



Children's Hospices Across Scotland

Senior Partnership and High-Profile Events Manager

Recruitment Pack

September 2024



Dear Candidate,

Thank you for your interest in the role of **Senior Partnership and High Profile Events Manager** at CHAS.

The Senior Partnership and High Profile Events Manager is a new role within our Partnerships and Philanthropy team. We are looking for an experienced professional to work closely with our senior team to develop the strategy and lead the Partnership and High Profile Events team. You will drive high-value income growth, developing relationships and securing income from Corporate Partners and from High-Profile Events, delivering exceptional levels of tailored engagement and stewardship.

This is an exciting time, as we recently launched our 2024-2028 strategic plan, which sets out how CHAS will provide unwavering care to children who may die young, and their families, on every step of the journey. All our work is one of three fields:

- learning your child is seriously ill and may die young
- living well
- dying well and bereavement.

We are there for families every step of the way, supporting them in life, death and beyond. Our ambition is that no-one should face the death of their child alone.

The plan includes both revenue and capital investment to ensure we are providing care to everyone who needs our support. The fundraising need is significant, with the Income Generation and Engagement team committed to growing income and raising at least £65million over the next five years.

This is a senior role within the Partnerships & Philanthropy team, and we are looking for someone with the passion and drive to help us take our corporate fundraising and high profile events to the next level. CHAS isn't the biggest charity in Scotland, but we think and deliver big. We are focused in meeting our fundraising goals, but we also strive for a healthy work-life balance, with flexible hybrid working and an inclusive environment.

If you have the skills and energy to help us on this next stage of our journey, we would love to have you as part of our team. I hope you will consider applying and joining us at CHAS.

If you would like more information about the role, please contact careers@chas.org.uk with any queries or to arrange an informal chat.



Iain McAndrew
Director of Income Generation and Engagement

About You

You are an experienced Fundraising professional with a proven track record of securing, growing and renewing mutually beneficial corporate partnerships and in developing major donor relationships through CHAS high value events programme. Your strategic mindset and innovative approach enable you to develop and execute successful fundraising initiatives that drive results. With your exceptional communication skills and keen attention to detail, you cultivate strong relationships and collaborate effectively across all levels of the organisation. You have a passion for the work that CHAS does and will be able to inspire our partners to work with us to make a difference to the children and families we support.

We welcome applicants from diverse backgrounds, whether you are currently in fundraising or the commercial sector. Regardless of your path, we seek individuals who can demonstrate strong relationship management skills and the ability to increase income from existing partnerships and secure new long term partnerships.

About CHAS

In Scotland, three children a week die from a life-shortening condition. CHAS provides unwavering care for children who may die young, and their whole families. Our ambition is that no-one should face the death of their child alone. Our team includes nurses, doctors, AHPs, chaplains, social workers and a wide range of family support specialists. They work across two children's hospices, in community settings across the country, and in hospitals alongside NHS staff.

CHAS is an independent charity, registered with Healthcare Improvement Scotland to provide hospice care, and with the Care Inspectorate to provide care at home services. The most recent report from inspectors found our vision and leadership to be "exceptional".

Our doctors, nurses, pharmacists, physiotherapists, social workers, and family support specialists work in deep partnership with health boards and local authorities. This ensures the right support is provided where and when the family need it, throughout their child's life – no matter how short. CHAS also supports bereaved families as they grieve the death of their child.

You can watch a short video about CHAS services here:

<https://www.youtube.com/watch?v=79VZxyOpZkE>

Our Hospices

In our two hospices, Rachel House and Robin House, babies, children, young people and their whole families can get:

- short breaks, allowing parents to get time away from being their child's carer, and for the whole family to have fun
- emergency care when things get really tough, like when a family member is sick, or a child's care changes suddenly
- step-down care after a long hospital admission
- management of complex or distressing symptoms and pain
- end of life care
- after a child has died, the Rainbow Room is a safe space for parents to stay with their child after they have died and process their grief in their own time.

Across Scotland

We bring all the services from our hospices into the community, and mainly to children's homes, across the whole of Scotland:

- visits and respite care from highly skilled nurses, either as a one off or from time-to-time as needed
- practical help from trained volunteers
- specialist support from social workers and child and family workers, to help with difficult things in people's lives
- help with money worries and benefits
- sibling support, to help brothers and sisters cope with what is happening in their family
- end of life care
- bereavement and spiritual care.

