



St Ann's Hospice

every day makes a difference



Director of Business Development
Recruitment Pack

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Dear Candidate

Thank you for your interest in St Ann's Hospice.

St Ann's is one of the oldest and largest hospices in the UK. We have been providing hospice services for over 50 years. We care for thousands of patients from across Greater Manchester every year. Our services are delivered from our sites in Heald Green and Little Hulton, as well as via a range of community and outreach services, caring for people in the place they call home.

Our support means different things to different people. Some people come to us for care at the end of their life, others for help managing their symptoms. Some join our outpatient sessions, while others enjoy complementary therapies or spend time with our counsellors. Our core purpose is to lead specialist care for people impacted by life-limiting illness.

The challenges faced by the hospice sector are unprecedented. It is evident that the political, economic and health and social care landscapes are changing at pace. Together we are stronger as we immerse ourselves into the new integrated care system. We have nurtured collaborative relationships with NHS commissioners and formed partnerships across the private and third sectors.

However, we could not function and thrive without the astounding support of the communities which we serve. We must raise around £20,000 every day in order to sustain the high quality of service.

Working at St Ann's Hospice offers an outstanding opportunity to support people impacted by life-limiting illness. We are leaders in the provision of palliative and end-of-life care and we are dealing with increasingly complex circumstances, so we cannot be complacent. We always rise to challenges as well as opportunities and we know we must be innovative and ambitious in order to remain relevant.

I wish you well with your application.

Yours sincerely



Rachel McMillan
Chief Executive



St Ann's Hospice

At St Ann's, our patients, their families, friends and carers are at the very heart of everything we do. We are always striving to be the very best to ensure they have the highest quality care and support – care at what is, for many, one of the most vulnerable times in their life.

How We Serve Greater Manchester

Who we care for

St Ann's cares for thousands of patients (over the age of 18) and their families and carers every year who are affected by life-limiting illnesses – both cancer and non-cancer. We deliver care that is special and unique to each individual person. We provide end-of-life care and also specialist palliative care for people who are living with a life-limiting illness but are not yet at the end of their life. Our specialist palliative care team helps manage pain and symptoms and maximises quality of life.

Where we provide care

St Ann's provides care at its two hospice sites and in people's own homes, working in partnership with acute hospitals, community services, local authority social care providers and voluntary organisations.

In addition to our hospice sites we have 9 charity shops



A Five-Year Strategy for St Ann's Hospice (2023 – 2028)

Our strategy is driven by our purpose of leading specialist care for people impacted by life-limiting illness and focuses on six strategic aims:

Strategic Aim 1:
To provide outstanding person-centred care that is innovative and evidence-based.

Strategic Aim 2:
To lead the sector in education, research and innovation.

Strategic Aim 3:
To be an organisation of choice for all.



Strategic Aim 4:
To sustain and further develop a values-based culture within which there are high-performing people and teams.



Strategic Aim 5:
To ensure our buildings, estate and facilities are fit for the future to enable the delivery of outstanding person-centred care.

Strategic Aim 6:
To be financially viable and develop growth in our business for future sustainability.

Over the last 12 months we have made progress in realising our ambitions. Our clinical services have been redesigned to reflect changing needs following the COVID-19 pandemic. We have realigned our education provision to place us in a good position to lead the sector. Ensuring we are an organisation of choice has been a priority as we work on being accessible for patients, a great place to work and an attractive organisation for supporters and donors.

Our values lie at the heart of everything we do and we are ensuring these influence our daily work as well as decision-making. Plans to build our new hospice at Heald Green have been developed further and we have been able to purchase the land to build it. We are working hard to deliver financial viability.

Our work to secure future sustainability must continue at pace as we face unprecedented challenges. We must develop our entrepreneurial ability to drive performance and results and to achieve sustained growth to secure the future of the hospice as well as realising our ambitions.



Our Team



**Chair of Trustees,
Jackie Oldham**

St Ann's Hospice is governed by a Board of Trustees with day-to-day management of the hospice delegated to the Executive Leadership Team.



**Chief Executive,
Rachel McMillan**

Rachel acts as a direct liaison between the Board of Trustees and the hospice leadership teams. With the delegated authority from the Trustees, the Chief Executive has overall responsibility for overseeing the development and implementation of the hospice's strategy and for safeguarding the effective governance of the charity.



