

Fundraising Officer

Candidate Pack



Colleague Benefits

General

- 27 days annual leave entitlement, increasing with length of service, plus 8 bank holidays
- Flexible working policies
- Generous maternity pay and 2 weeks full pay paternity leave
- Colleague recognition scheme and long service awards
- Greener travel initiative, including cycle to work scheme and lift share
- Childcare information and support available, including onsite nurseries
- Discounted bus passes with Arriva

Financial

- Access to various local and national discounts via various external websites
- Salary sacrifice schemes
- Generous pension scheme
- Access to a financial support booklet
- Pre-retirement courses
- Free Will writing service
- Savings and Loan schemes

Learning and Development

- Coaching and Mentoring
- Leadership Academy – leadership and management training for all staff
- Access to E-Learning courses
- Apprenticeships – growing number of apprenticeship opportunities across all disciplines
- Secondment and acting up opportunities
- Support to complete qualifications whilst on the job

Wellbeing

- Coaching
- Mental Health First Aiders
- Chaplaincy
- Fast track physiotherapy service
- Free eye test vouchers
- Slimming World referral scheme
- Cervical screening service
- Long Covid support
- Access to wellbeing/rest rooms
- Menopause support
- Men's Health forms and MOT
- Discounts with local gyms



Poppy's Promise

Poppy's Promise is a compassionate care initiative introduced within this Trust to enhance communication, respect and empathy across every aspect of patient care.

The initiative was founded by Katie Russell, following the loss of her daughter Poppy, who tragically died at just twelve hours old due to failures in care and communication. Born from that experience, Poppy's Promise serves as a powerful reminder that while clinical skill saves lives, it is compassion, listening and respect that define the quality of care and human connection. By embedding this promise across our organisation, we ensure that no patient or family ever feels unseen, unheard, or uncared for.

Poppy's Promise is a five-stage framework that supports NHS staff to provide compassionate, consistent and patient-centred care. It aims to create a culture where empathy and communication are prioritised at every level – from education and recruitment to daily patient interactions.

At the heart of the initiative lies the C.A.R.E. framework, which outlines four guiding principles for staff to follow. The CARE principles form the foundation of Poppy's Promise. They describe the behaviours, attitudes and values that underpin every interaction – between staff and patients, staff and families, and colleagues with one another.

CARE is not an additional task. It is how care is delivered.

C.A.R.E. Meaning and Practice

Compassion - Demonstrate genuine kindness, empathy and humanity in every interaction. Compassion means recognising the emotional as well as the physical needs of patients, families and colleagues, and responding with care, patience and understanding. Small acts of compassion can have a lasting impact.

Acknowledge - Actively listen and be fully present. Use eye contact, names and open body language, and acknowledge the individual's feelings, concerns and lived experience. Every person should feel seen, heard and taken seriously.

Respect - Treat everyone with dignity, honesty and fairness at all times. Respect individual differences, personal circumstances and lived experience. Trust is built through respectful behaviour, consistency and integrity.

Empower - Enable people to be active participants in their care and work. Communicate clearly, encourage questions and shared decision-making, and ensure patients, families and colleagues feel informed, confident and included. Poppy's Promise is more than a framework - it represents a cultural shift towards human-centred care. By adopting these principles, we:

- Strengthen trust and communication between staff and patients
- Reduce avoidable harm through better understanding and listening
- Improve patient experience and staff wellbeing
- Foster a culture of openness, empathy and shared responsibility

Every member of staff has a role to play in bringing Poppy's Promise to life. Whether you are clinical, administrative or support staff, compassion and communication are part of everyone's role.

In daily practice, you can:

- Take a moment before entering a patient's space - centre yourself, focus on the person, not the task
- Use clear, respectful and kind language
- Listen without interruption and acknowledge emotions expressed
- Be honest and transparent, even when conversations are difficult
- Reflect after interactions - consider how your approach made the patient or family feel

All staff within the Trust are expected to:

- Uphold the values of Poppy's Promise in all patient and colleague interactions
- Attend any training, workshops or refreshers provided as part of the initiative
- Support colleagues in modelling compassionate behaviours
- Raise concerns constructively when communication or respect fall short
- Reflect these principles in both professional and personal conduct within the workplace

Together, we can make every interaction an opportunity to care, listen and make a difference.

