

Director of Income Generation and Marketing

Candidate Pack
March 2025



Valued.

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Welcome

From Jane Burns

Dear Applicant

Thank you for considering applying for the role of Director of Income Generation and Marketing, I am very aware of how much time and energy goes into applying for a job whether you are successful or not.

At Rainbows our priority is always to aim to provide the best care and support we possibly can for our babies, children and young people and their families. Doing that is a team effort and this role is a pivotal part of the team.

We have spent the last three years considerably increasing our reach and extending our services as we operate across the East Midlands. That work continues as we also look at how we can be more efficient and more effective in what we do and how we do it. Unsurprisingly that means that we also need to continue to grow our income, and we are optimistic about our ability to do that. We have a new income generation strategy in place, and we know that there are large parts of the region where there are opportunities to increase our profile and secure new supporters.

Our people are our biggest asset, and they matter. We have and continue to invest in

our people recognising the importance of wellbeing and that work is such a big part of our lives.

Whether it's very practical things like an equitable pay and reward system; ensuring staff can access an employee assistance programme or striving to be compassionate leaders working within our values.

In this role, you will lead a dedicated and talented team that is deeply committed to our cause, is talented and enthusiastic and has huge potential. You will also be part of a senior leadership team that are supportive of each other and work hard at working well together to enable Rainbows to be the best it can be. We foster a collaborative environment where honesty, integrity, and mutual respect are at the heart of our leadership team.

This role will be both challenging and rewarding in equal measure and will be key in us delivering our strategy. Ultimately, it's about ensuring our babies, children, young people and their families get the expert support they need – the Rainbows experience wherever they are.

Thank you for your interest and your time. Whether you apply or not I wish you well in your search for your next role.

Our Story and History

In 1989, Harry and Gail Moore's five-year-old daughter, Laura, sadly died after a battle with Leukaemia. She had three years of treatment, including a bone marrow transplant from her twin brother, Kit.

Laura's favourite thing in the world was a rainbow and her parents wanted to create something special in her memory – which is how Rainbows was born.

Today, we support over 750 babies, children and young people living with life-limiting and life threatening conditions and approximately 3,000 people (Including families and siblings, carers), here in the East Midlands.

As our story continues, you can be part of the next chapter.



What we do

We provide comprehensive care and support for babies, children, and young people with serious and terminal conditions, as well as their entire family, throughout the East Midlands.

Our care services are diverse and designed to meet a range of needs. This includes palliative and end-of-life care, which ensures comfort and dignity during the most critical stages of illness. We also offer specialized symptom management to help control pain and other distressing symptoms, emergency care for urgent situations, and respite care, giving families a much-needed break. Additionally, we provide short breaks to support families in need of rest and recovery.

Our care is available in various settings to suit the needs and preferences of each family. These include our Hospice, which offers a warm, supportive environment; home-based care, allowing families to receive assistance in the comfort of their own home; and care in hospitals, working alongside medical teams to ensure continuity of care no matter where it is needed. Our holistic approach ensures that we are there for the whole family at every stage of their journey.

Simply put, we're here to brighten short lives, and support families, wherever they are.

Nurses in Hospitals

By having Rainbows Nurses into local hospitals, we can play a key role in identifying those children and families who may benefit from Rainbows support and make families aware of their options - care at Rainbows, in hospital or at home.

Hospice at Home

As we cover the whole of the East Midlands, we recognise that the Hospice is just too far away for some families to travel to and that there are some families who wish to receive Hospice care and support but not in the hospice building.

Community Hubs

We take Rainbows on the road and reach even more families who wish to access some of our therapeutic services outside of the hospice - music therapy or massage are just some of the activities on offer.

Our Vision
The Rainbows
Experience
Wherever You Are

Our Mission

We provide compassionate, expert palliative and end-of-life care to babies, children, and young people across the East Midlands. The unique needs of each baby, child and family are the centre of everything we do, and our mission is to support them in their most comfortable and preferred setting. Working collaboratively with other professionals and volunteers, we provide care and support and create opportunities and meaningful memories through illness, death and bereavement.

Our Purpose

Rainbows exists to support babies, children, young people and their families in life and in death. We create lasting, precious memories and provide care and support wherever a family needs us - in the hospice, at home or in hospital. For families facing the unimaginable, we provide compassionate and dignified support during dying and bereavement. Helping families to navigate their grief while honouring the memory of their child.