In Hospitals

We have a permanent CHAS presence in five hospitals in Scotland. We work closely with different teams across the NHS to deliver complex care to babies, children and young people through:

- joint palliative care teams, with medical and nursing specialists who are employed by or funded by CHAS, to support complex symptoms
- activities sessions to bring some fun to a long hospital stay
- support at end of life
- access to all the other CHAS services available at home or in the hospice.

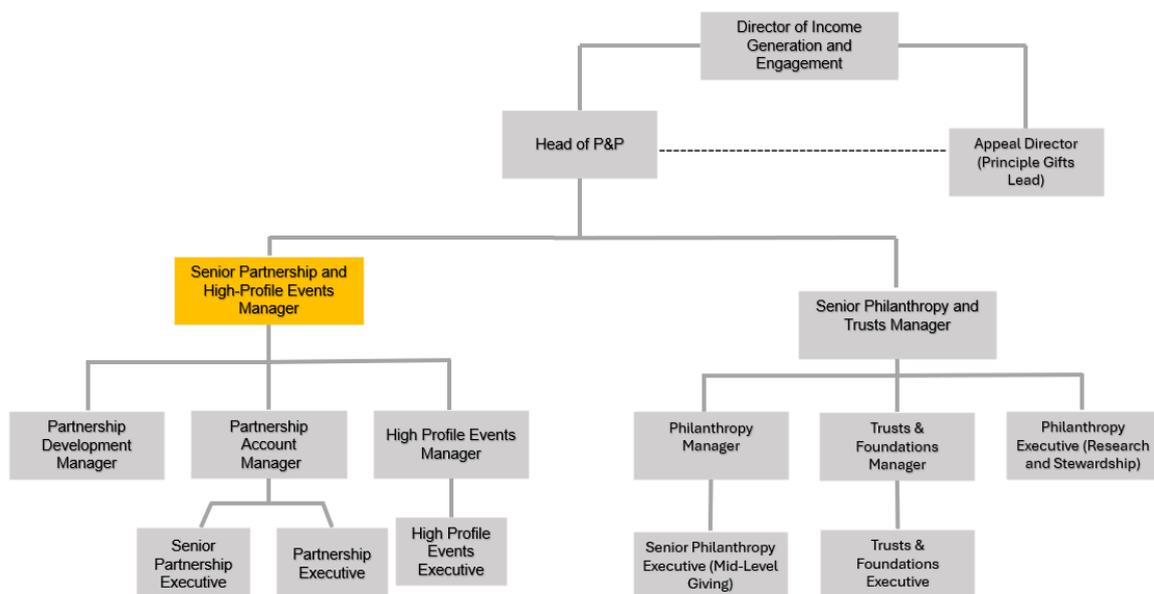
Fundraising at CHAS

It is widely acknowledged within the fundraising community that CHAS has an exceptionally high achieving fundraising team and a wonderfully collegiate culture which supports the team to be so successful. Led by Iain McAndrew, Director of Income Generation and Engagement, the team have won several awards for their campaigns and corporate partnerships.

We do things differently. We encourage and support our teams to provide tailored creative solutions to maintain engagement, provide a fulfilling solution for corporate partners and maximise income potential.

Please follow the link to read more about our approach:
<https://fundraisingworld.com/chas-big-impact-small-country-when-fundraising-basics-are-done-well/>

The Senior Partnership and High-Profile Events Team is part of the wider Partnerships & Philanthropy team.



About the Role

Reporting to the Head of Partnerships and Philanthropy, you will lead the Corporate Partnership and High-Profile Events team. Currently a team of 6, working across Scotland, with scope to increase and flex the team as income grows.

This role will focus on leading the Partnership and High Profile Events Team in identifying opportunities to grow income, scale, and impact from corporate partnerships and from development of an imaginative and high quality events programme.

The ideal candidate will have experience of managing a partnerships and or a high profile events team to deliver significant income growth, as well as demonstrable knowledge and experience of major gift fundraising. The successful candidate will thrive on cultivating and executing a fantastic experience for our supporters, finding opportunities to maximise their engagement and deliver fundraised income targets.

