

JOB DESCRIPTION

‘Happy to talk about Flexible Working’

Job Title:	Wild In Art Project Lead (Fixed term to 31 st December 2028)
Department:	Income Generation and Marketing
Hospice Band:	Band D
Reports to:	Income Generation Director
Responsible for:	Sponsorship & Advertising Executive
DBS required	Basic

Job Purpose

To lead the planning, development and delivery of Birmingham Hospice’s 2028 Wild in Art trail, ensuring the successful achievement of income, engagement and brand objectives.

The postholder will provide leadership and coordination across all aspects of the trail, acting as the key point of contact for internal and external stakeholders. The role will also line manage the Sponsorship and Advertising Executive to maximise sponsorship, advertising and partnership income.

During the first year of the role, the postholder will take primary responsibility for project leadership and delivery. Following the return of the substantive postholder from maternity leave, the role will transition into a shared leadership model, with the postholder leading on fundraising, sponsorship, marketing, and maximising income generation activity, while working collaboratively with the substantive postholder to ensure successful delivery of the overall campaign.

Main Duties and Responsibilities

Wild in Art Project Leadership

- Lead the planning, development and delivery of Birmingham Hospice’s 2028 Wild in Art trail.
- Act as the main point of contact for Wild in Art and all key project stakeholders.
- Maintain detailed project plans, timelines, budgets and risk registers.
- Monitor project performance and provide regular updates and reports to the Income Generation Director.
- Coordinate the project working group and ensure effective collaboration across fundraising, marketing, retail, finance, and operational teams.
- Manage project budgets and ensure income and expenditure targets are achieved.
- Identify and mitigate project risks, ensuring delivery remains on track.
- Build and maintain positive relationships with artists, sponsors, schools, venues, community groups and delivery partners.

- Support the planning and delivery of all trail-related activity, including launches, community engagement activity, the Farewell Weekend, auction and associated events.

Sponsorship and Advertising Management

- Line manage the Sponsorship and Advertising Executive, providing support, guidance and performance management.
- Oversee the development and delivery of sponsorship and advertising plans linked to wider fundraising and clinical initiatives.
- Support the achievement of sponsorship and advertising income targets.
- Contribute to the development of sponsorship packages, proposals and partnership opportunities.
- Monitor and report on sponsorship and advertising performance to the Income Generation Director.

Supporter Engagement

- Work collaboratively with the wider fundraising team to maximise supporter engagement.
- Develop strong relationships with corporate partners and key stakeholders.
- Ensure excellent stewardship of sponsors, partners and supporters throughout the project.
- Support the development of innovative fundraising opportunities linked to the trail.

Marketing, Communications and Brand

- Work closely with the Marketing and Communications Team to develop and deliver marketing and promotional plans for the Wild in Art campaign.
- Support media and public relations opportunities that increase awareness, participation and income generation.
- Ensure all activity reflects and enhances the Birmingham Hospice brand and reputation.
- Act as a representative and spokesperson for Birmingham Hospice when required.

Expectations

- Work flexible hours including evenings and weekends when required.
- Ability to travel to external meetings
- Ability to work across both hospice sites
- Assist at fundraising events and activities where appropriate and necessary
- Undertake any other duties as may be required by the Income Generation Director.

General Duties

Investing in you

Birmingham Hospice is committed to supporting the development of all staff. All employees have a responsibility to maintain their professional registration participating in regular appraisal with their manager. They are expected to identify innovation, performance and development objectives for their post.

You will receive training for your specific job, and as your employment progresses your skills may be extended to encompass new job activities within the business. It is a condition of your employment that you participate in any training deemed necessary by us for you to reach the required levels of attainment standards.

You are also required to undertake mandatory training for your role. The cost of this mandatory training will be borne by the Charity.

In addition, we encourage employees to undertake external training courses where the period of training may further their career with us. We may assist with the costs of the training where your manager believes that the performance of the charity will benefit from your progression. Further details are available from your manager.

Where staff are accredited or trained in their own right to deliver in-house training this is an opportunity afforded to them. Learning is one of our company strategic objectives and is supported through our experts by experience programme, volunteer training and staff development.