That is Poppy's Promise.

Job Summary

This summary has been generated using AI to provide a clear and accessible overview of the role. It is intended to support candidates who may find the full job description harder to read, such as those who are neurodiverse, have learning disabilities or lower literacy levels. Our goal is to make the application process more accessible and inclusive for everyone.

- This role helps raise money for the hospitals and supports people who want to fundraise.
- You will help run appeals, events and campaigns to bring in new donors and keep current supporters involved.
- You will work with staff, volunteers and local groups to promote the charity and build strong relationships.
- You will create easy-to-understand messages and materials to explain how people can support the charity.
- You will travel across the area to meet supporters and help at events, sometimes in the evenings or at weekends.
- You will keep accurate records, follow charity rules and help make sure donations are handled safely and correctly.

Job Description

Job title:	Fundraising Officer
Grade:	5
Site:	William Farr House, The Royal Shrewsbury Hospital
Accountable to:	Public Participation Development Manager
DBS required:	Yes – Standard

Job Purpose

Shrewsbury and Telford Hospital Charity is the main charity for the Shrewsbury and Telford Hospital NHS Trust and we are focussed on raising and distributing funds within the Trust

The post holder for this role is a key member of the team and will provide drive and enthusiasm to the Charity Team, Trust Staff and Supporters/Fundraisers. The post holder will be working with colleagues to grow and develop our fundraising activities across Shropshire, Telford & Wrekin, and Mid Wales

This includes working on appeals, regular giving, in-memory donations, and legacies. You'll play an important part in helping us grow our donor base and build lasting relationships with our supporters. Your creativity and enthusiasm will help us develop innovative campaigns that resonate with our community and increase donor engagement.

You will share our passion for making an impact on local patients and NHS staff. Using your enthusiasm, you will promote key areas of giving that can make an impact across the hospitals.

Your knowledge of individual giving, legacies, and stewardship of donors and gifts will enable you to design a programme of activity to promote these key areas of giving. Your communication skills will help you work with staff to ensure appropriate messaging and engage both staff and supporters with the charity.

The role is primarily based at the William Farr House, Shrewsbury but a full driving licence and use of a car is required for this position as you will be required to travel across our catchment area, working with local companies, staff, volunteer networks and donors, as well as developing fundraising initiatives, and appropriate activities and events. You will also be required to work regularly at the Transforming PRH Hub at the Princess Royal Hospital to promote awareness of fundraising for the Charity with public and the staff, support fundraising campaigns and reinforce the link to our Hospitals Transformation Programme

Main Duties and Responsibilities

With supervision and guidance, the post holder should develop the skills, knowledge and behaviours of the below:

Fundraising Responsibilities

- To lead income generation for the Trust through all fundraising initiatives.
- Lead and develop the charity's Individual Giving programme, focusing on acquiring new supporters, retaining existing donors, and increasing income through appeals, regular giving, in-memory donations, and legacy gifts.
- To be able to communicate effectively with staff, members of the public, Trust partners and supporters regarding fundraising activities for the Charity at external events and different Trust locations.
- To assist in dealing with enquiries from Trust staff, volunteers, members of the public visiting or contacting the department and providing information on SaTH Charity, including opportunities and support with fundraising
- Ensure that all cash handling, banking, donor acknowledgement and receipts issued via the charity team are in accordance with current procedures.
- Ensure all relevant gift aid opportunities are maximised.
- To lead the preparation, planning and execution of events and campaigns with responsibility for setting and managing the accompanying budget (if available).

