



AURORA  
Wellbeing Services



# Head of Income Generation and Communications

Candidate Information Pack  
Closing date - 30th November at 5pm



Aurora Wellbeing Services  
The Old Library & Museum  
Memorial Avenue  
Worksop  
S80 2BJ



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Charity no. 11166462



“ The Aurora service is a lifeline for those people facing the shocking diagnosis of cancer. ”

“ The compassion and support we have received from the first moment we walked through the door has been exemplary.

Aurora provide such a wonderful service which is much needed and very much appreciated.”



## About Aurora

Offering services across three sites in Worksop, Doncaster and Mexborough Aurora Wellbeing offers a unique service bringing together health and heritage to provide support for local people affected by cancer, and long-term health conditions. We encourage people to be active participants in their wellbeing, working together to improve physical and emotional health.

### Charity Core Purposes:

‘The promotion of good health and wellbeing by assisting in the relief of symptoms and the improvement of the quality of life by providing supportive services to those who have been diagnosed with or affected by cancer and long-term conditions and providing support, information and education on the benefits of receiving complementary and holistic therapies as well as to build awareness of the links between heritage and good health and wellbeing, education and research of wellbeing to the general public as a whole.’



# About the Role

## Job Summary

Aurora Wellbeing are seeking a professional and enthusiastic and transformational leader with strong interpersonal and organisational skills. Confident in strategic management they will have the skills to lead the develop the organisations fundraising and engagement strategy.

With significant fundraising experience you will provide operational and strategic leadership to the fundraising and communications team. Collaborating with colleagues the successful candidate will develop and deliver comprehensive plans to maximise income from individual giving, legacy giving, corporate and community giving and trusts and foundations.

We are currently moving into a new strategic period, and this is an exciting time to join the Aurora Wellbeing Family.

## Main Duties

A member of the senior leadership team the post-holder port directly to the CEO. Working in a person-centred environment the Head of Income Generation and Communications will:

- Develop and implement a comprehensive fundraising strategy to meet annual income targets.
- Lead and manage a diverse range of fundraising activities.
- Cultivate and steward relationships with major donors, corporate partners, and sponsors.
- With the support of the Digital and Communications officer, develop and implement an integrated communications strategy raising the charities profile.
- Act as a spokesperson for the charity, building relationships with the media and outlets managing public relations.
- Ensure the organisation meets all its legal and statutory requirements including HR, Health and Safety, Charity Commission and GDPR.

Job title	Head of Income Generation and Communications
Location	The Aurora Wellbeing Centre, Old Library and Museum Building, Memorial Avenue, Worksop, S80 2BJ. However, travel to other sites and cross site working is required.
Salary	£35,000
Hours	Full time 37.5 hours
Annual leave	To be negotiated
Reports to	Chief Executive Officer



## Job Description

### Leadership

- Provide strong visible practical assertive leadership.
- Support the CEO and Senior leadership team to develop implement and monitor the organisations 2025 and Beyond Strategy.
- Support the CEO and Senior leadership team to develop and nurture relationships that support and develop partnerships that improve outcomes for individuals and their communities.

### Fundraising

- Develop and implement the Fundraising Strategy, including growth across all areas.
- Lead and manage a diverse range of fundraising activities.
- Monitor and evaluate the effectiveness of fundraising campaigns and initiatives adjusting, as necessary.
- Alongside the Business and Operations Manager prepare and manage the fundraising budget, ensuring cost effective practices and an ambitious return on investment.
- Maximise all opportunities for growth whilst ensuring compliance with professional standards.

### Management

- Operationally manage. -Fundraising staff and volunteers, Digital and Communications officer.
- Hold overall responsibility and ensure any CRM database is maintained and kept up to date and all supporter content is recorded in line with the Code of Fundraising and GDPR requirements.
- Analyse and translate complex data reporting fundraising and communications reports to the board and any relevant sub-committees of the board.
- Ensure all staff have appropriate training, promote a wide range of learning opportunities.
- Promote a culture where staff feel empowered and accountable.

### Communications and Relationships

- Manage the charities digital presence, including social media channels the website, newsletters, press releases and annual reports.
- Oversee the creation of high-quality content for various platforms.
- Build on and develop consistent branding and messages across all communications materials.
- Develop practice. Protocols and procedures as required.
- Develop and monitor a planned maintenance programme (Bassetlow Centre) in line with local and national building regulations.

# Person Specification

Qualifications & Experience	Required	Desirable
Educated to Degree level or equivalent in non-profit management marketing or a related field.	X	
Considerable experience in non-profit fundraising with a proven history of success	X	
Relevant qualification in Business Management, HR, Health and Safety, Contractual compliance, or Quality Improvement.		X
Recent experience within a charity, social care, or NHS setting		X
Working directly with people effected by cancer and long-term health conditions.		X

Knowledge & Skills	Required	Desirable
Be a strategic thinker.	X	
Analytical, creative, and evaluative thinking skills	X	
Ability to identify opportunities and proactively improve practices.	X	
Strong people skills, able to relate effectively and appropriately to a wide range of people, and the ability to influence people.	X	
Excellent writing skills. Write compelling grant proposals, solicitations letters and other fundraising materials to secure funding from foundations and grant making organisations.	X	
Proven record of leading fundraising and marketing campaigns	X	

# Person Specification

Person	Required	Desirable
Motivated, warm, empathetic and resilient.	X	
Entrepreneurial spirit.	X	
Creative, agile and willing to explore new opportunities.	X	
Strong organisational skills and ability to identify and solve problems.	X	
Strong attention to detail and commitment to accuracy.	X	

The above duties and responsibilities are intended to represent current priorities and are not meant to be a conclusive list. The post holder may from time to time be asked to undertake other reasonable duties. Any changes will be made in discussion with the post holder in light of service needs.

## Application Process

To apply please email [dee.sissons@aurorawellbeing.org.uk](mailto:dee.sissons@aurorawellbeing.org.uk) to request an application form and return with a copy of your CV.

The closing date for applications is 5pm 30th November. Successful short-listed candidates will be invited to interview on the 9th December.