The Teams

Corporate Partnership

Since the Corporate Partnership team was established in 2016 the team has been highly successful in fundraising, winning and delivering 6 and 7 figure partnerships with companies including Morgan Stanley, Scotmid, Scottish Gas and Loganair. In the each of the last two years, this team has successfully raised over £1million. Our partnerships play a big role supporting our strategic goals by raising money, but also helping extend our awareness and reach.

High Profile Events

CHAS high profile events team is responsible for creating and delivering a remarkable programme of events across Scotland. With a dedication to ensuring the experience for our supporters is truly exceptional, every event is designed to delight and inspire. Our attention to even the smallest detail, our endless creativity, and the chance for guests to hear directly from the families we support that ensures our guests return year after year. Our events include the must-attend glittering Fawkes-y Ladies Lunch, Our annual gala Rocking Horse ball and the sparkling winter wonderland events in Aberdeen, Glasgow, and Edinburgh. The Team also support the Partnerships and Philanthropy Team with cultivation and engagement events as part of the Team's strategy to build relationships with key partners and supporters.

Our events team never rest on what they have achieved and as Senior Partnership and High Profile Events Manager we'll look to you to lead the team helping to take our events to the next level. You'll have an opportunity to build on what has already been achieved yet bring new ideas that will shape our Events Team for the future.

Read on for a more detailed Job Description.

JOB DESCRIPTION

SENIOR PARTNERSHIP AND HIGH-PROFILE EVENTS MANAGER

PURPOSE

Create and lead the delivery of the partnership and high profile events strategy with a focus on securing, growing and renewing mutually beneficial corporate partnerships and in developing major donor relationships through CHAS high value events programme.

Lead the Partnership and High Profile Events Team on identifying opportunities to grow income, scale, and impact from corporate partnerships and from development of the high profile events programme.

KEY RESPONSIBILITIES

- To work with the Head of Partnerships & Philanthropy & Senior Manager Philanthropy (Major Donor and Trust) on the development and implementation of the Partnerships and Philanthropy strategy, income/expenditure budgets and operational plans.
- Lead and manage staff, financial and physical resources within the Partnership & Events Team, ensuring the cost-effective delivery of fundraising activities whilst maximising opportunity. Responsible for developing the income and expenditure budgets for the Partnership and High Profile Events Team.
- To lead the Partnership and High Profile Events Team to identify, research, cultivate, manage and grow relationships with new and established corporate partnerships and high profile event committees to build sustainable income, to generate annual income of six to seven figures as defined annually by organisational needs.
- Leading the Partnership and High Profile Events Team in the identification and development of relationships to build a sustainable pipeline using internal and external data analysis tools alongside network mapping exercises. Cultivate and grow relationships with new and established partnerships and high profile event committees; overseeing the portfolio of partnerships and supporters to build sustainable income directly taking responsibility for your own portfolio of relationships.
- To build effective internal and external relationships which maximise opportunity and income for CHAS. In particular, develop and maintain an excellent knowledge of CHAS's services and maintain good working relationships with key staff.
- Collaborate with senior leadership and board members to leverage their networks and support partnership identification, cultivation and stewardship.
- Seek and secure new and steward existing relationships using sound judgment to cultivate and nurture relationships. Strategically determine the

most suitable approach for each partner, carefully assessing and choosing the right time to make fundraising requests while maintaining the relationship to ensure sustainable support through thoughtful and effective partner engagement.

