

Senior Philanthropy Manager (Trusts and Foundations)

Candidate Information Pack

March 2026

Senior Philanthropy Manager

Trust fundraising at Hospice UK is one of our most well established income streams. In recent years it has gone from strength to strength and we are really bucking the trend in growing our income in this area. You will be taking on a very successful pipeline with plenty of well-developed relationships with Trusts of all sizes, as well as attractive projects to fundraise for.

This is a replacement role and you will be taking over at a time of exceptional growth in the Income Generation team at Hospice UK. We've done the ground-work and have secured plenty of resources to support you in the role, so you'll be able to get off to a great start. You'll also be line managing our very capable Philanthropy Assistant who takes care of the smallest Trusts as well as supporting the activity of the Philanthropy team in developing income from major donors.

You'll be happy to pick up the phone and arrange meetings to engage funders personally, whether they are new to us or well established. You'll also be well networked within Trust and Philanthropy fundraising circles, able to keep up to date with the latest trends, learning and information across the sector.

You'll be crafting excellent cases for support to interest potential Trusts and philanthropists in our directly delivered projects, as well as the work we do supporting the whole hospice sector. There will be plenty of opportunities for arranging funder meetings and briefing events and leading on building relationships with high value funders, as well as the essential work of crunching the data and pipeline research that underpins a successful programme.

You'll be central in further developing this well established income stream over the medium to long term, but crucially there are still lots of opportunities for further growth. Reasonable and gradual income targets have been set over the next four years and we're confident that together we can smash them.

The cause is an emotive and one that affects everyone, of any age. The impact of this new role will mean many more children and adults can get the compassionate care they need to live their lives well, right up until the end.

Reporting to	Head of Philanthropy
Line Manager to	Philanthropy Assistant
Salary	£52,000 per annum
Contract	Permanent, Full time
Based at	The post holder will be contractually based at Hospice House, Britannia Street, London, WC1X 9JG. This role

	<p>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 expect someone to come into the office for two or more days a week. One of those days would be a Tuesday when Income Generation & Grants colleagues come into the office. You can work remotely for the rest of the time, but equally, you may prefer to work from the office full-time. You can discuss your preferences as they meet our business needs with your line manager at the start of your employment.</p> <p>You will also need to be available for some out of hours events in the evenings.</p>
Closing date for CV & supporting statement	10 am Tuesday 7 April 2026
Interview date/s	Wednesday 15 and Thursday 16 April.
Contact for Questions	<p>About the process: recruitment@hospiceuk.org</p> <p>About the role: c.longton@hospiceuk.org</p>

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](#)).

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 are collaborative, compassionate, inclusive and innovative.

Inclusive:

- Value every voice
- Embrace difference
- Champion belonging

Compassionate:

- Be kind
- Looking out for each other
- Listen without judgement

Collaborative:

- Share openly
- Build bridges
- Work brilliantly together

Innovative:

- Be brave
- Be curious
- Keep learning

About the team



The Philanthropy Team

We are a team of four that sit within the wider Income Generation and Grants directorate of 19 people.

