

# Head of Public Fundraising

Applicant Pack

**acorns**  
children's hospice

In partnership with  
**quarter5**



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I locked myself away at home with Haniya. But coming to Acorns pushed me to go out. We started with the Stay and Play groups and I'd put them in my diary as appointments to make myself go. Now it's a second home to me.

**Haniya's mum, Shabana**



## About Acorns Children's Hospice

When the unimaginable happens and a child receives a devastating diagnosis, help can't wait. Acorns Children's Hospice is here every step of the way.

We provide lifelong, supportive care for children with life limiting and life threatening conditions across the West Midlands and Gloucester, from our three hospices in Birmingham, Worcester and Walsall and out in the community and in family homes.

When time is short, every moment is precious. We help children and families fill the time they have together with love, fun and laughter creating lasting memories, all while providing tailored care to meet each child's individual medical, emotional, cultural, religious and spiritual needs.

In the past year, we have supported over 750 children and nearly 1,000 families across the West Midlands, including those who have been bereaved.

Research shows that the number of children with serious, life limiting conditions in the West Midlands and Gloucestershire has increased significantly over the last 10 years and is expected to keep growing.



Every year we spend £350,000 taking our hospice care into family homes.



The demand for end-of-life care at Acorns has significantly increased by 47%.



It costs around £30,000 per day to run our vital care services across three hospices.



Acorns are proud to be the first children's hospice in the UK to be awarded the Gold Rights Respecting Award by UNICEF. The awards are given in acknowledgement of an organisation's commitment to ensuring the United Nations Convention for the Rights of the Child is embedded into the culture, planning, policies and practice within an organisation.

# Purpose

To positively impact children with short lives.

# Vision

To provide outstanding specialist care to every child and their family who need us now and in the future.

# Values

Acorns, a responsive and innovative organisation that puts children and young people and their families first in all of its services, whilst embracing the diversity of its regional communities and demonstrating integrity and quality in everything it does.



Caring



Committed



Trusted



Collaborative



Courageous



Curious

Our six values underpin everything we do at Acorns. They ensure that the children and families who rely on our lifeline support are placed firmly at the heart of everything we do.





## Public Fundraising at Acorns

**Public fundraising at Acorns is in a strong place, with an experienced and data-driven team delivering income across Individual Giving, Legacies, In-Memoriam, Digital and Prize-led Giving. The programmes are solid, the ambition is clear, and the team is ready for the next stage of growth.**

Individual Giving spans direct mail, face-to-face acquisition, mid-value development and a growing telemarketing uplift programme. The team is on track to exceed £1.1 million this year, with a stretch target of £1.6 million next year firmly in sight. Legacy gifts contribute around £3 million annually, and there's room to build on this through better pledger engagement and partnerships with legal firms. In-Memoriam giving, centred around Celebrate Your Star and Tribute Funds, brings in around £325,000 a year, with clear potential to grow by working more closely with Care Teams.

Digital fundraising is developing quickly, with new Facebook-led campaigns, digital advertising pilots and a full website review underway. Prize-led Giving is a newer area for Acorns, with early testing already taking place and a major new raffle planned now that the organisation has secured its own gambling licence.

The team has made real progress in strengthening supporter journeys, with initiatives like Thank You Week and monthly segmented e-newsletters helping to lay stronger foundations for the future. And with a major high-value-led, organisation-wide appeal launching in Autumn 2025, there's a real opportunity to embed a more connected, supporter-first approach across Acorns.

The new Head of Public Fundraising will play a key role in leading this next phase, shaping strategy, evolving structures, and building on everything that's already in place to drive future growth.



# The role

<b>Job Title</b>	Head of Public Fundraising
<b>Team</b>	Supporter Engagement
<b>Responsible to</b>	Associate Director of Fundraising
<b>Responsible for</b>	Team of 8 (6 direct/2 indirect line reports)
<b>Salary</b>	c.£50,000
<b>Contract</b>	Permanent / Full-time
<b>Location</b>	Hybrid, with min. 2 days per week in Birmingham office

**This is a brilliant opportunity to take on a high-performing team at a time when Acorns is really moving forward. Supported by strong internal resources, the Head of Public Fundraising will drive growth across Individual Giving, Legacy, In-Memoriam, Digital and Prize-led Giving in the context of a highly collaborative, whole-organisation approach to fundraising.**

The immediate focus will be on making the most of existing programmes, strengthening audience insight, and getting the team ready to play a major part in the organisation-wide appeal launching in 2025.

Growing Individual Giving income from £1.6 million to £2 million over the next two years will be a central priority, alongside expanding digital and prize-led fundraising and sharpening supporter journeys across the board.

