

Senior Corporate Development Executive – Compassionate Employers

(for advertising purposes we changed the job title to Business Development Manager as this is what the role would typically be called)

Candidate Information Pack

October 2025

Senior Corporate Development Executive - Compassionate Employers

Are you a dynamic sales professional with a passion for purpose-driven work? Join Hospice UK's Compassionate Employers team and help transform workplace culture across the UK.

This is a unique opportunity to support business development for a programme that changes how employers support their employees through grief, caring and end of life.

You'll be at the forefront of driving growth, building strategic partnerships and expanding our reach to new sectors. If you thrive in a consultative sales environment and want to make meaningful impact, we'd love to hear from you.

As a creative and strategic thinker, you'll have the ability to sell both one-off products and build long-term, bespoke partnerships.

Reporting to	Corporate Development Manager (Sales)
Line Manager to	N/A
Salary	£40,373 per annum
Contract	Permanent, full time
Based at	<p>The post holder will be contractually based at Hospice House, Britannia Street, London, WC1X 9JG. This role is eligible for the Hospice UK Hybrid Working Arrangement from the start of employment. Our office is a short walk from King's Cross station in London.</p> <p>For this role, we need someone to come into the office at least one day a week, on a Tuesday. A day where all of Income Generation come into the office. You can work remotely for the rest of the time. Equally, you may prefer to work from the office full-time. There will also be an expectation for the successful candidate to be available for in-person sales meetings in London and across the UK, when needed.</p>
Closing date for CV & supporting statement	9am on Monday 29 September 2025

Interview date/s	Monday 6 and Tuesday 7 October. Interviews will take place in person at our office in London.
Contact for Questions	About the process: recruitment@hospiceuk.org About the role, contact Paul: p.hodgkinson@hospiceuk.org

You can read lots more about what it's like to work at Hospice UK on our website in the [About Us section](#) and on [YouTube channel](#) and [X \(Twitter\)](#).

What you'll be a part of at Hospice UK

Hospice UK fights for hospice care for all who need it, for now and forever. Our mission is to promote and protect hospice care for all who need it, for now and forever.

As the national champion for hospices, we fight to make sure hospice care is there for everyone, from every background. We fight to make sure hospices are able to deliver the best, most personalised care. We fight to make sure hospices can thrive – today and into the future.

We represent the community of more than 200 hospices across the UK. They do everything they can for children and adults living with long-term illness or approaching the end of their lives. So, we do everything we can to support hospices' incredible, invaluable work.

"As well as the open door policy I have with my line manager, Hospice UK also gives the opportunity for your voice to be heard."

Millie

Hospice UK's Office Manager

Our [ambitious new five-year strategy for 2024-2029](#) is the blueprint for how we can achieve the transformation that is needed and sets out the following three strategic priorities:

- **To improve equity of access:** we will work so people get the end of life care they need, and support hospices to reach those we know are missing out.
- **To enhance quality care:** we will support hospices to deliver individualised quality care amid rapidly changing demands.
- **To achieve sustainability:** we will fight for hospice services, making sure they are well-funded, governed and well-staffed long into the future.

We will only achieve these as a community, by being an outstanding organisation, and a great fundraising organisation.

Our values

We value working in collaboration and with compassion, we are inclusive, innovative and knowledgeable.

About the team



Your Team

Compassionate Employers is Hospice UK's flagship workplace support programme, designed to help organisations better support employees affected by terminal illness, caregiving responsibilities and bereavement. Through practical resources, expert guidance and training, and recognition through our Awards, we empower employers to foster truly supportive and inclusive workplace cultures.

Over the past few years, we've gained valuable insights and experience in delivering and growing the programme. Now, we're entering an exciting new phase as we redefine how workplaces respond to grief, caring and terminal illness.