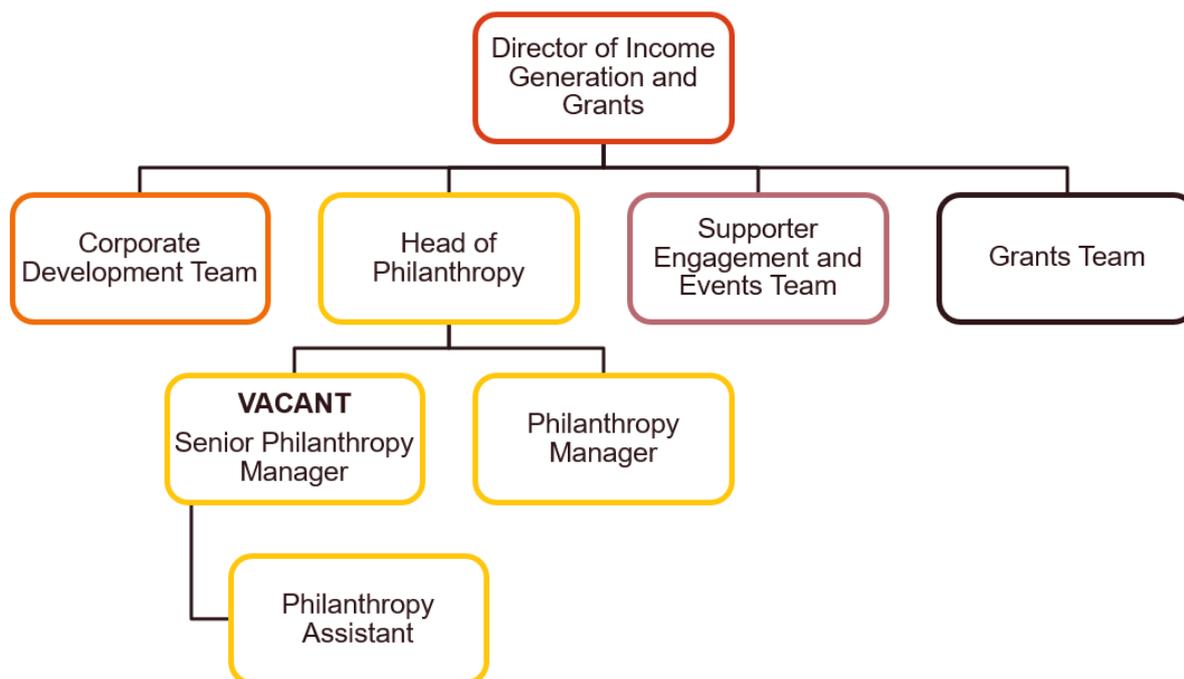
The Philanthropy Team currently includes two Philanthropy Managers, the Head of Philanthropy, and a Philanthropy Assistant. The current Head is very experienced in high value fundraising and has been at Hospice UK for a number of years. Our ethos is a relationship development approach to fundraising and you'll find plenty of support for a values-based approach to income generation within the team.

The team works really well together, both jointly and individually, with a focus on proactivity and ample autonomy. We've been very successful over the past few years in hitting our targets and now we're excited be recruiting for a fourth team member to grow our new major donor programme.

"I've been at Hospice UK for 3 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."

Paul H

Paul Hodgkinson, Corporate Development Manager
(Compassionate Employers)



Your manager

Your line manager will be Cath Longton who is Hospice UK’s Head of Philanthropy.

Cath has been working in the high value fundraising sector for most of her career, leading on major donor and high value Trust fundraising for over 20 years with charities large and small, mainly in the health and social care sector. You can find her LinkedIn profile [HERE](#).

Cath is a collaborative and supportive line manager who is excited to work in partnership with you and share her experience to help you to shine in the role, while giving you the autonomy to manage your own major donor relationships.

Your colleagues

Lisa Bullen, who leads on major donor strategy, is a warm and engaging colleague who focuses on major donor development. She will be a very supportive and welcoming peer for you, particularly during your first few months with the Philanthropy team.

Lottie Ashmore, our Philanthropy Assistant, is the fourth member of the team. Lottie is on a one-year Charity Works placement and is settling in well. She is a wonderful people person and provides capable support for the whole team’s admin needs.

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 relationship outside your immediate team will be with Catherine Bosworth, our Director of Income Generation and Grants. Catherine provides outstanding leadership for the whole directorate and her warm and engaging personality really shines through.

Alongside Catherine, you'll be working particularly closely with colleagues in the Corporate Development team (headed by Kathryn Brennan), the Events & Supporter Engagement team (headed by Gemma Roberts), and the Grants team (headed by Karl Benn).

Income Generation at Hospice UK is slightly different in that the Corporate team also includes a commercial arm. This is because we have some unique products like our Corporate and hospice sector conferences and our **Compassionate Employers** programme, which are great door-openers for developing relationships and networking.

The whole Income Generation and Grants directorate will make sure you feel welcome and supported - and we're eager to share our knowledge of Hospice UK and our ethos of 'one team, one dream!' with you.