The role needs someone who's as comfortable setting long-term plans as they are getting hands-on when needed, whether that's developing appeals, working with agencies or supporting new product ideas. Collaboration across fundraising, care and supporter engagement teams will be essential to making this happen and building an even stronger supporter-first culture at Acorns.

If you're a senior Individual Giving expert who's ambitious for supporters and income, this is a chance to take ownership of a strong portfolio, drive innovation, and make a real impact on Acorns' future.



# Key responsibilities

## Main Duties

- Provide strategic and operational leadership to the Public Fundraising team, delivering operational and implementation plans within budget.
- Work with the Associate Director of Fundraising to develop and implement an Public Fundraising strategy to increase income across Individual Giving, Legacy, In-Memoriam, Digital and Prize-led Giving.
- Manage and develop Acorns' cash appeals, achieving targets set by the budget.
- Work in partnership with the Marketing & Communications team and other fundraising teams to co-ordinate cross-funding campaigns for all income generation teams.
- Produce and manage clear and cost-effective income and expenditure budgets to enable the strategy to be implemented and meet planned ROI.
- Manage and develop Acorns regular giving portfolio.
- Drive data-based development to improve acquisition and retention of individual supporters.

## Operational Leadership & Management

- Design campaigns and ensure they are being followed effectively.
- Supervise, develop and performance manage key teams and individuals accountable for campaigns, appeals, acquisitions, raffles, legacies and in memorium giving.
- Ensure legacy pipelines and work plans are populated and updated accurately including re-forecasting to agreed deadlines.
- Work in conjunction with the Data Analyst to improve capability of segmentation and personalisation.
- Ensure an exciting and ambitious calendar of campaigns to deliver Acorns' income goals.
- Create, oversee and review operational policies, processes and practices to support a first-class public fundraising function.
- Provide expertise and guidance in all matters relating to gift aid to maximise income and work closely with the Finance team to ensure Gift Aid declarations are accurately recorded and stored.
- Be accountable for the optimal operation of technology and supporting systems that deliver effective campaigns.
- Act as a senior leader for the charity.

## Leadership and Values

- Lead and shape a team that is motivated, engaged and informed to deliver income in line with ROI measures.

*Continued overleaf*



## Key responsibilities continued

- Ensure through personal example and performance management that the public fundraising team models a combination of commercial and entrepreneurial outlook and behaviours, whilst demonstrating and positively projecting Acorns' Values.
- To put the needs and interest of Acorns children and young people and their families first in all aspects of the role.
- Set metrics for the team to monitor and measure performance, keeping close tabs on any variances from the KPI set, remedying any shortfalls and proposing remedial activity to ensure goals and budgets are achieved.
- Provide clear and decisive leadership for the team, maintaining high levels of morale through excellent leadership.
- Ensure compliance with Acorns' policies for diversity, employment, equal opportunities, health and safety, information governance and safeguarding.

### Collaboration

- Work closely with the Associate Director of Fundraising and other senior managers to achieve desired outcomes.
- Develop a close working relationship with Fundraising, Marketing and Comms managers to maximise all opportunities to support one another's objectives.
- Build the strongest internal relationships with other Directorates to ensure the section is a positive internal partner in the delivery of all departmental aims.
- Develop strong relationships with the hospices ensuring a one-team philosophy through frequent, positive communications with hospice staff and volunteers.

### Reporting and Accountability

- Work closely with the Associate Director of Fundraising to clearly report on the performance of the public fundraising team
- Liaise with all Acorns Governance committees including Trustee, Director and Steering Group meetings, providing key reports and information to shape good decision making.
- Set objectives and KPIs for each team and ensure IPR's, training and development requirements are strictly followed.
- Be the fundraising representative member in various organisational project/working groups, to include but not limited to: Policy Panel, Environmental Steering Group, Environmental Working Group, Programme Review Group, Health & Safety Steering Group.

***Acorns adheres to the United Nations Convention on the Rights of the Child. As an employee you will be a Duty Bearer for Children's Rights and support all children to be Rights Holders.***





# Person Specification

## Skills and Abilities

- Proven ability to successfully deliver multiple projects to achieve targets within budgets and timelines.
- Excellent proof reading, administrative and organisational skills with attention to detail.
- Digitally competent.
- Highly creative and the ability to nurture this within your team.
- The ability to work with colleagues collaboratively.
- The ability to inspire and motivate a team to achieve stretching goals, modelling professional and personal excellence, and setting high standards of achievement. Coaching and mentoring experience is highly desirable.
- The ability to build effective and productive internal relationships to deliver the requirements of the business effectively.
- To work with external partners involved in supporting the delivery of campaigns and appeals.

