

Trustee Role Profile

Role title: Trustee (with a background in Fundraising)

Organisation: Isabel Hospice Ltd

Accountable to: Chair, Isabel Hospice Ltd

Introduction

Isabel Hospice Ltd is a local charity providing free, compassionate care and support to adults with life limiting conditions and their families and carers across eastern Hertfordshire. Our vision is to provide outstanding palliative care for all.

The Trustees of the charity are responsible for giving direction to Isabel Hospice and ensuring it meets its objectives effectively. They are concerned with the policy, strategy and monitoring of the organisation; day to day management is delegated to paid professional staff who report to the Board of Trustees.

The Trustee Board comprises up to 12 Trustees, who are appointed initially for a period of three years and can be re-appointed for one further period of three years up to a maximum of six years.

Trustees give their time voluntarily and receive no payments for their contributions to Isabel Hospice but may have their expenses reimbursed.

Isabel Hospice Limited is a registered charity and a company limited by guarantee and so the Trustees are also the Directors of the Company.

It costs c £7 million each year to provide vital services (including clinical and support services) and with limited NHS Funding we need to generate the additional funds required – through Fundraising, Trading operations and evolving work to develop new additional income streams.

Duties of a Trustee

The formal and statutory duties of Trustees collectively are to:

- Ensure that Isabel Hospice complies with its Memorandum and Articles of Association, charity law, company law and any other relevant legislation or regulations
- Ensure that Isabel Hospice pursues its charitable objects as defined in its Memorandum of Association
- Ensure Isabel Hospice applies its resources exclusively in pursuance of its objects, i.e. Isabel Hospice should only spend money on activities which are included in its own objects and not others, no matter how worthwhile or charitable those activities are
- Give clear strategic direction to the organisation, setting overall policy, defining goals, setting targets and evaluating performance against agreed targets
- Safeguard the good name and the values of Isabel Hospice
- Ensure the effective and efficient administration of Isabel Hospice
- Ensure the financial stability of Isabel Hospice
- Protect the property of Isabel Hospice and to ensure the proper investment of its funds
- Appoint the Chief Executive, monitor their performance and determine his/her remuneration

- Act at all times in the best interests of Isabel Hospice and declare any conflicts of interest

In addition to the above duties, all Trustees should use any specific knowledge or experience they have to help the Board of Trustees reach sound decisions. This will involve focusing on key issues and providing advice and guidance requested by the Board on issues and initiatives relevant to the area of Isabel Hospice's work in which the Trustee has special expertise.

For the Trustee with a background in Fundraising it is expected that the Trustee would:

- Appreciate the importance of corporate branding, communications and digital marketing
 - Provide specialist high level fundraising advice
 - Ensure that Isabel Hospice continually operates at the cutting edge of fundraising by identifying and capitalising on emerging trends
 - Ensure Isabel Hospice has an innovative and sector leading fundraising strategy that delivers income across multiple income streams and channels
 - Have oversight of the delivery of fundraising plans to enable the maximisation of income for the charity, against agreed targets
 - Provide expert advice and support to the Director of Income Generation and Marketing to ensure continuous development and improvement
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Time Commitment

You will need to be committed to the role in order to fulfil the duties of a Trustee effectively – our expectations of our Trustees include:

- Attend quarterly Board meetings. These are likely to be towards the end of the day on a weekday and are usually face to face physical meetings
- Sit on two of the Board's committees (one would be the Fundraising and Marketing Committee) and/or be appointed as a Director of Isabel Hospice's Trading subsidiary, Isabel Hospice Trading Ltd which oversees its network of charity shops and e-commerce business, or a new company currently being established to oversee new income streams
- The Board committees meet quarterly, ahead of the main board, towards the end of the day, meetings may be physical or virtual
- The Isabel Hospice Trading Board also meets quarterly, physically or virtually
- Attend and participate in the Board's away days; there are usually two a year
- Visit Isabel Hospice services, shops and offices from time to time to meet with staff & volunteers, build an awareness of the work and develop an understanding of the needs of the different teams
- Be an ambassador for Isabel Hospice
- Liaise with other Trustees and the Executive Team in between Board meetings as required
- Read Board and committee papers
- Take part in a comprehensive induction programme

Trustees are expected to develop a good understanding of Isabel Hospice, how it operates, its staff and volunteers and the people it serves.

Trustee (Fundraising) Person Specification

Caring, Together, Respect, Responsive, Dynamic

Requirement	Essential	Desirable
<p>Knowledge and Professional Experience</p> <ul style="list-style-type: none"> • Board level experience in a public, commercial, not for profit or charity organisation • Understanding and acceptance of legal duties, responsibilities, and liabilities of company Directorship and the legislation governing fundraising • Strategic experience in commercial, public or not for profit organisations • Experience of leading fundraising strategies and techniques using a variety of platforms including digital / social media • Marketing experience 	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>	<p>X</p>
<p>Aptitude and skills</p> <ul style="list-style-type: none"> • Excellent communication and interpersonal skills, with the ability to negotiate, persuade and advocate • Commitment to the aims and objectives of Isabel Hospice • Be an ambassador for Isabel hospice, attending functions on behalf of Isabel Hospice, sometimes to receive a cheque for monies raised or offering a Thank You on behalf of Isabel Hospice • Ability to work collaboratively and constructively with other Directors, Trustees and Executive Team in order to reach timely decisions • Ability to understand the factors that lead to high-performance income generation • An ability to analyse documents and provide informed feedback • A willingness to devote the necessary time and effort to the role 	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>	
<p>Personal qualities</p> <ul style="list-style-type: none"> • Empathy with the essential principles of public life: selflessness, integrity, objectivity, accountability, openness, honesty, and leadership • An entrepreneurial mindset – strategic thinking, creativity and vision • Good, independent judgement, able to challenge constructively as a "critical friend" • Ability to work in a way that demonstrates Isabel Hospice's core values: caring, together, respect, responsive and dynamic • Ability to work in a way that encourages and embeds equity, inclusivity, and diversity (EDI) 	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>	

<ul style="list-style-type: none">• Ability to Chair meetings, in an effective way to be focussed and enable collective decision making		
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