



The Prince & Princess
of Wales Hospice

Recruitment Pack Community Fundraiser



Meet the Chief Executive

Rhona Baillie

Thank you for your interest in joining us at The Prince & Princess of Wales Hospice as Head of Fundraising.

Our hospice is fortunate to have a fantastic team of highly skilled and experienced ambassadors, board members, senior managers and clinical experts, supported by our wonderful support staff and volunteers.

Our Board of Directors is responsible for the overall management of the hospice. They meet regularly throughout the year. Our Board of Directors are unpaid volunteers.

Our senior management team is collectively responsible for the leadership, strategy, financial integrity of the hospice. The team work hard to guarantee free, person-centred and family-focused palliative care.

We always look forward to welcoming new members of the team.

This pack provides you with information about the hospice and the role you are applying for.

Our Hospice

Within the heart of Glasgow, the award-winning Prince & Princess of Wales Hospice has been delivering gold-standard specialist palliative care since 1983 to the people of Glasgow and East Renfrewshire and stands as a testament to compassionate care for people diagnosed with a life-limiting or life-shortening illness or life-threatening condition. It aims to provide comfort and peace of mind to patients and their families. The hospice cares for more than 1,200 patients and their families each year in the hospice and in the community. Its services are all designed to improve people's physical, emotional, social and spiritual well-being.

Its distinguished journey is marked by accolades and milestones:

1. **Awards and Recognitions:**

- **Glasgow Business Award for Excellence in Communications (2018):** The hospice's strategic communication resonates with the local business community.
- **Inspiring City Awards Legacy Award (2019):** A legacy etched in the lives touched—a beacon of hope for generations.
- **SQA Star Awards (2019):** From ethical beauty practices to collaborative partnerships, the hospice exemplifies innovation.
- **German Design Award (2020):** Architectural brilliance—an interplay of light, space, and healing.

2. **The Capital Appeal: "Brick by Brick" (£21 Million):** In 2012, the city rallied—a collective endeavour. Brick by Brick, they raised £21 million, for our purpose built hospice in Bellahouston Park.

3. **"In Private with Texas": A Night of Magic:** London's glittering skyline witnessed generosity. Celebrities and philanthropists converged, raising £500,000 in one enchanted night. Young adults found respite.

Today, The Prince & Princess of Wales Hospice continues its gold star care – wherever patients choose to receive their care, it is there for them and their families every step of the way.

What we do

Our palliative and end of life care is provided free of charge to our patients in whichever environment they chose. This can be within their own homes through our Community Nursing Services or within our 16 bedded inpatient unit. We also have patients who live in their own homes and attend the hospice on a day case basis for support and socialisation.

We have 17 retail shops within local communities throughout Glasgow, offering low cost clothing and household items. Items donated to the hospice are sold within these shops and generate almost £500,000 to support patient care at the hospice.

Our fundraising team are passionate, energetic and enthusiastic. They organise professional events covering a range of areas, from education to sporting lunches. They provide stewardship for our loyal supporter base while raising more than £1million each year to support patient care at the hospice.

The hospice employs more than 170 individuals who are all committed to the mission and vision of Glasgow's Hospice. We are also fortunate to have an incredible army of more than 700 volunteers who give up their time for free to support a vast range of roles within the hospice.

Our Values

At The Prince & Princess of Wales Hospice, our philosophy is that the people we support are central to any decisions around their care and the support we provide for them:

- Care & Compassion for patients & families
- Feeling valued as part of the hospice community
- Fairness & integrity
- Dignity & respect
- Striving for excellence

The values are built into our day to day practice and our strategy development for the hospice's future.

Position	Community Fundraiser
Location:	Glasgow, G41 5BW
Hours:	37.5 hours per week (Regular weekend/Evening work required)
Salary:	£27,134
Closing Date:	Thursday 26 June 2025

Do you have excellent people skills, a flexible approach, great attention to detail, and strong communication abilities to build rapport with our supporters in the community? If so, we have a fantastic opportunity for a motivated individual to join our team as the Community Fundraiser

The Prince & Princess of Wales Hospice fundraising team has responsibility for raising income through various channels, including corporate partnerships, community support, events, legacy giving, individual giving, in-memory gifts and philanthropic activities. We are committed to building lasting relationships with our supporters and this post plays a key part in helping us achieve our ambitious fundraising targets.

The Community Fundraiser will provide essential support to the Fundraising Team. This will involve assisting with donor stewardship, operational tasks and administrative duties. You will act as a key member of the fundraising team, whilst ensuring the fundraising database is accurately maintained.