**Director People, Culture and
Support Services,
Gill Turnpenney**

Gill is responsible for all aspects of the workforce including education and learning. In addition, she oversees the Support Services functions consisting of catering, housekeeping, reception, maintenance, health and safety and IT.



**Director of Clinical Services,
Emma Dixon**

Emma is responsible for the Clinical Services Directorate which includes nursing, therapy staff and clinical administrative staff as well as quality and audit. She is the Senior Information Risk Officer and responsible for Information Governance.



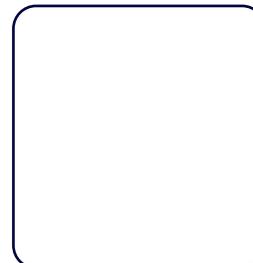
**Medical Director,
Dave Waterman**

Dave leads the medical provision for the hospice and is also the Caldicott Guardian.



**Associate Medical Director,
Alison Roberts**

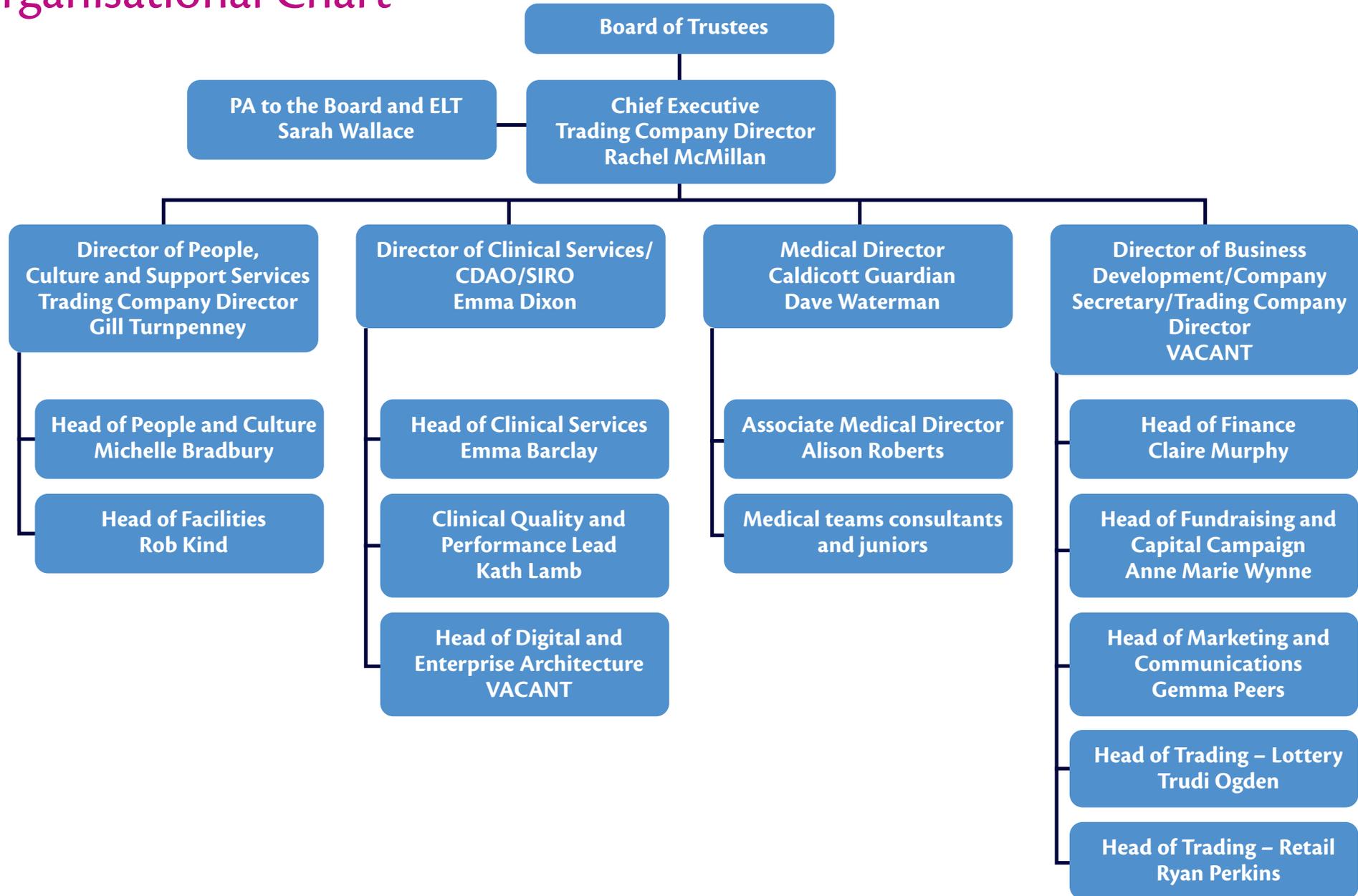
Alison supports our Medical Director in leading the medical provision for the hospice.