Our values and behaviours



One Team

We are more than a hospice. We are a team that helps families and communities to thrive. Although we do this in different ways and through different roles, everyone's contribution to the Rainbows Experience is valuable and celebrated.

Working together: We actively seek diverse perspectives, working collaboratively to do our best, for ourselves, the people we support, our supporters, and our organisation.

Working respectfully: We respect the opinions and expertise of others, taking opportunities to provide and accept feedback and alternative points of view.

Working fairly: We make sure that we value the part that everyone plays in our success, celebrating our individual and collective strengths and working to improve when we fall short.



People Centred

People are at the heart of what we do. We exist to support families experiencing one of the toughest challenges that life has to offer. We must be resilient, kind and compassionate, remembering that we are not alone.

Champion well-being: We show support, compassion, and empathy in everything that we do, because it is through taking care of ourselves that we can best care for others.

Champion clarity: We ensure clarity and consistency in the way we communicate, being transparent and honest, even when we do not have all the answers.

Champion inclusivity: We create a warm and welcoming environment for everyone, listening, without judgment, to the experience of others, offering a safe space to talk.



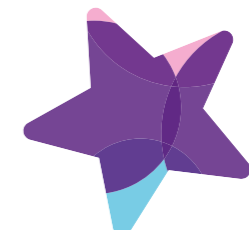
Aim High

We are a diverse team made up of experts from many fields. We use this diversity and knowledge to strive for excellence in everything that we do; from the experience we provide to the communities that we support to the way we run our charity.

Always learning: We never accept that we know it all, demonstrating curiosity and ambition towards individual and collective learning and growth.

Always adapting: We make sure to adapt to the needs of our babies, children, young people and families, the latest sector research, and operational best practice.

Always sharing: We frequently share knowledge and data across our teams and sector, ensuring that we can be proactive and responsive, addressing challenges and continually increasing our impact.



Own It

We make a big impact for our community and beyond. Every day we ensure a consistent, quality experience for each other and those that we support. To achieve this, we align expectations with reality and respond appropriately to different situations.

Be committed: We are proud of the difference that we make, as individuals and as a charity, striving to be the best we can be for ourselves, each other, and those we support.

Be accountable: We do not act without reason, owning our actions and decisions, and holding others to account where required and appropriate.

Be focused: We think about the impact of our individual, team, and organisational actions, ensuring that we prioritise the things that will make us better, even if that means doing fewer things, but doing them really well.

Our Culture Narrative



Everyday we brighten short lives by providing the 'Rainbows Experience' wherever it is needed. We are a beacon of warmth, comfort and support. Our purpose goes beyond providing care; it is about helping families to thrive. Enabling them to seize every moment together, so as to create memories to hold close, today and tomorrow. We are facilitators of joy, designers of cherished moments and champions of resilience.

As we extend our arms wider, reaching out to touch more lives, our culture must evolve. We must adapt and embrace change as we grow beyond our hospice and further into our community. Every member of our team is a vital golden thread that connects our organisation. United by a shared dedication and commitment to making a difference for those that we support.

To be at our best, we will need to work as One Team, collaborating and recognising the impact that we each have on the experience of the families that we support, as well as our colleagues and partners. We will need to be People Centred, showing up with compassion, empowering all of us to be resilient in the face of challenge. We will need to Aim High, continually learning, enabling us to become a pillar of the community and a centre for excellence. We will need to Own It, focusing our activities on those that will help us to improve lives, now and in the future.

These are Our Values. Demonstrating them everyday will help us to make an even bigger difference. Brightening lives, together.



What we offer: Salary and Benefits

Salary: CIRCA £73,000 per annum

Hours: Full time (37.5 per week) and flexible/condensed hours will also be considered

Holidays: 30 days per annum plus bank holidays

Location: Loughborough based with hybrid working

Our commitment to Inclusion

At Rainbows, we are committed to building a community where everyone feels seen and valued. We are dedicated to creating an inclusive environment that embraces diverse backgrounds and perspectives. We want every person, no matter their background, to feel empowered to share their stories and ideas. By fostering respect and equity, we aim to drive innovation and make a positive impact for everyone involved. Let's collaborate, celebrate our differences, and make a lasting impact!