You can find more information here - [Workplace Wellbeing Support | Compassionate Employers Workplace Support | Hospice UK](#)

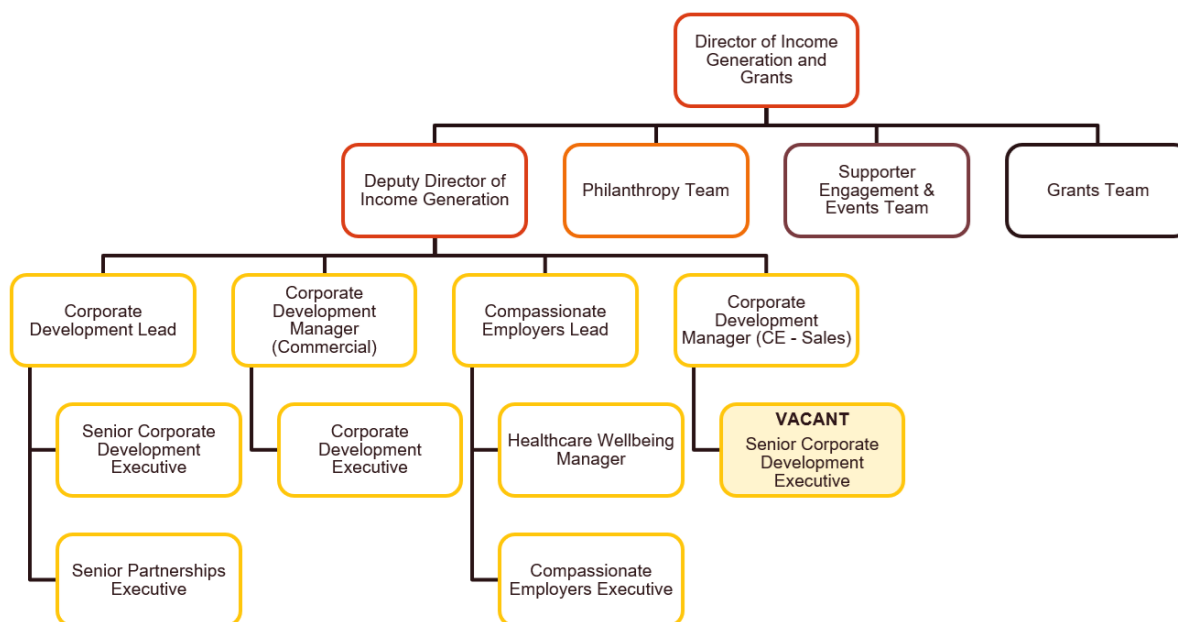
This role sits within the Corporate Development team, part of our Income Generation and Grants directorate.

Together, we build long-term partnerships with organisations through fundraising, commercial activity, wellbeing and strategic support. All helping to champion hospice care for everyone who needs it.

Compassionate Employers is a key part of this work. It brings in vital income and opens doors to new opportunities, helping drive cultural change in workplaces across the UK.

The team includes a Compassionate Employers Programme Lead, Corporate Development Manager (Sales), Healthcare Wellbeing Manager and Compassionate Employers Executive, with strategic input from the Deputy Director of Income Generation. We're a growing, ambitious team, passionate about expanding our reach and impact.

Across the wider directorate, we're 23 colleagues united by storytelling, connection and a shared belief in the power of fundraising. We're proud to be a diverse, supportive and compassionate team, where everyone feels valued and inspired to make a difference.



"I have been at Hospice UK for 7 months now and really loved it. The people are incredibly friendly and kind, all whilst being so hard working and making such a huge impact in this industry. Everyone looks after you so well and prioritises your wellbeing, mental health and happy working life. Working in Compassionate Employers has opened my eyes to workplace ethics and I have definitely become a more compassionate and open minded individual thanks to the programme and the people behind it. I would highly recommend joining Hospice UK, it's a wonderful place to work!"

Priyanka, Compassionate Employers Executive

[Priyanka Modi | LinkedIn](#)

Your manager

Your line manager will be Paul Hodgkinson. Paul is Hospice UK's Corporate Development Manager.

"I've been at Hospice UK for 4 years and I love working here. It's an incredible organisation to work for, that truly looks after the wellbeing of the whole team. Our approach to flexible working is brilliant, giving people the autonomy to make the decision on what mix of working from home and the office works best for them. I'd definitely recommend working here and look forward to welcoming you to the team."