Vacant Post, Director of Business Development

The postholder oversees the Finance, Fundraising and Communication & Marketing Departments as well as the Hospice's Trading Company. Business development is key to this role as we ensure the hospice is financially sustainable for future generations.

Organisational Chart



Director of Business Development

The post of Director of Business Development works within the hospice's Executive Leadership Team reporting to the Chief Executive. The postholder contributes to the hospice's strategy by being an effective member of the executive leadership team providing leadership to the following areas of responsibility within the directorate:

- Finance
- Fundraising
- Trading Company
- Communication and Marketing

Business development is integral to delivering our ambitions and our future sustainability.

This role encompasses both income generation and expenditure, allowing for critical decision-making, leading to and augmenting meaningful progress with our strategic aims.

Key priorities for the role include identifying business development opportunities for growth in order to meet our ambitions as well as providing cohesion and collaboration within the Business Development functions and across all the hospice's directorates through talented leadership.

This is an exciting time to join the hospice as we embark on major developments in our estates and continue to drive our ambitious strategy to lead specialist palliative care.

We're seeking an experienced Director of Business Development with responsibility for the financial direction and performance of the hospice.

To be successful in this role you will need to be commercially focused with an entrepreneurial mindset demonstrating strategic thinking as well as driving performance and results. You will possess effective financial acumen to drive sound business decisions. Additionally, you will be able to demonstrate proven experience of leading high performing teams and the ability to work collaboratively with colleagues to achieve results. Most importantly, you must be wholeheartedly committed to and motivated by the purpose and values of St Ann's Hospice.



Director of Business Development Job Role Profile

Title: Director of Business Development

Salary: Hospice Band 8d £83,571 - £96,376
Competency Based Framework

Location: cross site

Responsible for:

Strategic and operational management across Business Development, Finance, Income Generation, Trading and Marketing & Communications.

Responsible to: Chief Executive

Core Purpose:

The Director of Business Development contributes to St Ann's Hospice Strategy by being an effective member of the executive leadership team providing leadership and management to the areas of responsibility within the directorate. The post holder is also the company secretary.



Job summary

The post holder will take responsibility for the financial strategy, direction and financial performance of the hospice reporting to the Chief Executive and the Board of Trustees on all aspects of financial governance providing advice and assurance as necessary.

The Director of Business Development will have overall responsibility for income generation and be responsible for financial performance with shared accountability with the Executive Team for delivery of performance and financial sustainability for the Hospice.

The Director of Business Development will demonstrate innovation, entrepreneurial and creative business ideas to increase income using effective marketing and communication strategies to enhance performance within the directorate and across other departments.

At all the times, the post holder will promote improvement, innovation and high standards in all services to benefit patients and their families and friends.

The Director of Business Development will support the overall achievement of the strategic aims and objectives working in partnership with other members of the Executive Leadership Team.

It is essential that the post holder will promote the purpose and core values of the hospice and will act to promote public trust in the organisation.

The post holder will report to the Chief Executive and provide assurance to the Board of Trustees on all aspects and areas of responsibility.

The post holder will be people and solution focused as a leader with a positive approach to all they do with a natural entrepreneurial mindset.



