, I aim to find someone who can

## We look to the future

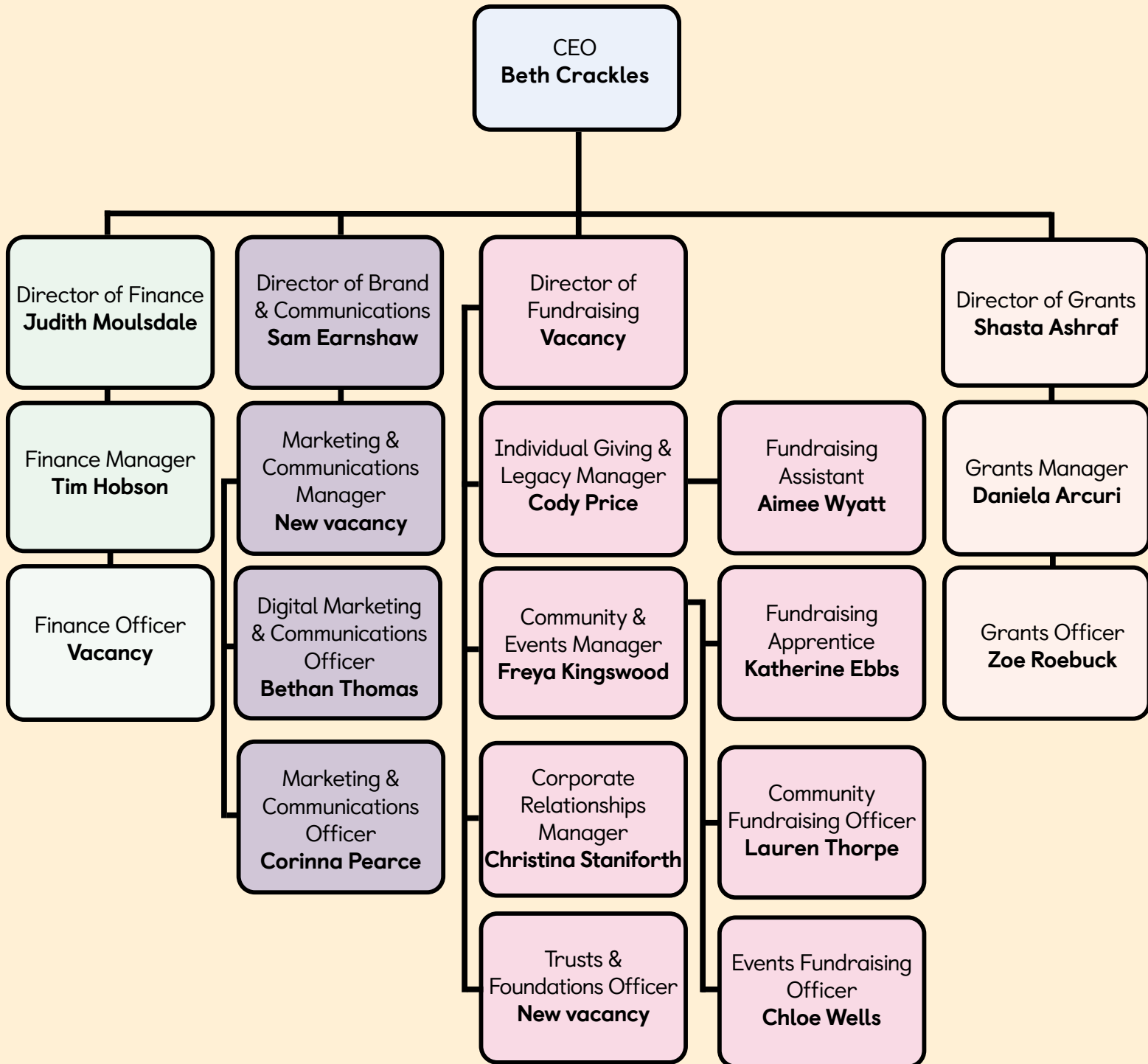


We help build a brighter future for the NHS in Sheffield. When funding, we ask, 'How will this help our Trusts now and in the future?'. As a charity, we aim to be financially and environmentally sustainable. When investing in our charity, we ask, 'Does this help build a sustainable organisation and a happy, productive team?'.