Benefits & policies:

- Free onsite parking at the Hospice, Lark Rise, Loughborough.
- Flexible working opportunities
- Hybrid working
- Eligibility to join blue light card discount scheme and Company Shop.
- Healthcare Cashback plan.
- Life Assurance scheme.
- Contributory pension scheme or Salary Sacrifice Pension Scheme
- Affordable meals at the Hospice, Lark Rise, Loughborough.
- Free Tea, Coffee and Fruit whilst at the Hospice
- Free access to an employee assistance programme
- Statutory parental leave
- Wellbeing support and access to Mental Health First Aiders
- Unofficial benefits: Fun events like Total Wipe Out, All staff away days, Guest visitors

Job Description



Job Title: Director of Income Generation and Marketing

Salary Band: Circa £73,000 per annum

DBS required: Enhanced

Responsible to: CEO

Accountable to: CEO

Responsible for: Heads of Relationship Fundraising, Public Fundraising, Marketing and Retail

Job Summary

The postholder is responsible for the effective development and delivery of our Income Generation (including retail) and Marketing Strategies to ensure growth in income and in reach.

Providing line management support to senior staff within the team, the postholder is also responsible for ensuring effective setting and management of budgets and compliance with regulations that apply to our fundraising activities.

As part of the senior leadership team to contribute to strategic direction and day to day operational management of the charity.

Key Responsibilities

- Responsible for the development and effective delivery of the income generation strategy, including retail to deliver growth in income.
- Responsible for the development and effective delivery of a marketing strategy that supports the organisational strategy and vision.

- To ensure that all staff are working to clearly defined objectives and have appropriate KPIs and are held accountable by their managers for their delivery.
- To provide effective leadership to Income Generation and Marketing staff that enables them to grow, learn and develop their skills.

- Provide direction, expertise, guidance, vision, and leadership to all teams on income generation and marketing activities, in a way that enables the teams to own the delivery of strategy and plans.
- Ensure that the analysis of data and performance is applied consistently to support decision making and future activity.
- Horizon scan and keep abreast of Fundraising and Retail Business innovations and developments, and challenge the teams to adapt to a changing environment to ensure income and contribution is maximised,
- To ensure that the Brand is championed, respected, and maintained in all Rainbows communications and activities.
- Responsible for ensuring compliance throughout the department with Data Protection Regulation, Fundraising regulation and Codes of practice; Health and Safety Regulations and Gambling Regulations.
- Oversee, and be accountable for the development of business plans and income and expenditure budgets for the department.
- Lead on Risk management for all activities, ensuring risks are captured, mitigated and reported on.
- To Line Manage function leads in a manner that is both supportive and challenging, striving to achieve the best for Rainbows.
- Encourage and support the Marketing and Communications team to use innovative forms of social media and more traditional media to engage, communicate and market messages related to the business of the Hospice.
- Encourage usage of data to segment the market to develop targeted communications.
- Support managers to deliver effective and supportive performance management of staff.
- Foster an open and inclusive style of management, encouraging team working and good working relationships across the Charity.
- Work closely with Trustees as required to enable good Trustee oversight of Income Generation and Marketing Activities.

- Attend and represent the charity at relevant networking events and opportunities and act as an ambassador for the organisation.
- Develop and implement plans for increasing awareness and understanding of income generation across the Hospice to encourage all Hospice employees and volunteers to make an active contribution towards income generation and promotion of Rainbows,
- To report to the Finance, Audit and Risk Committee and Board of Trustees as required.
- As part of the Senior Leadership team to contribute to the development and implementation of organisational strategy and to be part of the operational management of the organisation.
- To manage key external relationships with companies, volunteers, major donors and patrons.

Training and Development

- To attend staff development programmes, training courses, conferences deemed necessary.
- To attend compulsory staff meetings
- To take responsibility for attendance at mandatory training sessions as deemed necessary by the organisation

Dimension and limits of Authority

- Responsible for the line management of Department Heads/Managers and the team administrator.
- Responsible for significant (£6mill +) income budget and corresponding expenditure
- Close working relationships across the hospice and with Trustees.
- Responsible for key supporter relationships

Data Compliance and Confidentiality

- In line with national legislation, and Rainbows policies, must process all personal data fairly and lawfully, for the specific purpose(s) it was obtained and not disclosed in any way incompatible with such purpose(s) or to any unauthorised persons or organisations, unless a lawful exemption applies.
- To comply with all Rainbows policies and procedures on Data Protection, Confidentiality, and Information Security.