Responsibilities

The Director of Business Development will:

- In collaboration with the Board, Chief Executive and Executive Leadership Team, develop and implement business strategy and initiatives appropriate to the future needs and ambitions of the Hospice which supports the provision of the highest standards of care for patients and carers.
- Encourage and support entrepreneurial attitudes and innovation to establish new income streams or change existing ones.
- Seek to maximise effective collaboration across the health and social care economy and beyond.
- Innovate and offer ground-breaking ideas that will contribute to the Hospice being increasingly relevant within communities and the health and social care economy.
- Build dynamic relationships with external partners, stakeholders and other networks.
- Work collaboratively to grow the reputation of the hospice with a focused vision on business growth which aligns with St Ann's ethos, strategic aims, values and behaviours.
- Lead and monitor the implementation of the income generation strategy across Fundraising and the Trading Company.
- Ensure risk assessment and management processes are in place regarding areas of responsibility.
- Ensure up to date development and implementation of policies for the directorate.
- Promote and act in accordance with the hospice values and behaviours.
- Serve as a Director and executive lead of St Ann's Trading Company demonstrating effective commercial awareness, knowledge and skill.
- Reduce risk of reduction in income by broadening the diversity of income sources and be alive to new ventures.
- Identify new partnerships across a varied range of organisations to maximize potential opportunities for income generation and further commercial growth.
- Lead and oversee St Ann's financial function, incorporating St Ann's Hospice and St Ann's Hospice Trading Company, ensuring timely, accurate and meaningful management accounts are prepared, effective budget setting and monitoring and the production of the annual financial accounts for audit.
- Ensure effective and compliant pensions management on behalf of the organisation.
- Ensure the role of the Company Secretary of St Ann's Hospice and St Ann's Hospice Trading Company Limited is administered appropriately.
- Oversee the setting of financial policies and procedures as required to ensure that best practice is adhered to and that the hospice operates within the law.
- Ensure that we are fit for future purpose and relish the scope, scale and complexity the hospice offers.
- Be able to influence external audiences with effective marketing and communication strategies to enhance the reputation and also increase the income.

Requirements

- Hold a post graduate degree level qualification in an appropriate and/or associated disciplines preferably within business or commercial or accountancy.
- Have significant experience post qualification in change management.
- Have experience of developing, delivering and monitoring growth strategies.
- Have experience of the Health and Social Care sector or commercial sector including innovation, strategic business development, insights, concepts and perspectives.
- Have experience of reporting to Board level.
- Have significant experience post qualification of business development and strategy.
- Be aware of company secretarial and legal issues relating to companies and ideally charities.
- Be experienced in the interpretation and communication of management accounts.
- Hold a senior executive track record in an innovative and successful approach to stakeholder and partner engagement.
- Possess strong digital and report writing skills.

The Director of Business Development will:

- Demonstrate senior executive experience in strategy development and implementation.
- Demonstrate significant risk management experience.
- Project manage successfully.
- Be decisive and act promptly under pressure.
- Effectively lead and participate in partnerships across organisations and externally.
- Show commitment and motivation to the purpose of the hospice.
- Advise and work with the Chief Executive and relevant managers about complaints and high level incidents and develop systems to prevent recurrence of issues raised through the complaints and incident systems.
- Be an effective team player and demonstrate the values of the hospice at all times.
- Be entrepreneurial, creative and innovative
- Dynamic and inspirational, with highly developed leadership skills
- Use detailed analytical skills to inform decisions
- Strongly negotiate and influence others for the best interest of the organisation
- Demonstrate a commitment to equal opportunities and diversity

- Show a flexible approach to work and be able to work out of hours as required

St Ann's Hospice is committed to safeguarding and promoting the welfare of adults at risk and children.



Terms and conditions for the Director of Business Development

Contract: Permanent

Work Pattern: 37.5 hours over 5 days per week with some out of hours work

Location: Heald Green but expected to work across site

Free Parking: Free parking at our Heald Green and Little Hulton

Holiday: 35 days, increasing to 37 days after 5 years' service and 41 days after 10 years' service (pro rata, inclusive of bank holidays). In addition staff are able to buy up to 1 weeks' holiday per year via salary sacrifice, pro rata.

Pension: Contributory Stakeholder pension in which we match up to 7% of your gross salary. Or the ability to continue with a previously held NHS pension (subject to making contributions into the scheme in the previous 12 months).

Life Cover: All staff in the Scottish Widows Pension scheme (with the exception of bank staff) are provided with life cover of three times their basic salary in the event of their death whilst employed by St Ann's Hospice.

Health Cash Plan: We offer access to an employee paid health cash plan. That allows employees to spread the cost of health expenses including dental, optical, physiotherapy and more.

Employee Assistance Programme: Employees can access telephone and online counselling 24 hours a day. Face to face counselling is also available and support on issues including debt, employment law, benefits and housing.