- To be accountable for ensuring all donations received to the charity are processed in accordance with Trust policies and charity law.
- To support the development of donors and fundraisers to increase retention and loyalty, through building engagement and relationship management
- To drive the delivery of fundraising events and initiatives, from planning, attending and reviewing effectiveness of fundraising and SaTH Charity awareness events, some of which maybe at the weekend or evening.
- To support to objective of securing funds and raising awareness of the charity in line with agreed targets and KPIs
- To drive the development of fundraising plans and evaluating their effectiveness
- To lead the creation fundraising literature/marketing material such as leaflets, posters, social media and website content and support the effective distribution of fundraising materials.
- To receive and effectively manage telephone enquiries and messages from fundraisers/supporters
- To maintain efficient electronic filing systems and accurately entering information into our charity database (Beacon) and keeping accurate records of our fundraisers/supporters.
- To report and monitor any operating problems through the specified reporting channels.
- To contribute to the positive way in which our patients and staff experience our services by undertaking any other required responsibilities appropriate for the role.
- The post holder will be expected to travel between our hospital and other external locations to support SaTH Charity, this includes being based in the Transforming PRH Hub at the Princess Royal Hospital. The post holder will need access to a vehicle to meet the travel requirements of the post. Travel expenses will be reimbursed in accordance with Trust policy.
- Continue to build and maintain relationships with donors including patients, relatives, corporations and charitable organisations communicating in person, in writing, by telephone and by making external presentations to current and potential donors.
- Give presentations to public and groups on behalf of the Trust.

- Research possible 'big gift' donors, building and developing on-going relationships as appropriate with potential corporate donors.
- Ensure a proactive approach to fundraising including: employee fundraising, sponsorship, philanthropic donations, charity of the year and payroll giving.
- Maximise networking opportunities.

Professional Responsibilities

- Ensure that the delivery of all fundraising details complies with departmental and Trust policies, procedures and guidelines.
- The post holder will ensure that they work within and are compliant with Fundraising Code of Practice and Data Protection Regulations
- Ensure that any communications by self are perceived in a constructive and helpful manner.
- Ensure all relevant policies are adhered to at all times.

Personal development

- To participate in the annual talent conversation process, ensuring that all agreed objectives are completed.
- To identify any shortfalls in personal ability and develop action plans to overcome these in conjunction with your line Manager.
- Ensure all mandatory training and any other relevant training as identified by your line manager are completed.
- To attend other training courses, or conferences as deemed necessary
- Seeking out information and taking the time to understand the 'bigger picture'
- Challenging yourself and others, reflecting on your practice and interaction with others.
- Being involved in the development of service improvement speaking up with ideas.

Communication

- Liaise with all members of the Public Participation Team (Engagement, Volunteers and Charity) regularly.
- Liaise with other members of the corporate team as required or directed in order to provide effective communications with all relevant stakeholders.
- Liaise daily with other areas as required ensuring that clerical/fundraising duties and objectives are completed each day throughout the department.
- Demonstrate tasks and roles to relevant personnel as instructed.

Use of information

- To maintain and update records held electronically to support fundraising activities.
- To be fully conversant in the use of electronic communication systems, personal computer systems to maintain accurate records and communicate effectively.

Person Specification

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • A degree or equivalent qualification in Fundraising/Non-Profit Management or substantial experience in an income generating role • Institute of Fundraising Certificate or recognised qualification related to the charitable sector 	
Experience and Knowledge	<ul style="list-style-type: none"> • Expertise within fundraising/income generation underpinned by theory and practical knowledge • Demonstrable track record of successfully planning, implementing and delivery of fundraising events, activities, initiatives and campaigns. • Proven track record and significant experience of meeting and exceeding income targets within a fundraising role • Specialist knowledge on community fundraising, soliciting major gifts, legacy giving and/or 	<ul style="list-style-type: none"> • Understanding of events organisation and facilitation (face to face and online) including event tools (MS Teams, Eventbrite etc) • Previous experience of working in the NHS and the wider health agenda • Previous experience of working and building relationships with partner organisations