Behaviours and Values

- To promote, uphold and demonstrate the Rainbows values.
- To work actively and positively as part of the wider hospice team, demonstrating a desire and ability to build relationships with colleagues across all teams.
- To be able to manage time and projects effectively and efficiently and respond to shifting priorities and workloads with ease.
- To be proactive in seeking out support and finding new ways to encourage supporters to participate in our activities.
- To act always in a professional manner, respecting the needs of colleagues and co-workers, working collaboratively to ensure a harmonious work environment, and following our code of conduct at all times.
- Rainbows recognises the valuable contribution that volunteers make across the whole organisation, and we expect all employees to be able to support and work effectively with those who choose to volunteer with us.

Equality, Diversity and Rights

- Rainbows Hospice for Children and Young People is committed to improving the quality of its services to all people, irrespective of race/ethnicity, disability, gender, religion or belief, age, or sexual orientation. Our objective is to deliver high quality services that are accessible, responsive, and appropriate to meet the diverse needs
- of different groups and individuals. As such, we will continue to take action to ensure that staff and volunteers employed by Rainbows Hospice are culturally aware and treat every person with dignity, respect, and fairness, in a way that is sensitively responsive to differences and similarities. Unlawful discrimination and other forms of exclusion have no place within Rainbows Hospice.

Our Values

- **One Team** – Working together with fairness and respect.
- **People Centred** – Championing inclusivity, compassion, and clarity.
- **Aim High** – Adapting, learning, and sharing our expertise.
- **Own It** – Focused, committed, and accountable.

Safeguarding Children and Vulnerable Adults

- To comply with Hospice and Leicester City LSCB Policy, Procedures and Practice
- To follow hospice policy regarding the management of safeguarding concerns.
- To access mandatory safeguarding training and demonstrate competence at the required level.

Responsibilities:

- Support and uphold the equality, diversity, and rights of all individuals, including children, young people, their families, staff, and volunteers.
- Actively promote the consultation and involvement of children, young people, and families in decision-making processes.
- Adhere to and work in alignment with the Hospice's Equality and Diversity Policy.

Health and Safety

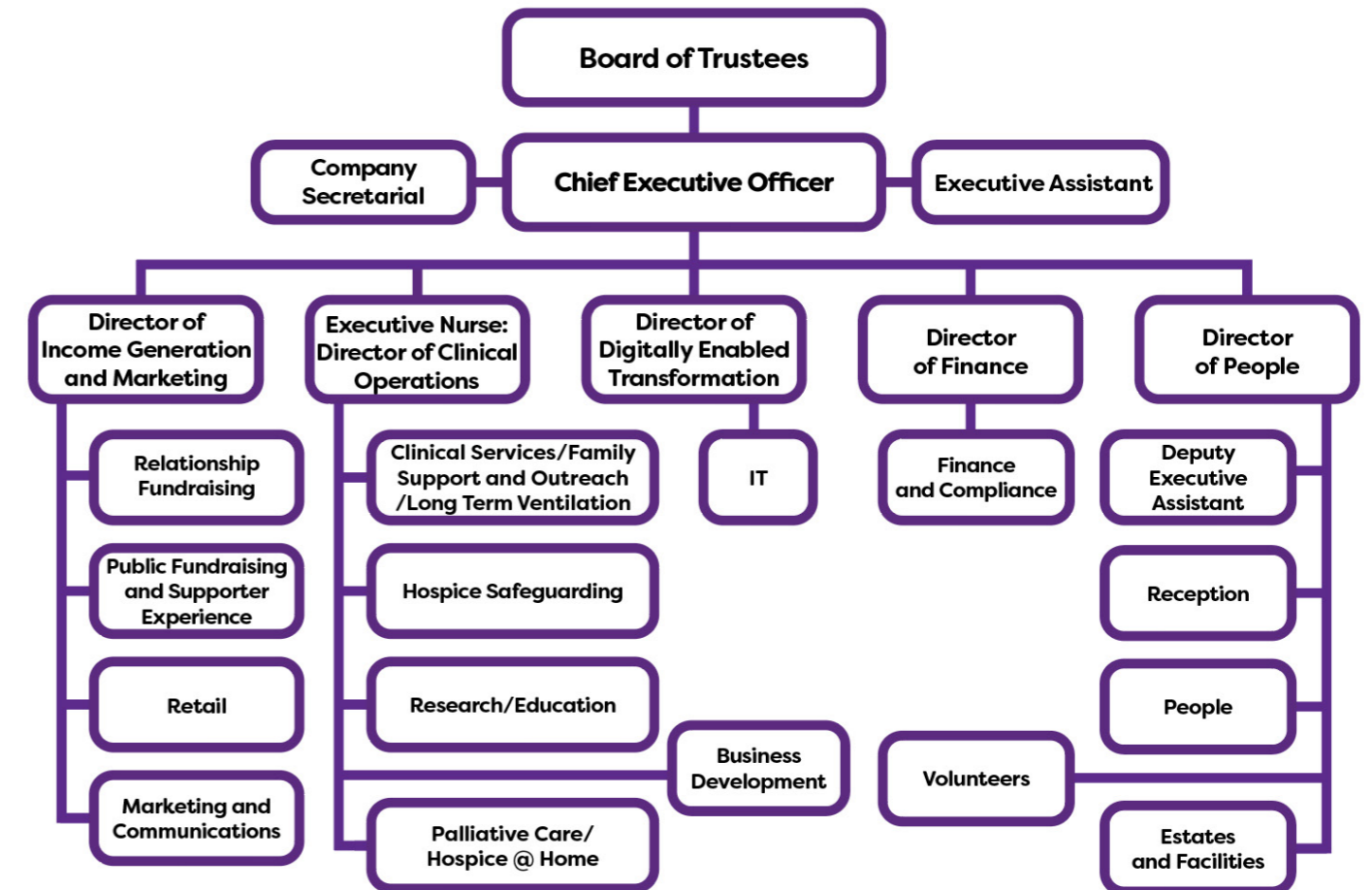
- To carry out duties placed on employees by the Health and Safety at Work Act 1974.
- To comply with Health and Safety Policy.
- To take reasonable care for the Health and Safety of themselves and others who may be affected by their acts or omissions at work.
- To co-operate with their employer as far as is necessary to meet the requirements of the legislation.
- To not intentionally or recklessly interfere with or misuse anything provided in the interests of health, safety, or welfare in the pursuance of any of the relevant statutory provisions.
- To be aware of and adhere to current policies regarding infection control at all times.