- Work alongside the Head of Partnerships & Philanthropy and collaboratively across the charity to provide tailored stewardship journeys and experiences which build meaningful relationships with our closest supporters and demonstrate the impact of their support on our mission with the view of extending partnerships.
- Work alongside the Senior Manager Philanthropy (Major Donors & Trusts), to devise and implement bespoke cultivation plans for either prospects or supporter in the post-holder's portfolio thinking creatively and entrepreneurially to ensure objectives for each relationship are met and partnership and major gifts are secured.
- Work on large or complex fundraising projects, both revenue and capital, including working with staff across the charity including Senior Leadership to define projects, write compelling proposals and pull together budgets.
- Work with the Partnership Development Manager and the Partnership Account Manager to develop mutually beneficial high impact partnerships to deliver income and benefit for the charity, cultivate and steward partners. Ensure opportunities for partner engagement are maximised.
- Work with the High Profile Events Manager to develop an imaginative and high quality events programme to deliver income for the charity, cultivate and stewardship of donors and engage new audiences. Ensure opportunities for prospect engagement through High Profile Events are maximised.
- Track and analyse fundraising metrics to evaluate the effectiveness of partnership and Events activities and adjust strategies as needed. Provide regular updates to stakeholders on the progress and outcomes of partnership & Events fundraising efforts, including proposals for action where needed.
- Deputise from time-to-time for the Head of Partnerships & Philanthropy by representing CHAS/ IG&E team at internal or external meetings or events. Support internal and external stakeholders to understand their role in creating the opportunities for Philanthropic giving.

QUALIFICATIONS

- Degree Qualified or equivalent

Plus, additional study:

- Recognised Fundraising or marketing qualification
- Managerial short courses

EXPERIENCE

- Substantial experience of, and a strong track record in, partnership, high profile events or major gift fundraising
- Experience of personally securing/soliciting 5, 6 and 7 figure partnerships and/or gifts from corporate partnerships and/or major donors
- Experience of successfully managing end-to-end partner relationships.
- Experience of managing end-to-end high profile event programmes.
- Good leadership skills with experience, or transferable experience, of line management
- Experience of achieving and exceeding new business income targets
- Experience of strategic business planning, budgetary management and working to financial targets
- Experience in the development and delivery of compelling applications, proposals and presentations
- Experience of working as part of a team, working collaboratively and enabling others to reach their objectives.

TECHNICAL SKILLS

- Ability to work independently within the role, under their own initiative and cooperatively as part of the Partnerships & Philanthropy team.
- Exceptional time management and organisational skills, with experience of managing multiple projects at any given time, prioritising and meeting agreed deadlines.
- Skilled at identifying, developing and maintaining internal and external working relationships at all levels.
- Advanced level of communication skills, being able to represent the interests of the organisation at all levels and positively influence internal and external contacts
- Well developed analytical skills to understand highly complex or sensitive situations and information, to operate with exceptional judgemental skills to formulate solutions and recommend or decide on the best course of action.
- Ability to represent CHAS to create and secure income.
- Ability to persuade and influence staff and supporters.
- Ability to produce innovative, persuasive fundraising proposals and applications.
- Ability to articulate and present complex information to individual supporters, senior stakeholders as well as large groups including, existing and potential supporters.

- Ability to vary communication style (both written and verbal) to reflect the needs of the audience.
- Excellent administration skills with a sound working knowledge of CRM databases, Windows-based software, including Word, Excel and Outlook and Teams.
- Knowledge and demonstrable experience of adhering to data handling/GDPR laws and codes of conduct
- Experience of Capital Appeal or significant Campaign fundraising

PERSONAL QUALITIES

- Confident, outgoing, and engaging – a people person
- Ability to work as part of a team
- Reliable and self-motivated
- Excellent attention to detail
- Confident networking and public speaking

Further details

Location: Your base location could be Edinburgh or Glasgow. CHAS offers flexible and family friendly working, and are happy to discuss working arrangements that work for you!

Pension: Opportunity to join the Local Government Pension Scheme for Scotland, administered by Lothian Pension Fund. Generous employer contribution.

Holidays: 35 days rising gradually to 40 days over 5 years service.

How to apply: Please click apply to answer a couple of questions and upload a CV, or complete the application form, at www.chas.org.uk (Get Involved > Join Our Team). Closing date: 29 September 2024.

Recruitment process: Provisional interview dates week commencing 07 October 2024. We strive to be an inclusive hirer and are happy to make adjustments to this process where possible.

Queries: Please feel free to get in touch with any queries to careers@chas.org.uk

Our values

Time is precious

We help children and families make the most of their time together, no matter how short. We value and respect each other, our time and contributions.

We are courageous

Children and families motivate us in our unwavering commitment to deliver exceptional care based on choice.

With love and compassion

We care for children and families, and all those who make our work possible. Love, dignity and inclusion are at the heart of everything we do.

We play as one team

Children learn through play, and we're inspired by them. Together, we make extraordinary things happen every day.