### Expected behaviours:

- I consider what is best for the charity, not just my area, and I think about the short, medium and long-term when making decisions
- I make time for learning as an individual and with my team, and take learning into future projects
- I am ambitious for the charity and bring new ideas and ways of working to help us be better

# Our structure



# Job description

## Director of Fundraising

**Responsible to:** CEO

**Responsible for:** Individual Giving & Legacy Manager, Community & Events Fundraising Manager, Corporate Relationships Manager, Trusts & Foundations Officer

**Hours:** 1FTE - 37.5 hours per week, permanent

**Location:** Sheffield Hospitals Charity, Leah's Yard, Sheffield, S1 4HP (hybrid, e.g. some home-working, and flexible working options available)

**Salary:** £58,000 - £65,000 FTE

**Key working relationships:** CEO, Directors, Managers and wider charity staff, Sheffield Teaching Hospitals NHS FT staff, Sheffield Health and Social Care NHS FT staff, charity supporters (including high net worth and corporate supporters), volunteers and suppliers.

**Equity and diversity:** Sheffield Hospitals Charity is committed to equity and diversity and we positively welcome applications from all backgrounds and sections of the community. Should you require any assistance in applying for the position, please get in touch. If you can do the job and bring a new perspective, we would love to hear from you.





# Purpose of the role

As Director of Fundraising, you'll be part of the Strategic Leadership Team (SLT) and have responsibility for leading our investment in and development of fundraising.

You'll be an established fundraising leader, with experience of managing and growing multiple income streams and diverse teams. In particular, you will have proven experience of initiating, developing and retaining high value individual and corporate relationships.

Communicating effectively with compassion and integrity is essential, as well as being passionate about individual and team development. You will be happy to think strategically and deliver operationally to get the job done.

In this role, you will lead a team of fundraisers to further develop and deliver a fundraising strategy that harnesses support from new and existing audiences. You will work closely with the rest of the SLT to drive the organisation forwards, and in particular with our Director of Grants to identify and fundraise for projects, and with our Director of Brand and Communication to develop and deliver impactful fundraising communications and campaigns.

Importantly, you'll be key to developing the Charity's culture so that all staff are centred around our charity's values.



# What you'll be **responsible** for

## **Fundraising Planning, Budgeting and Reporting**

- Lead the fundraising function, positioning the Charity as a strategic partner of Sheffield Teaching Hospitals Trust and Sheffield Health and Social Care Trust
- Develop and implement a fundraising strategy comprising a diverse portfolio of income streams
- Develop the fundraising directorate budget, with a focus on investment for long-term growth with a robust analysis and justification of intended expenditure and income
- Set, deliver and monitor the fundraising business plan, ensuring all objectives and KPIs are met and risks are managed appropriately
- Support and guide the team to develop professional and engaging fundraising propositions, pitches, applications and materials
- Keep abreast of fundraising trends and developments, incorporating sector-wide learning into our plans
- Oversee effective development of the fundraising database to ensure that information can be used to inform future planning
- Develop and present reports for the CEO, Board of Trustees, Finance & Performance Committee and SLT
- Ensure fundraising activity complies with legal and regulatory standards.

## **Senior Leadership and Organisational Responsibilities**

- As part of the SLT, contribute to and hold accountability for the Charity's strategy
- Promote a positive, inspirational and can-do culture
- Hold responsibility and be accountable for fundraising decisions
- Lead the executive input from fundraising to the Board
- Support the CEO with relationship management where required
- Produce timely and accurate reports for the SLT, the Board of Trustees and the CEO
- Ensure regulatory compliance with internal policy and procedure alongside external requirements e.g. Health & Safety, GDPR, Gambling Commission and charity law
- Communicate effectively, internally and externally, ensuring accurate and efficient flow of communication across the organisation and that finance plans are understood and supported by all involved with the organisation

## Team and People Management

- Lead, manage, inspire and develop the team promoting a positive, inspirational and proactive culture; be visible, energetic and participative, encouraging cross team working
- Effectively manage the performance of the team, ensuring they are working to agreed objectives, delivering outcomes and that they receive appropriate training and support
- Develop and deliver annual objectives and PDPs for all direct reports
- At all times, work within the policies of the Charity
- At all times, respect the confidentiality of information relating to patient stories, staff and volunteers

N.B This job description summarises the key features of this role, it is not intended to be a detailed description and does not cover all the duties that the job holder may reasonably be expected to fulfil.