General

- To maintain a high standard of personal hygiene and presentation.
- To act at all times in a professional manner, respecting the needs of colleagues and co-operating to maintain a harmonious working environment.
- Undertake any additional duties as may be reasonably required by your Line Manager.

This job description is subject to amendment and may be changed from time to time.

Organisation Structure



Senior Leadership Team



Person Specification

Experience/ Knowledge/Skills

- Senior leadership experience in fundraising at multi-million pound level.
- A demonstrable track record in delivering growth at a senior level in Income Generation
- Demonstrable track record of successfully leading, motivating, and developing a high performing multi-disciplinary team.
- Experience of developing and implementing strategy
- Track record of forecasting/managing significant income and expenditure budgets
- Working knowledge of CRM systems, databases, and data analytics with the ability to ensure insight is delivered in a consistent, accurate and timely manner.
- Outstanding influencing and supporter-facing skills, with an ability to communicate confidently with high-level individuals, stakeholders, and decision maker

Personal Qualities

- Ability to lead individuals and teams to achieve key objectives.
- Ability to think creatively and identify business development opportunities.
- Analytical, numerate, problem solver
- Ability to prepare and deliver reports and presentations of a high standard to key audiences, including Trustees.
- Outstanding communication and influencing skills able to communicate extremely well to high-level individuals, stake holders and key decision makes.
- Demonstrable skills in effective networking

Demonstrates a commitment to Rainbows Values

- **One Team** – Working together with fairness and respect.
- **People Centred** – Championing inclusivity, compassion and clarity.
- **Aim High** – Adapting, learning and sharing our expertise.
- **Own It** – Focused, committed and accountable.

How to apply



Valued Recruitment is working exclusively with Rainbows to recruit for their growing team. We are an ethical recruitment company, intent on hiring inclusively and transparently.

To apply, we welcome a CV and a 1-2 page covering letter detailing your interest in the role.

Please send this to
anna@youarevalued.co.uk

Accessibility is incredibly important to us here at Valued Recruitment and at Rainbows. If you would like any accessibility amendments or support throughout the application and interview stage, please don't hesitate to let us know. No question or request is too big or too small. We want this process to be comfortable and enjoyable and a chance for you to bring your best self to the process.

Closing date for applicants:
5pm on Thursday 27th March

First stage interviews (virtual): 3rd/ 4th April

Second stage interviews (in person): 15th April



We care for babies, children
and young people in the
East Midlands – wherever they are.

Hospice | Hospital | Home

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