"It's an exciting time to be joining our Compassionate Employers business development team, we've fully refreshed the product, devised our sales strategy and are looking for a dynamic sales-person to join me in delivering on our ambitious, but achievable growth targets"

Paul Hodgkinson | LinkedIn

Other teams

No team is an island and none of us are as effective without each other's support. To find out more about the other teams at Hospice UK and get an idea about the size of the organisation, please see the appendix at the end of this document.

Your Key Relationships

At times you'll work with all colleagues across Hospice UK as we all have specialisms to share with one another, but the most important working relationships outside Income Generation and Grants will be:

External Affairs

You'll work closely with members of the External Affairs Directorate, this includes social media, media, hospice membership engagement, information and policy and public affairs. You will work closely with them to create social media and marketing strategies to promote our Compassionate Employers Programme.

Finance

Our Finance team ensuring that we use the funds we receive from our supporters in a way that will give the most benefit. You will work with them to ensure all payments related to new Compassionate Employers are processed promptly and accurately. You'll cooperate on issuing and settling invoices, tracking payment

schedules, and resolving any discrepancies to maintain smooth financial operations and strong partner relationships.

Programmes

You'll work closely with our Programmes team to keep up to date on our work within hospice and end of life care. Our programme, in particular, around workforce will shape your sales approach to the healthcare sector.

"I've been at Hospice UK for 5 years and I love working here. It's a fantastic organisation to work for. The flexible working policy has been great to balance home commitments with work. I'm now in my third role here so have really appreciated the development opportunities. I'd definitely recommend working here"

Candice Lewis, Senior Programme Manager

About the job



Job Description

As one of two team members driving sales, you'll be at the heart of expanding the reach and impact of the Compassionate Employers programme. Working closely with the Corporate Development Manager, you'll help identify and engage priority sectors, manage the full sales cycle and ensure a smooth onboarding experience for new member organisations.

You'll also collaborate with the Programme Lead to support the launch of new products, including innovative offerings such as our e-learning and the Compassionate Customer Care Award, an exciting new accreditation designed to recognise excellence in empathy and bereavement support in customer-facing roles.

This new role will support the programme's growth and will help to achieve our ambitious sales targets across our Essential and Enhanced memberships, as well as our On-Demand products, particularly within the Private and Healthcare sectors.

Key responsibilities

Driving growth and sales strategy

- Achieve and exceed income targets
- Become a subject matter expert on the Compassionate Employers programme, confidently communicating its benefits and impact
- Craft compelling cases for support that resonate with prospective partners and align with their values
- Tailor communications to engage with our target sectors, whilst identifying potential new sectors
- Build and manage a robust pipeline of prospects, converting into long-term membership
- Stay ahead of market trends and competitor activity through ongoing research and analysis
- Use a consultative sales approach to understand client needs and demonstrate how the programme delivers value
- Take a lead on selling our Compassionate Customer Care Programme and our [On-Demand products](#), such as Compassionate Conversations E-learning

Marketing and collaboration

- Collaborate with the Compassionate Employers Programme Lead, Compassionate Employers Executive and Communications & Marketing Manager to deliver targeted marketing campaigns that drive engagement
- Partner with the Corporate Development Team to introduce the programme to existing corporate supporters
- Collaborate with internal Hospice UK teams to explore and secure funding opportunities that align with our mission

Relationship management

- Support seamless onboarding of new members, ensuring a positive and impactful start to their journey
- Build lasting relationships with clients, maintaining regular communication to gather feedback and identify opportunities for growth
- Work with the Compassionate Employers Programme Lead and Compassionate Employers Executive to upsell additional features and services, enhancing client value and increasing revenue

This role is not exhaustive and is subject to review in conjunction with the post holder and according to future changes and developments in the service.

Person Specification

We're looking for a confident, creative, and commercially minded individual to help grow the Compassionate Employers programme by building meaningful, long-term partnerships. This role is ideal for someone who thrives in a purpose-driven environment and is motivated by making a tangible difference in people's working lives. You'll be engaging with a wide range of organisations, tailoring proposals, and influencing key stakeholders to position our programme as a valuable solution for workplace wellbeing.