We are looking for a motivated, organised, and caring individual who is passionate about supporting our work. The ideal candidate will have strong administrative and organisational skills, with the ability to prioritise tasks effectively. Attention to detail is crucial, alongside a proactive approach to ensure tasks are completed to a high standard.

Excellent communication skills are essential, including a confident and professional face to face and telephone manner which will be essential to the role. The successful candidate should also have solid working knowledge of Teams, Word, Excel, and Outlook. While being a team player is important, the ability to work independently is equally valuable.

Above all, we are seeking someone with a genuine passion for charity work and a desire to make a meaningful difference. This role is perfect for someone who is organised, driven, and eager to contribute to an important cause.

The Prince & Princess of Wales Hospice is a respected and well-established charity based in the heart of Glasgow, at 20 Dumbreck Road, Bellahouston Park, G41 5BW. We provide compassionate, specialist palliative care to individuals with life-limiting, progressive illnesses, and offer vital support to their families and carers, ensuring dignity, comfort, and quality of life during difficult times.

Join us in our mission to provide exceptional care for our patient and families whilst making a lasting difference. Apply now to join our fundraising team at the Prince & Princess of Wales Hospice.

JOB DESCRIPTION

Job Title:	Community Fundraiser
Responsible to:	Community Fundraising Manager
Department:	Income Generation
No of Job Holders:	1
Last Update:	June 2025

Job Purpose

- The Community Fundraiser at The Prince & Princess of Wales Hospice plays a crucial role in grassroots fundraising, community engagement, and education. This position focuses on connecting with new and existing supporters, leveraging local networks, and maximising fundraising opportunities within the local community. Additionally, the Community Fundraiser will champion projects such as the education program, fostering awareness and understanding of hospice services and charitable status among the wider community. The goal is to strengthen community ties, raise funds, and enhance the hospice's impact through local engagement.
- This position shares the responsibility for raising income through combined Fundraising team activities and donations in support of The Prince & Princess of Wales Hospice's financial needs.

Role Dimensions

- The role includes: Fundraising, Relationship Management, Marketing and elements of Event logistics.

Role of Department

- To achieve strong sustained net income growth in order to enable the Hospice to meet its operational and strategic aims.
- To communicate the value of the Hospice, raising brand awareness and promoting services as a leading provider of specialist palliative care.
- To identify and develop a varied portfolio of income streams ensuring sustainability.
- To establish and maintain sustainable relationships to benefit Hospice fundraising and marketing initiatives.
- To work as part of the wider Hospice Team to contribute to the overall strategic aims of the Hospice.

Roles & Responsibilities

Community Engagement

- Support the implementation of the hospice Community Fundraising strategy, helping to ensure goals are met.
- To actively build and maintain successful relationships within the local community to secure support for the hospice, from areas such as clubs, religious establishments, educational establishments and supporter-led community events.
- To record supporter information and activity on the supporter database and ensure supporter information is kept up to date and that data is entered in line with procedure.
- To motivate and encourage lapsed, new and existing donors from the local community.
- Build and foster groups out in the local community, who will support and champion the hospice within their own communities.
- Leverage the hospice's place and brand, utilising the Bargacree Café, to engage with patrons to build community-based fundraising opportunities.

- Cultivate a pipeline of supporters in the community to run supporter-led events and activities on behalf of The Prince & Princess of Wales Hospice.
- Grow supporter-led event income
- To provide donors with information and materials to enhance their fundraising activities and support them with their fundraising initiatives.
- To work creatively and innovatively maximising donor support.
- The Community Team will work closely with the Events Team to deliver PPWH community events. This will include handling event budgets, costings, and controls for assigned events and activities.

Geographical Prioritisation

- Work as part of a team prioritising geographical areas with the highest support, leveraging digital insights available to the hospice.
- Focus efforts on areas where the hospice has a strong presence and engaged supporters.

Targeted Engagement

- Identify and target previous supporters and specific groups with a direct connection to the hospice.
- Engage more actively with Bargacree Café patrons, patients, and families via the clinical team.
- Work closely with the Volunteering team to cultivate new community fundraising donors
- Explore partnerships with local businesses and involve them as “local community heroes” supporting the hospice.