Health and safety

Attention is drawn to the responsibility of all employees to take reasonable care for the health and safety of themselves and other people who may be affected by their actions at work. We have dedicated leads to review and audit health and safety: keeping safe is everyone's business.

Equal opportunities

Birmingham Hospice is highly committed to Equal Opportunities in employment and work actively to eliminate unlawful racial, sexual or disability discrimination in all its forms. We celebrate equality of opportunity and good relations between people of different backgrounds.

Criminal records and safeguarding

This post is subject to the Rehabilitation of Offenders Act (Exceptions Order) 1975 and as such it will be necessary for a submission to be made to the General Data Protection Regulation (GDPR) to check for any previous criminal convictions. All staff have a responsibility to disclose any conviction past or current. Everyone in our company has an equal responsibility to ensure the safeguarding of children and adults and to report concerns immediately.

Infection prevention and control

Infection prevention and control is one of our strategic objectives. Everyone has a personal responsibility to minimise the risk of spreading infection. This includes "herd immunity" standards for immunisation and excellent standards of personal hygiene. Everyone will

receive regular training to understand best practice and expectations at work. Everyone must abide by Infection Prevention and Control policies relevant to their area of work, and undertake the necessary level of training. This will be part of your annual innovation performance and development plan.

Smoking

Public health legislation outlaws smoking in public places in England. As a Charity, our premises are governed by the legislation. Our buildings are smoke free and we actively encourage people to consider the health benefits for themselves and others of adopting a smoke free lifestyle.

Confidentiality

Everyone has a duty to respect the confidentiality of personal information and health records. Our Charity upholds and is governed by the GDPR. Confidentiality is integral to our care of the people who come to us for help and our staff and volunteers. The unauthorised use or disclosure of patient or other personal information is regarded as gross misconduct and is subject to the Birmingham Hospice Disciplinary Procedure possibly resulting in prosecution. Action for civil damages under the GDPR.

The job description is not exhaustive and may be amended following appropriate consultation in the light of business needs

PERSON SPECIFICATION

Job Title:	Wild In Art Project Lead (Fixed term to 31 st December 2028)
Department:	Income Generation & Marketing
Band:	Band D

Requirements	Essential	Desirable	How identified
Education and Qualifications	<ul style="list-style-type: none"> • Educated to degree or equivalent in a relevant area or • Specialist underpinning theoretical knowledge supported by extensive relevant practical experience. • Evidence of CPD 		C, A
Knowledge and Experience	<ul style="list-style-type: none"> • Significant experience in a fundraising, marketing or project management role within in a charity setting. • Experience of direct line management • Experience of working within a budget • Experience of working within a multi-skilled project team to deliver a large scale charity project • Experience of managing multiple stakeholders and partnerships • Ability to manage multiple, sometimes conflicting, priorities. • Knowledge of fundraising databases 	<ul style="list-style-type: none"> • Previous use of a fundraising CRM system 	A, I

	<ul style="list-style-type: none"> • Experience of developing and managing a range of marketing and promotional collateral across print, digital and social channels. • Experience of managing website content and working with digital platforms and/or apps to support campaigns, events or audience engagement. 		
<p>Personal skills and attributes</p>	<ul style="list-style-type: none"> • Advanced IT skills • Impact focused and results driven • Highly developed written and verbal communication skills including the ability to pitch and present to a corporate audience • Ability to write proposals, bids and progress reports • Ability to evaluate and analyse project performance • Negotiation and persuasion skills • Numeracy skills to manage budgets and targets • Ability to manage a complex and demanding workload • Operates with high levels of integrity • Listens to and shares information, opinions and ideas • Communicates in a range of effective approaches tailored to the audience needs • Understands stakeholder needs and responds appropriately • Has personal resilience and emotional intelligence to deal with occasional exposure to the emotional situations of 		<p>A, I</p>

	<p>our patients, families and carers before and after bereavement.</p> <ul style="list-style-type: none"> • Some flexibility around work location and hours in order to support the wider fundraising team across both Hospice sites 		
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A= Application form

I=Interview

T=Test

C=Certificate