You'll bring proven experience in sales or business development, with a strong track record of meeting targets and building lasting client relationships. You'll be skilled in complex selling, proposal writing, and delivering persuasive pitches. Excellent communication and relationship-building abilities are essential, along with a strategic, results-driven mindset. A good understanding of workplace

wellbeing, or a willingness to learn is important, as is commercial awareness and the ability to articulate the business benefits of our programme.

Application criteria:

Essential	Desirable
Proven experience in B2B sales or business development/corporate fundraising	Experience selling workplace wellbeing products/solutions to employers
Experience in complex selling – able to navigate multiple stakeholders whilst selling both one-off products and building long-term, bespoke partnerships to a wide range of organisations	Experience using databases to record, maintain and manage information effectively
Strong proposal writing and presentation skills – confident crafting persuasive proposals that articulate the business benefits of our programme and position it across different sectors, and ability to deliver engaging pitches	Experience selling to and building relationships in the public sector and Health & Social Care
Strong influencing skills – shaping outcomes in a way that aligns with client needs and programme goals	Understanding of grief, end-of-life care and/or hospice services. Experience applying this knowledge to proposals, partnerships or plans is particularly valuable
Creative and innovative approach to identifying, developing and marketing to a wide range of organisations	

Terms & Conditions



Contract	Permanent
Salary	£40,373 pa
Probation period	Six months
Notice period	Two months
Work Pattern	35 hours per week. We are passionate believers in working in a hybrid manner that suits you. See the appendix at the end of this document for more details.
Pension	You will be auto enrolled into our pension scheme which is at 4%. Further contributions can be made to the scheme and Hospice UK will match contributions of up to 7% of your gross salary.
Life Assurance	Is provided upon start date at three times salary, subject to acceptance by our insurers
Simplyhealth Scheme	A cash plan scheme, which provides payments towards everyday healthcare treatments for example dental, optical etc. up to a policy limit. All employees will be covered under level three of the scheme.
Cycle to work scheme	Loaning of a cycle via a salary sacrifice scheme.
Season ticket loan	An interest free loan is available after the completion of probation.
Holiday	25 days in the first year, increasing to 27.5 days in the second year of service and 30 days in the third. <note this will be pro rata if the role is part-time> The leave year runs from 1 January to 31 December.
Location	<p>You will be contractually based at Hospice House, Britannia Street, London, WC1X 9JG. The Hospice UK Hybrid Working Arrangement is available from the start of your employment.</p> <p>We are looking for someone to come into the office in London on a Tuesday each week. A day where all of Income Generation come into the office. You can work remotely for the rest of the time. Equally, you may prefer to work from the office full-time. There will also be an expectation to be available for in-person sales meetings in London and across the UK, when needed. We also encourage all colleagues to visit member hospices to help inform our work and you may be able to work from there.</p>

About Hospice UK



Hybrid working at Hospice UK

At Hospice UK we have been hybrid working for a long time and believe that it's important to let individuals work in a way that makes sense for them. Everyone is different and we have colleagues who love being in the office with everything that brings as well as having whole teams based in all corners of the country.

We recognise that you are an individual and you have a way of working that is best for you. We'll always do our best to accommodate that.

We believe:

It's based on trust. We trust you to choose the best times and places to match the work you do, your personal preferences and to balance this with your own needs and the needs of your team.

- Work is an activity and not a destination. Work is not simply desks in an office that people are required to be at from 9 to 5, a few days a week.
- Community, collaboration and connection are part of who we are at Hospice UK, and we know they are important for your wellbeing. We will continue to provide safe office spaces for you to collaborate and connect with each other.
- Hospice UK recognises that physical presence does not equal great performance. Your performance will be evaluated on the impact you have and the outcomes you deliver, not solely on being at the office all the time.
- We know that there might be times when, even if you'll generally be working remotely, that you feel that being on site is crucial, such as when you first start working at Hospice UK or have started a new role.
- Hybrid working is open to everyone who has a suitable role regardless of how long they have worked for Hospice UK.

Working hours and keeping in touch

We want to empower you to flex the times you work so you can balance your home life around the needs of your role. We trust you to manage your own time and make sure you do the hours you are contracted to do. However, there are some important things we would like you to be aware of:

- We may ask you (with enough notice) to be available at certain times to meet the needs of the charity, and to physically be in the office to collaborate or attend training.