	<p>developing corporate partnerships.</p> <ul style="list-style-type: none"> • Experience of stewardship of supporters and developing relationships. • Experience of working on Individual Giving Campaigns and Appeals • Experience in writing grant applications • Knowledge and application of the Charity Commission, Code of Fundraising Practice and Chartered Institute of Fundraising. • An understanding of GDPR, and its implications on direct marketing and donor stewardship. • An understanding of HMRC's Gift Aid policies and procedures • Understanding of NHS Charities • Evidence of delivering integrated communications campaigns, including external and internal communications. • Experience of events management, particularly within a fundraising setting • Proven track record in community fundraising 	
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	or working with volunteer fundraisers	
Skills	<ul style="list-style-type: none"> • Excellent digital skills including using Microsoft office, customer relationship management systems, online fundraising platforms, social media management, website Content Management Systems and data analytical tools • Confident in public speaking and presentation abilities • Good written and numeracy skills to prepare key documents • Able to plan projects, identifying and delivering on key milestones to ensure success of long-term projects. • Ability to work under own initiative to plan and organise complex activities or programmes requiring formulation and adjustment • Confident self-starter able to achieve objectives under own initiatives • Competent in data analysis and reporting to measure impact • Highly organised, skilled at prioritising conflicting deadlines and the work of other, remaining efficient 	<ul style="list-style-type: none"> • Evidence of effectively working to deadlines. • Evidence of ability to complete tasks effectively.

	<p>under pressure and flexible to unexpected demands</p> <ul style="list-style-type: none"> • Ability to work on own initiative, making sound judgements on referring issues to managers and escalating problems appropriately • Confident in talking to members of the public and able to explain complex issues in simple language and to a variety of audiences. • Ability to engage and communicate sympathetically and compassionately with members of the public e.g. dealing with gifts in memory of a family member • Ability to work under supervision available and a willingness to seek advice when appropriate. • Able to carry out routine tasks following instruction. • High level of accuracy and attention to detail. • An effective team player. • Flexible with ability to prioritise and work to deadlines. • Ability or willingness to learn how to communicate effectively and sensitively with colleagues, members of the public and others from a variety of backgrounds. • Ability to understand the importance of 	
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	<p>confidentiality and to maintain confidentiality at all times as necessary.</p>	
<p>Other</p>	<ul style="list-style-type: none"> • Ability to meet the travel requirements of the post • Ability to work at all Trust sites • Flexibility in working hours, must be able and willing to occasionally attend meetings outside of normal working hours – a need to work evenings and weekends on occasion 	

General conditions

As they undertake their duties, all our people are required to uphold and demonstrate the Trust's core values of: Partnering, Ambitious, Caring and Trusted. Collaboration and partnership are also central to our approach in delivering our fundamental activities of patient care, teaching, and research.

Health & Safety

As an employee of the Trust you have a responsibility to:

- take reasonable care of your own Health and Safety and that of any other person who may be affected by your acts or omissions at work;
- co-operate with the Trust in ensuring that statutory regulations, codes of practice, local policies and departmental health and safety rules are adhered to;
- not intentionally or recklessly interfere with or misuse anything provided in the interests of health and safety.

Infection Prevention and Control

The prevention and management of acquired infection is a key priority for the Trust. Any breach of infection control policies is a serious matter which may result in disciplinary action. As an employee of the Trust you have a responsibility to:

- ensure that your work methods are compliant with the Trust's agreed policies and procedures and do not endanger other people or yourself;
- be aware of infection prevention and control policies, practices and guidelines appropriate for your duties and you must follow these at all times to maintain a safe environment for patients, visitors and staff;
- maintain an up to date knowledge of infection prevention and control, policies, practices and procedures through attendance at annual mandatory updates and ongoing continuing professional development;
- challenge poor infection prevention and control practices of others and to report any breaches, using appropriate Trust mechanisms (e.g. incident reporting policy).

Information Governance

The Trust is committed to compliance with Information Governance standards to ensure that all information is handled legally, securely, efficiently and effectively. You are required to comply with the Trust's Information Governance policies and standards. Failure to do so may result in action being taken in accordance with the Trust's Disciplinary Procedure.

- **Confidentiality and Security** - Your attention is drawn to the confidential and sensitive nature of information collected within the NHS. Whilst you are

employed by the Trust you will come into contact with confidential information and data relating to the work of the Trust, its patients or employees. You are bound by your conditions of service to respect the confidentiality of any information you may come into contact with which identifies patients, employees or other Trust personnel, or business information of the Trust. You also have a duty to ensure that all confidential information is held securely at all times, both on and off site.