# What you'll bring

Experience and knowledge	Essential or Desired	Assessment A/I (Application/ Interview)
Qualification in leadership or fundraising (e.g. Fundraising Diploma, MSc)	D	A
Significant experience of managing fundraising, including direct experience of managing at least three distinct income streams (e.g. Community Fundraising, Corporate Fundraising, T&F).	E	A,I
Significant experience of planning, directing and delivering fundraising campaigns and appeals	E	A,I
Wide range of knowledge and experience of managing budgets for complex programmes of work, including financial processes, budget setting and monitoring	E	A,I
Specialist knowledge in relation to charity regulation, governance and professional fundraising standards and significant experience of ensuring compliance across a fundraising team	E	A,I
Significant leadership experience and of motivating and managing a team to deliver outcomes	E	A,I
Experience of working as part of a management team	E	A,I



<b>Experience and knowledge</b>	<b>Essential or Desired</b>	<b>Assessment A/I (Application/ Interview)</b>
Experience of working with a Board of Trustees	D	A
Ability to empathise and work closely with Trust staff across a diverse discipline portfolio	E	I
Experience in project development, proposal preparation and project management	E	A
Experience of organisational strategy development in a charity context	D	A,I
Experience of successfully managing conflicting priorities to deliver positive outcomes	E	A,I
Experience of managing complex, sensitive or high profile relationships with supporters with lived experience	D	I
Ability to empathise and work closely with Trust staff across a diverse discipline portfolio	E	I
Experience of speaking publicly and/or to press/media on behalf of a charity	D	I

# Employee **benefits**

We want all our team at Sheffield Hospitals Charity to be passionate, professional, friendly, and inclusive. We care about what we do to support our NHS and the work we do together.

Sheffield Hospitals Charity benefits include:

- 25 days annual leave (plus Bank Holidays)
- 3 days additional leave covering office closure over the Christmas period
- 6% pension contribution
- Westfield Health Cover
- NHS Blue Light Discount Card
- Death in service cover
- Excellent training and development opportunities
- Open plan offices at Leah's Yard in the Heart of the City



## How to **apply**

# Polly Symondson *Recruitment*

Polly Symondson Recruitment, our recruitment consultants, would welcome the chance to speak with you in more detail about the role.

[www.pollysymondsonrecruitment.co.uk](http://www.pollysymondsonrecruitment.co.uk)

Email the team ([info@pollysymondsonrecruitment.co.uk](mailto:info@pollysymondsonrecruitment.co.uk)) or call **01242 691683** for an informal chat.

Please send your CV and a supporting statement outlining how your experience matches the person specification and why you think you are the right candidate for the job to [info@pollysymondsonrecruitment.co.uk](mailto:info@pollysymondsonrecruitment.co.uk) quoting reference number: **2523**.

The supporting statement should be no more than two sides of A4.

Please note Sheffield Hospitals Charity will not accept direct applicants for this position.



## Key dates:

The closing date for applications is **22 April 2025**

Interviews with PSR: **23/24 April 2025**

Interview with Sheffield Hospitals Charity: **1 May 2025**, in person

If you are unavailable for the above interview day, please state your nearest possible availability in your covering letter.

## Polly Symondson Recruitment Statement:

We recognise that some of your experience may be from unpaid roles as well as paid employment – please include any voluntary work if it helps to show why you are the right candidate for the job.

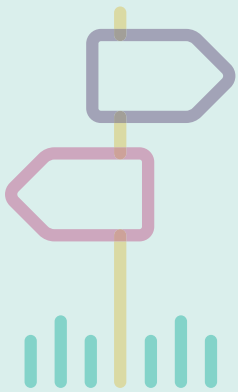
Don't meet every single requirement? We are dedicated to building a diverse, inclusive and authentic workplace, so if you're excited about this role but your past experience doesn't align perfectly with the job description, we encourage you to apply anyway. You may be just the right candidate.

We actively encourage applicants from diverse backgrounds especially from ethnically diverse, LGBTQ+ and disabled communities as well as those with lived experiences of tackling inequalities, as we believe diverse voices are instrumental in creating transformational change.

Sheffield Hospitals Charity, in compliance with the Equality Act 2010, will seek to make reasonable adjustments to overcome barriers to employment caused by disability and/or neurodiversity, and encourages applications from these candidates. If you need any reasonable adjustments please contact PSR on 01242 691683. We guarantee to offer an interview to those with a disability who meet the minimum criteria.



## Where to **find us**



Sheffield Hospitals Charity,  
Leah's Yard,  
20 Cambridge Street  
Sheffield  
S1 4HP



[www.sheffieldhospitalscharity.org.uk](http://www.sheffieldhospitalscharity.org.uk)



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SHCFundraising