- If you choose to work early or late, perhaps during unsociable hours, please be courteous and respectful to your colleagues. We don't normally expect our people to respond to emails or calls during unsociable hours, nor should you.

Hybrid working should not be used as a way of carrying on working when you are sick, often called 'presenteeism.' If you are ill, then you need to take time off.

We're proud to be a Gold Standard Compassionate Employer

This means we go beyond policy to truly support our people through life's toughest moments, like bereavement, caring responsibilities, and serious illness. We offer enhanced leave, trained managers, peer support, and access to wellbeing resources. Compassion is embedded in how we work, lead, and care for each other, every day.

About our teams

Every single person at Hospice UK is a vital part of making our amazing organisation function. None of us can do it alone.

As time goes on, you'll find out more about what colleagues in other departments do, but for now, here's an overview of the individual teams and how, with you, they help Hospice UK change the world.

External Affairs

This new team brings together our communications and campaigns work, our policy, advocacy and influencing work, and our membership engagement function.

Our job as a department is to be the bold national voice of the hospice sector, representing its interests, campaigning and lobbying on its behalf, and improving public understanding of what hospices do and just how important they are.

We're here to make sure as many people as possible, from all walks of life, can access high quality end of life care - no matter who they are, where they are, or why they are ill.

Working closely with our 200+ hospice members, we have a strong track record of winning campaigns on their behalf, most notably in recent years by securing close to £400m in emergency support for the hospice sector during the Covid-19 pandemic.

Our focus now is ensuring that hospices can meet ever increasing demand for their services, with well-funded and well-staffed hospices across the UK.

Programmes

This new team brings together the projects and networks we deliver with and on behalf of our 200+ members, and our health, charity and academic partners. Our projects aim to increase the reach of hospice care to underserved communities. Our networks bring together colleagues and experts in many different roles to share and learn from each other.

We run conferences and masterclasses, including our flagship annual national conference. And we work with hospice leaders to tackle together some of the key issues impacting funding, workforce and service delivery across the four nations of the UK.

Our work is often overseen by clinicians and underpinned by the national evidence we analyse and the data we collect from hospices.

Income Generation and Grants

The Income Generation team raises money for Hospice UK through events, major donors, trusts, individual giving, legacies and corporate partnerships.

The Grants team secures funding from grant-making organisations and then distributes it to hospices via managed grants programmes.

The department is made up of five teams:

- Events and Supporter Engagement
- Major Giving
- Corporate Development
- Compassionate Employers
- Grants.

These teams all work alongside one another to maximise income for Hospice UK and support for local hospices through a variety of activities, campaigns and partnerships.

Our aim is to create sustainable, diverse income streams to enable Hospice UK and local hospices to continue to develop and thrive.

Operations

Operations enable Hospice UK to be an outstanding organisation, supporting and enabling the whole charity to achieve its objectives by providing resources and modern ways of working. We ensure that the best and most skilled staff can contribute to us being a great membership body. Hospice UK needs to be a super

place to work to attract diverse talent and we are determined to foster a positive culture and employee experience.

The operations team is made up of our internal support teams:

- **People and Culture** work to look after the people at Hospice UK from ensuring that new colleagues have everything they need (including managing the induction programme and creation of this document) working with managers to find new colleagues and develop the teams they have. Alongside this they make sure that we focus on wellbeing of all the staff at Hospice UK and are always here when anyone needs to know how to find support.
- **ICT, Digital and Data** supports Hospice UK's vision, mission and strategic priorities by providing technology that helps us all to work efficiently and effectively. They also collaborate with teams across Hospice UK to improve the services that we provide to the hospice sector, members of the public and others.
- **Finance** manages all the income and outgoings for the organisation, ensuring that we use the funds we receive from our supporters in a way that will give the most benefit.
- **Facilities** lead on ensuring that our office and wider means of working are running smoothly and allowing all our colleagues to have a welcoming, functional and enjoyable place to visit.
- **Regulatory and Contracts Manager** - not an employee but works closely with the Operations team, and in particular ensures any contracts or agreements we enter into with external organisations are fit for purpose.