



Director of Fundraising, Marketing and Communications

Application prospectus



LOROS

Hospice Care for Leicester, Leicestershire & Rutland

Being there for you
and your family

Index

Message from the Chief Executive

Introduction to LOROS

Role brief

Person specification

Application process

Message from the Chief Executive

Thank you for your interest in the role of Director of Fundraising, Marketing and Communications.

LOROS is a widely known, highly regarded and passionately supported local charity. We are very proud of the breadth and quality of the care that we provide to terminally ill people and their families right across Leicester, Leicestershire and Rutland.

A pivotal member of the senior leadership team, the Director of Fundraising, Marketing and Communications is responsible for the strategic direction, innovation, and operational excellence needed to grow fundraising income, strengthen brand awareness, and deepen engagement with donors, supporters, and the wider community, while providing marketing and communications services across all hospice services.

This role is pivotal to ensuring we deliver on ambitious annual and multi-year income targets (£7-8m annually), that all activities deliver maximum return on investment, and that the charity thrives for patients and families.

I hope this prospectus encourages you to apply and look forward to hearing from you soon.

With very best wishes

Camilla Barrow
Interim Chief Executive



Introduction to LOROS

LOROS is one of the UK's largest hospice charities providing specialist palliative care for adults with a terminal illness, and support for their families. The Hospice provides a wide range of care services including a 18 bed Inpatient unit, Community Nurse Specialists, Day Therapy, Lymphoedema, MND Team and other Outpatient Clinics. Care is provided free of charge to over 2,500 patients a year living in Leicester, Leicestershire and Rutland.

Providing Care

We deliver free, high-quality, compassionate care and support to terminally ill patients, their family and carers. We deliver care that is special and unique to each individual.

What we offer

- Specialised care for those over 18 who are suffering from a terminal illness when cure is no longer possible
- Short-stay inpatient ward for symptom management and/or end of life care
- Outreach support in the patient's home - Clinical Nurse Specialist and home visiting service
- Day therapy
- Complementary therapy
- Counselling

Research and Education

We work in partnership with higher and further education providers to supply education, training and support to over 2,165 health and social care professionals every year.

Research is a key part of our work. Our care is based on the latest research, with our research programme directed at improving care for patients, their families and carers. LOROS works collaboratively with other local health and social care providers to benefit patient care. We also work closely with those responsible for commissioning health care across Leicester, Leicestershire and Rutland.

Funding

Each year we invest £10.5 million in service delivery. 23% of this comes from the NHS, the rest must be raised through voluntary income, via our network of 28 shops, fundraising events, lottery, philanthropic giving and other commercial ventures.

Our Vision

Everyone with an incurable illness has the right to excellent care. This should value and respect their uniqueness and their own choices. People should be enabled to live and die with dignity and with appropriate and compassionate support for themselves and their loved ones.



Over recent years, the charity has faced a sustained period of financial pressure, operating in a deficit position as income has fallen short of rising costs.

This has been driven by a decline in legacy income, increasing operating expenses, and ongoing economic uncertainty affecting the wider charity sector. In response, the organisation has taken decisive steps to address its financial challenges, implementing a recovery programme designed to reduce costs, improve efficiency, and safeguard essential services for patients and families. This has included a structured review of services, a reshaping of the organisation to reflect new financial realities, and the introduction of long-term measures to strengthen financial resilience.

The Board and senior leadership are fully committed to delivering this financial recovery plan, which is now embedded across the organisation. Alongside significant cost reductions, the charity is also taking proactive steps to strengthen its financial position by releasing value from underutilised assets and investing in the development of new and sustainable income streams as well as funding. These actions are laying the foundations for a more stable and resilient future. The next Chief Executive will play a pivotal role in consolidating this progress, completing the recovery journey, setting vision and strategic direction and leading the organisation toward long-term financial sustainability while protecting its mission and values.

 [Click here to see our annual report](#)

Role brief

Job title

Director of Fundraising, Marketing & Communications

Accountable to

Chief Executive

Location

LOROS Hospice, Leicester

Job purpose

The Director of Fundraising, Marketing and Communications is a key member of the Senior Leadership Team, responsible for developing and delivering an ambitious, sustainable and values-led fundraising and communication strategy.