Probation: Six months

Notice Period: 12 weeks



St Ann's Hospice Leadership Behaviours

St Ann's Hospice leadership behaviours have been developed to establish clear expectations for a high performing leader at the hospice.

The competencies give a common language which allows the assessment and development of leadership capability.

LEADING SELF	
Integrity	Models open, honest, fair, trustworthy and transparent behaviour, is approachable and embraces the hospice's values
Accountability	Takes responsibility for their actions and delivering on their commitments, finds solutions to problems and challenges and makes things happen
Develops Self	Consistently takes steps to develop new or existing skills and acquire new knowledge and put this into practice
Emotional Awareness	Has strong self-awareness of their own emotions and those of other people and is aware of the impact of emotions (positive and negative) on themselves and others
INSPIRING OTHERS	
Purpose & Direction	Able to develop and convey a compelling sense of vision, purpose and direction to motivate others and to create an open and trusting environment
Enabling Others	Facilitates, supports, develops and encourages high performance and engagement from teams and individuals and appropriately challenges those who do not meet expected standards of performance or behaviour.
Working Together for Success	Forms effective relationships and partnerships while encouraging collaborative working both internally and externally with teams and individuals from a range of diverse backgrounds, sharing information, resources and support
Impact & Influence	Ability to persuade, influence and gain support for projects, ideas, ways of working or change programmes to deliver high performing services
ACHIEVING EXCELLENCE	
Delivering Excellence	Delivers excellence through sound decision-making and the effective deployment of resources
Innovation & Change	Generating and implementing new ideas, ways of working and creative alternatives to enhance performance and deliver solutions to challenges
Drive for Results	Setting clear standards and objectives and relentlessly drives to achieve the results and a positive outcome
Perspective & Critical Thinking	Considers and analyses all available information, taking account of the bigger picture and is effective at working across the wider organisation and beyond

Our purpose and our values

St Ann's is one of the oldest and largest hospices outside of London, and we care for thousands of patients from across Greater Manchester every year. Our services are delivered from our sites in Heald Green and Little Hulton, as well as via a range of community and outreach services, caring for people in the place they call home.

Our support means different things to different people. Some people come to us for care at the end of their life, others for help managing their symptoms. Some join our outpatient sessions, while others enjoy complementary therapies or spend time with our counsellors. Our core purpose is to lead specialist care for people impacted by life-limiting illness.



We believe everyone has the right to access the same high quality, specialist care at the end of their life as they do when they're born.

We're passionate about providing care that supports our patients right from the point of diagnosis, through treatment, and beyond.

Our patients and their loved ones are at the heart of everything we do, and always will be. The care we provide is truly holistic.

Our patients are individuals, and our care addresses their unique needs, whatever they may be.

Our values

Our values are a set of guiding principles and behaviours which shape how we go about our day-to-day jobs to achieve our longer-term goals and plans. If you're supported by the hospice, or are a fundraiser, volunteer, shop customer or staff member, you'll experience our values being put into practice. They are what make us so unique and make St Ann's such a special place to work.

People matter

People are at the centre of everything we do. We treat each other, and ourselves, with kindness and compassion. We value and celebrate diversity; recognising everyone as an individual.