## Experience

- Demonstratable experience in a wide range of public fundraising disciplines.
- Demonstratable experience in donor-based acquisition, retention and segmentation.
- Knowledge of regulatory environment for fundraising, GDPR and Gift Aid.
- Experience of growing and maintaining a strong brand and profile, including the delivery of a consistent brand across multiple channels.
- Experience of effective reporting at senior management level ensuring transparency and accountability are achieved.
- Significant experience of managing teams of staff to a high degree of achievement.
- Successfully creating strategies, annual plans and budget and adapting them as required.
- Proven track record of working successfully in a targeted environment.



# Equality, Diversity & Inclusion

Acorns works hard to ensure that equality, diversity, and inclusion are part of our everyday practice. We are welcoming and inclusive to everyone and this is demonstrated through our Gold UNICEF Award for Diversity.

To achieve this we consistently work on developing our knowledge, skill and awareness of diversity issues. The care we provide and the environment we create to deliver care reflects our ongoing commitment to respecting the diversity of the communities we serve.

Acorns employs and provides care and support to people from all cultures; those with faiths, beliefs and religions and those without. We readily endeavour to provide the spiritual care and faith support required by staff and the families and children who use Acorns.

## Do you require any reasonable adjustments?

If you have any specific requirements which would enable you to participate in the recruitment process more fully, in particular if these relate to a disability or access issue, please contact our recruitment partner, **Laura Macnamara** at **QuarterFive**: [laura@quarterfive.co.uk](mailto:laura@quarterfive.co.uk)

If you require this document in a different format, please get in touch and we will happily provide you with one.



“ We’re so thankful Acorns exists. I don’t know where we would have been without it. Acorns was there when we really needed it. It’s an absolute a godsend. ”

– Oliver’s Dad, John



## Employee benefits

Benefits include:

- 31 days annual leave including bank holidays, rising to 35 days after 3 years’ service
- 7.5% employer pension contribution
- Life assurance scheme (2 x annual salary)
- Retail discounts (including the Blue Light card)
- Cycle to work scheme
- Discounted gym membership
- Access to expert financial health and wellbeing support

As part of Acorns commitment to employee wellbeing, we are an accredited Thrive at Work organisation. This is an initiative led by the West Midlands Combined Authority and managed by us for the continual wellbeing of our people.

We support our people through our Employee Assistance Programme which offers confidential telephone counselling support, legal and financial advice. Additionally, we have a team of qualified counsellors to provide 1:1 short term support when needed, Mental Health First Aiders to provide support through challenging times and a dedicated plan that incorporates emotional and mental wellbeing initiatives across the year.



## How to apply

Acorns Children's Hospice are partnering with **Laura Macnamara** at **QuarterFive** for this appointment.

For a confidential discussion of this role and support with your application, please contact Ed using the details below, ideally sending a copy of your latest CV.



[laura@quarterfive.co.uk](mailto:laura@quarterfive.co.uk)



07494 082078

The deadline for applications is **Monday 19<sup>th</sup> May 2025**.

If you have any specific requirements that would enable you to participate in the recruitment process more fully, particularly if these relate to a disability or access issue, please contact [laura@quarterfive.co.uk](mailto:laura@quarterfive.co.uk) as soon as possible. If you require the job pack in a different format, please get in touch and we will happily provide you with one.

### QuarterFive: Equality, Diversity and Inclusion

QuarterFive and our clients know fundraising could better reflect the diverse backgrounds and experiences of the people the charity sector supports.

We encourage individuals with relevant skills and experience to apply for roles regardless of age, disability, gender, sexual orientation, pregnancy and maternity, race, religion or belief.

If you think you meet some of the criteria for a position and would like to discuss how your other experience might transfer, please ask us for a chat. We're here to support you. Appointments will be made on merit alone and we will gladly make reasonable adjustments to always ensure a fair process.

QuarterFive's Equality, Diversity and Inclusion Policy can be found [here](#).



**A parent never imagines their child will be diagnosed with a life limiting or life threatening condition. But when the unimaginable happens, Acorns steps in, helping families cope at every stage of their child's life and beyond, wherever and whenever they need it.**

**acorns**

*Your local children's hospice*

**quarter5**

**This job pack has been created by QuarterFive, in collaboration with Acorns Children's Hospice.**

QuarterFive is a specialist agency for charities and NFPs. We provide clients with access to the best talent in the sector, and offer candidates expert support in securing their next role.