- **Disclosure of Information** - The unauthorised use or disclosure of information relating to the Trust's activities or affairs, the treatment of patients or the personal details of an employee, will normally be considered a serious disciplinary offence which could result in dismissal. Upon leaving the Trust's employment and at any time thereafter you must not take advantage of or disclose confidential information that you learnt in the course of your employment. Unauthorised disclosure of any of this information may be deemed as a criminal offence. If you are found to have permitted the unauthorised disclosure of any such information, you and the Trust may face legal action.
- **Information Quality and Records Management** - You must ensure that all information handled by you is accurate and kept up-to-date and you must comply with the Trust's recording, monitoring, validation and improvement schemes and processes.

Professional Standards and Performance Review

As an employee of the Trust you have a responsibility to:

- participate in statutory and mandatory training as appropriate for the post; and
- maintain consistently high personal and professional standards and act in accordance with the relevant professional code of conduct;
- take responsibility for the maintenance and improvement of personal and professional competence and to encourage that of colleagues and subordinates;
- participate in the Trust's appraisal processes including identifying performance standards for the post, personal objective setting and the creation of a personal development plan in line with the KSF outline for the post.

Safeguarding Children and Vulnerable Adults

We all have a personal and a professional responsibility within the Trust to identify and report abuse. This may be known, suspected, witnessed or have raised concerns. Early recognition is vital to ensuring the patient is safeguarded; other people (children and vulnerable adults) may be at risk. The Trust's procedures must be implemented, working in partnership with the relevant authorities. The Sharing of

Information no matter how small is of prime importance in safeguarding children, young people and vulnerable adults.

- As an employee of the Trust you have a responsibility to ensure that:
 - you are familiar with and adhere to the Trusts Safeguarding Children procedures and guidelines.
 - you attend safeguarding awareness training and undertake any additional training in relation to safeguarding relevant to your role.

NHS Sexual Safety Charter

The Trust is committed to ensuring that all employees work in an environment that is safe, inclusive, and free from sexual misconduct, harassment, and discrimination. As a signatory to the NHS Sexual Safety Charter, the Trust upholds a zero-tolerance approach to sexual harassment and supports anyone affected by inappropriate behaviour. In accordance with the Workers Protection (Amendment of Equality Act 2010) Act 2023, the Trust has a statutory duty to take reasonable steps to prevent sexual harassment of its employees. All staff, are required to treat others with dignity and respect at all times and to cooperate with Trust policies, procedures and training designed to maintain a culture of safety, professionalism, and mutual respect.

Social Responsibility

The Trust is committed to behaving responsibly in the way we manage transport, procurement, our facilities, employment, skills and our engagement with the local community so that we can make a positive contribution to society. As an employee of the Trust you have a responsibility to take measures to support our contribution and to reduce the environmental impact of our activities relating to energy and water usage, transport and waste.

Continuous Improvement

The Shrewsbury and Telford Hospital NHS Trust aims to empower colleagues at all levels have the confidence, capability, passion, and knowledge, to test changes and make improvements at SaTH and in the communities we serve.

To support this, we have developed the SaTH Improvement Method, a structured approach to change that provides practical tools and techniques to help you understand what success looks like with clear aims, enables you to measure progress and plan meaningful improvements.

You won't be doing this alone. Whether you're new to improvement or already leading change, the Improvement Hub is here to guide you with expert advice, hands-on support, and a wide range of training opportunities to help you grow and thrive throughout your time at SaTH whilst making improvements in your area of

work. Join us in shaping a culture of continuous improvement, where every colleague is supported to make a difference.

Equal opportunities and diversity

The Shrewsbury and Telford Hospital NHS Trust is an Equal Opportunities Employer, fully committed to fostering an inclusive workplace where all staff feel valued and able to thrive. We believe that a diverse workforce, reflective of our community, is essential for delivering the best patient care.

We will not discriminate against any job applicant or colleague based on any protected characteristic, including age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race (including colour, nationality, ethnic or national origin), religion or belief, sex, or sexual orientation. Selection for appointment, training, development, and promotion will be based purely on merit and the individual's ability to meet the role requirements.

As a post-holder, you have a personal responsibility to uphold the Trust's commitment to equality by treating all colleagues and patients with respect and dignity. You must actively support measures introduced to ensure equality of opportunity and will not discriminate, harass, or bully others, or condone such behaviour.