Brave and bold

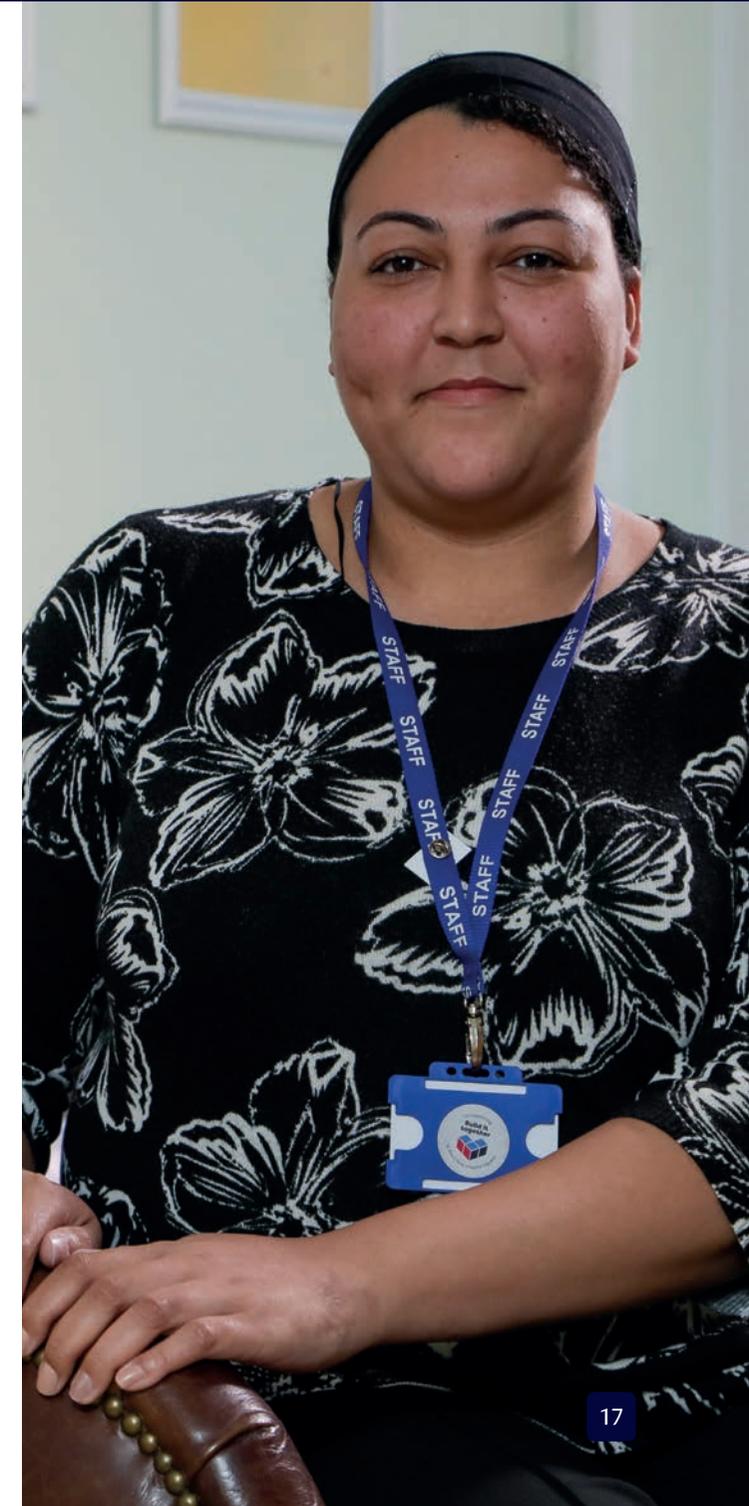
We want to grow for the future, not settle. We're not afraid to do things differently, get creative, challenge ourselves and the status quo. We're ambitious in our aims, accountable for our actions and learn from our experiences and successes.

Lead and learn

We're experts in what we do, and we don't stop there. We're always learning; informing and shaping the sectors we're in through education, training and research. We lead by example; sharing best practice, advancing in our fields and pioneering new approaches.

Together we are stronger

Together, we're stronger and have a bigger impact than we could have alone. As a charity, we work in collaboration with supporters, partners and the communities around us. We think beyond traditional boundaries to make sure we're here for our communities for years to come.



How to Apply

Thank you for your interest in the post of Director of Business Development at St Ann's Hospice. If you want to apply for the post of Director Business Development please follow the link on our website to NHS Jobs.

The closing date for applications is Monday 8 April 2024.





Recruitment Process

Stage One

Shortlisted applicants will be invited to meet Rachel McMillan, Chief Executive, on Tuesday 16 April 2024 to discuss the role.

Stage Two

Panel interviews with all shortlisted applicants will be held on Friday 19 April 2024. There will also be an opportunity for shortlisted applicants to meet the five Heads of Department in the Business Development Directorate.

Candidates must be available on both dates.

Key dates

Closing date for applications

Monday 8 April 2024

Shortlisted applicants to meet Rachel McMillan

Tuesday 16 April 2024

Panel interviews

Friday 19 April 2024.

Contact details

St Ann's Hospice

St Ann's Road North,
Heald Green, Cheadle,
Cheshire SK8 3SZ
Tel: 0161 437 8136

St Ann's Hospice

Meadowsweet Lane, off Peel Lane,
Little Hulton, Worsley,
Manchester M28 0FE
Tel: 0161 702 8181

www.sah.org.uk

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