Messaging and PR

- Capitalise on PR opportunities and create impactful case studies.
- Communicate the hospice’s mission and impact effectively to the community.
- Build connections and strengthen relationships with new and existing supporters both face to face and through the use of social media.
- Utilise the Marketing & Communications team to prepare marketing collateral to support marketing activation covering education, community fundraising activities and brand awareness.
- Support the fundraising team’s donor retention and donor reengagement initiatives.
- Represent the hospice at functions when necessary.
- Identify compelling and innovative PR stories that fit with the fundraising department’s campaigns and achieve maximum possible media coverage.
- Ensure PR stories are as accurate as possible and passed to the communications department.

Other

- To work with and support other members of the fundraising team to achieve team and individual targets. Identifying and forwarding leads to appropriate colleagues.
- There is an expectation that this position may be required to attend events either hospice related or external events.
- To produce reports and updates as required.
- To support in the onboarding process of new members of the fundraising team.
- To work flexibly to provide an agreed level of fundraising department cover through core hours and at events.
- To be proactive in identifying continuing training development requirements.
- To provide support and cover for team members, this may include cover for the can counting process
- To operate within the policies, procedures and guidelines of the Hospice, reflecting both national legislation and industry best practice.
- To monitor innovative fundraising activities within the community fundraising sector drawing on ideas to implement within the Hospice.
- To be responsible for the administration needs of designated income generation.
- Carry out other tasks consistent with the general remit of the post.

- To ensure the hospice complies with GDPR you will undertake the role of Information Asset Owner (IAO) who is responsible for ensuring that specific information assets are handled and managed appropriately.

This list is not exhaustive.

This job description is subject to periodic review with the postholder. Duties may change in line with the service changes and of the postholders own personal development. The post holder may be required to work different working hours based on requirements.

PERSON SPECIFICATION

	Essential	Desirable
Hospice values		
The ability to work in a way that upholds the values of the hospice is essential.	√	
The ability to demonstrate behaviours that support the values of the hospice is essential.	√	
Qualifications		
Fundraising Qualification		√
Full valid driving license and access to a vehicle	√	
Experience		
2-3 years experience in community fundraising, non-profit management or related roles	√	
Proven track record of successful community engagement and fundraising.		√
Familiarity with hospice services and the local community.		√
Skills/abilities		
Project management and organisational skills.	√	
Excellent communication and relationship-building skills.	√	
Strategic thinking and problem-solving abilities.		√
Proficiency in resource allocation, budget management and revenue generation		√
Effective communication and collaboration across teams.	√	
Computer literate with good PC skills. Experience with Microsoft Office.	√	
Experience with Raiser's Edge or other relationship management databases.		√
Dynamic, self-motivated person who can work unsupervised whilst also being a team player	√	
Excellent organisational skills and the ability to prioritise and time manage effectively to meet deadlines.	√	
Ability to work under pressure while paying attention to accuracy	√	
Excellent persuasion, negotiation and influencing skills.	√	
Creative approach	√	

Professional and friendly	√	
Enthusiastic with a positive approach	√	
Flexible to work on occasional unsocial hours including evenings and weekends	√	
Knowledge		
Understanding of grassroots community fundraising strategies.		√
Awareness of local PR opportunities and community dynamics		√
Awareness of community engagement strategies and fundraising best practices.		√
Sensitivity to the hospice's mission and the needs of patients and families.		√
Knowledge of fundraising regulations		√

Welcome to The Prince & Princess of Wales Hospice



The Prince & Princess
of Wales Hospice

We want to be your employer of choice and because we value you and your contribution to the organisation, we have a range of staff benefits on offer.



BLUE LIGHT CARD™



Pension scheme



Flexible working
policies

Subsidised dining for
hospice-based staff



Enhanced annual leave



Life assurance



Access to



NHS Credit Union



Access to free
complementary therapies



Gym
membership



Free car parking for
hospice-based staff



Training and development
programme



To apply email your CV along with a cover letter to jobs@ppwh.org.uk or for further information contact the hospice HR Department on 0141 429 9886.

Please note, we do not hold a Sponsorship Licence and are therefore unable to accept applications from candidates who do not have the right to work in the UK.

Join us in our mission to provide exceptional care for our patient and families whilst making a lasting difference. Apply now to become the Head of Fundraising at the Prince and Princess of Wales Hospice.

The Hospice is an Equal Opportunities employer and we make appointments on merit.

We welcome applications from women and men of any ethnic group, religious belief, marital status and sexual orientation, or who have disabilities.

Our premises have wheelchair access and are a smoke-free zone.

This position is subject to a Disclosure Scotland check.