About the job



Job Description

The purpose of the role is to lead our Trust & Foundations fundraising activities, cultivating and expanding support from high-value income sources.

The Senior Philanthropy Manager (Trusts) will be responsible for developing and executing our fundraising strategy, in conjunction with the Head of Philanthropy, to build and maintain relationships with Trusts and grant making partners to secure long term financial support for Hospice UK's mission.

The post holder will be responsible for researching, cultivating and managing a portfolio of Trusts and Foundations at all levels, including those which have the potential to make grants up to and above 7 figures, to build a viable pipeline of Trusts and Foundations that will fund Hospice UK's work at a national level

The post holder will work proactively and collaboratively with departments and senior leaders across the charity to ensure a joined-up approach to Philanthropy fundraising. Together with the Programme team and External Affairs team they will develop and write compelling and creative applications for a range of Hospice UK projects. The role will also research and implement effective engagement and stewardship plans to build long-term high value relationships that ultimately grow our income from Trusts and Foundations.

The role holder will be required to deputise for the Head of Philanthropy when required, to assist with budget planning, staff management, and in developing income from other high value sources (e.g. individuals, statutory etc.) as required. Additionally they will hold line management responsibility for the Philanthropy Assistant, a position that supports both Trusts and Major Donor activity across the Philanthropy team.

The successful candidate will have a flair for relationship building as well as a persuasive personality and lots of initiative. They will have excellent organisational, written and verbal communication skills, with an eye for detail and the drive to make an impact in this role. The ideal person will be a strong team player who is also able to work autonomously and have a passion for our cause.

Key tasks and responsibilities

1. Lead the development and delivery of Hospice UK's Philanthropy strategy for Trusts & Foundations to ensure the maximisation of revenue and that financial targets are met.
2. Develop and manage a portfolio of Trusts and Foundations to develop a sustainable income base for the charity; contributing to the income target for the Philanthropy Team and achieving agreed personal income targets and KPIs.
3. Work proactively, both independently and with colleagues, to ensure that strategic and operational delivery reflects a coordinated and collaborative approach to Trusts and other high value fundraising across the charity.
4. Support the Philanthropy team's fundraising strategy through creative thinking, problem-solving, and the maintenance and use of CRM databases. Use networks, relationships and knowledge to generate income from Trusts and high value sources by identifying connections and new funding opportunities.
5. Support the achievement of annual income targets and KPIs by researching and qualifying information to create a robust pipeline of Trust and other high value funders, matching these against funding opportunities.
6. Have an active oversight of the Trusts & Statutory landscape, working to scan the environment and build ongoing relationships with Trusts, Foundations and government sources.
7. Develop and maintain strong relationships across Hospice UK, particularly with the Grants, Programmes and External Affairs teams, and quickly develop a strong understanding of the current, emerging and future work of the charity.
8. Provide accurate reports and business information to tight deadlines, working effectively with relevant colleagues as needed. This will include organising, attending and occasionally presenting at events/ meetings; ensuring attendees are fully briefed and prepared, and any actions are followed through.
9. Liaise with programme delivery staff to track restricted income and expenditure linked to current projects to ensure that activities have been carried out within the grant makers' criteria, and that funders promptly receive all agreed reports and updates.

10. Work with programme delivery staff to support the development of new and innovative project plans for funders that include outcome and impact measurements, to help secure funding and enable robust reporting back.
11. Develop own Trust fundraising strategy and work plan, ensuring it dovetails and supports the wider Philanthropy team. Support the development of stewardship plans and moves management systems for Trusts, particularly as they relate to the CRM database.
12. Ensure the Moves Management Cycle (or Sales Cycle) and reporting back against KIP's for Trusts and Foundation is developed to its full capacity on the CRM and ensure accurate records of all funding approaches are maintained on the database.
13. Support the preparation of quarterly income and expenditure forecasts, monthly reports and provide accurate, timely information as required to support the preparation of income and expenditure and return on investment reports.
14. Work with the Head of Philanthropy to refine the charity's fundraising case for support and compelling fundraising and supporter engagement materials for a wide range of audiences; effectively communicating the charity's vision to internal and external audiences.
15. Ensure the most effective processes and procedures are in place to support the operational activity of the team and identify/ propose changes to improve performance as necessary.
16. Ensure that Hospice UK meets its legal obligations with regards to fundraising, adheres to the Code of Fundraising Practice, and maintains its reputation through its fundraising activities
17. To perform any other reasonable tasks as requested by the Head of Philanthropy.

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

Person specification

We're looking for someone with a high level of accuracy and attention to detail in researching and crafting applications to Trusts and Foundations, along with strong written and verbal communication skills.

Additionally you will have demonstrable people skills and a proactive, persuasive approach to fundraising, with the ability to pick up the phone and arrange meetings to engage and maintain relationships with stakeholders at every level, both internally and externally.

You will have the ability to implement fundraising strategies aligned with our organisational priorities, including budget setting and meeting financial and non-financial targets to deadline.

Proficiency in database systems and MS 365 is a given, as is an approach that mirrors our values and a genuine passion for our cause

Application criteria below:

Experience and knowledge

	Criteria	Assessment
E	Proven track record of raising significant (e.g. six figures plus) single and multi-year gifts from Trusts and Grant makers. Personally applying for and securing restricted and unrestricted funding.	Application / interview
E	Experience of developing and writing compelling applications bids and cases for support, presenting complex information that is persuasive and engaging for lay audiences.	Application / in interview
E	Experience of successfully researching and building short, medium and long term funder pipelines to meet financial targets.	Application / interview
E	Experience of effective and supportive line management; ability to set objectives and develop direct reports.	Application / interview
E	Experience of using CRM databases to track, manage and report back on applications, KPIs and further status for a large portfolio of Trusts and Trust influencers at all gift levels.	Application / interview
E	Experience of supporting the preparation of team / departmental budgets and multi-year income forecasting.	Application / interview
E	Planning and delivering the highest quality donor care and communications through prospecting, engaging and stewarding high level relationships.	Application / interview
E	An understanding and knowledge of the Trusts and Grant making funding landscape, and ability to keep abreast of developments in the sector.	Application / interview

Skills and abilities

	Criteria	Assessment
E	A collaborative approach to high value fundraising and using influencing skills to engage colleagues and funders on a range of projects and initiatives.	Interview
E	Outstanding writing skills, including preparation of flawless copy. Strong commitment to attention to detail and accuracy, able to maintain high standards whilst working to deadlines.	Application / Interview
E	Excellent communication skills with the power to persuade, motivate and inspire others whilst also delivering clear, concise messages.	Interview
E	Ability to undertake detailed, high quality research to identify funding opportunities; able to match project information to funder criteria.	Application / Interview
E	Ability to identify problems and use initiative to find practical and diplomatic solutions. Ability to manage own income targets and contribute towards the delivery of team KPIs.	Application / interview
E	Results driven and passionate, with an organised, systematic approach to managing workloads. Ability to deputise for the Head of Philanthropy both internally and externally as required.	Application / interview
E	Financially and IT literate. Confident with MS 365 systems and industry standard research tools.	Application / interview
E	A behavioural approach to mirror Hospice UK's values: collaborative, compassionate, inclusive, innovative.	Interview

Terms & Conditions



Contract	Permanent
Salary	£52,000 per annum
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. An EAP is also provided within this scheme. 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	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. For this role, we expect someone to come into the office for two or more days a week. One of those days would be a Tuesday when Income Generation & Grants colleagues come into the office. You can work remotely for the rest of the time, but equally, you may prefer to work from the office full-time.

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 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 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 webinars, 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
- Philanthropy
- 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 and Transformation

Operations and Transformation teams 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:

- **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.

The **Transformation team** works together to make Hospice UK a super place to work by providing a great colleague experience and continually improving our processes.

- **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). They work with managers to recruit new colleagues and provide a comprehensive learning and development offer to help every colleague perform at their best. They help us to focus on the wellbeing of everyone at Hospice UK.
- **ICT and Data** provides the technology and data that helps us all to work efficiently and effectively from anywhere. They collaborate with all teams to improve our processes so that we can deliver excellent services to the hospice sector, members of the public and others.