This newly redefined role brings together three core areas Fundraising, Marketing, and Communications ensuring LOROS presents a unified, inspiring, and trusted presence to our community and wider audiences. You will lead the strategic direction, innovation, and operational excellence needed to grow fundraising income, strengthen brand awareness, and deepen engagement with donors, supporters, and the wider community, while providing marketing and communications services across all hospice services.

Key Responsibilities

Strategic Leadership

- Create and drive the implementation of a fundraising, marketing and communications and digital strategy that underpins LOROS' wider organisational goals and supports sustainable income growth.
- Within that strategy, set out a clear and compelling vision for the future roles of all fundraising income streams including individual giving, in memory, legacies, community, events, corporate, trusts, statutory, major donors, and emerging digital fundraising income sources.
- Work closely with the Chief Executive to design a KPI framework and performance reporting system that enables data-driven management of all income-generating and communications activities in line with strategic objectives.
- Provide expert insight and strategic advice to the Chief Executive and Board on trends, opportunities, and risks to fundraising income, marketing, and brand positioning.
- Foster a culture of creativity, accountability, and compassion across the Directorate.
- Represent LOROS as a credible, visible, and values-led ambassador across the region and sector.
- Keep abreast of best practice in the UK and internationally, applying new learning and innovation to strengthen LOROS' approach.

- Ensure all fundraising, marketing, and communications activities deliver maximum return on investment, are aligned with strategic priorities, and are benchmarked against sector best practice and market standards.

Fundraising

- Lead and inspire a high-performing fundraising team spanning individual giving, legacies, community, corporate, trusts and foundations, events, digital fundraising and philanthropy.
- Deliver ambitious annual and multi-year income targets (c. £7-8m combined across income lines).
- Identify and grow new fundraising opportunities while ensuring existing activity is sustainable, compliant, and supporter focused.
- Strengthen donor stewardship and lifetime value through personalised supporter journeys and meaningful engagement.
- Champion innovation and the development of new fundraising models, ensuring LOROS adapts to changing donor expectations and digital opportunities.
- Ensure the highest standards of fundraising governance, GDPR compliance, and ethical practice.

Major Gift Fundraising

- Curate and launch a structured Major Gifts Strategy to secure transformational donations and funding from high-net-worth individuals and key partners.

- Provide strategic and operational leadership to the Philanthropy Manager, to deliver ambitious budgeted targets.
- Work closely with the Chief Executive, Trustees, senior volunteers, and influential advocates to identify, engage, and steward major donors and prospects.
- Develop bespoke donor experiences, high-profile events, and personalised communications that foster deep, long-term philanthropic relationships.
- Confidently represent LOROS Hospice to current and prospective donors, articulating the organisation's impact with authenticity, insight, and emotional intelligence.
- Ensure all major gift activities reflect best practice in donor stewardship, ethical fundraising, and relationship management.

Data & Insights

- Champion data-led decision-making and digital transformation within fundraising, marketing and communications.
- Use CRM systems (Raisers Edge preferred), AI tools, donor analytics, demographic insight, segmentation and external research to inform strategy and measure impact.
- Oversee performance monitoring across all fundraising and marketing programmes, addressing underperformance proactively.
- Lead on reforecasting and rephasing of budgets where needed, ensuring transparency and accountability.

- Ensure accurate, timely reporting on income, expenditure, ROI and performance.
- Take responsibility for fundraising regulation and statutory reporting.

Marketing and Communications

- Lead and develop a high-performing, dedicated marketing and communications team, fostering a culture of creativity, collaboration, and results.
- Shape and implement LOROS' brand, public relations, digital and communication strategy, ensuring all activities align with the hospice's mission, values, and strategic priorities.
- Provide marketing and communications leadership across all hospice services, ensuring consistent, professional, and inspiring messaging internally and externally.
- Oversee internal and external communications to maintain a trusted and unified voice across patient care, family support, volunteering, fundraising, and community engagement.
- Plan, lead, and evaluate advocacy, public awareness, digital and PR campaigns that reflect strategic priorities, raise the profile of the hospice, and engage diverse audiences.
- Ensure marketing activity supports all hospice functions, including fundraising, clinical services, community programmes, and volunteer recruitment, maximising impact and visibility.
- Promote the work and values of LOROS through storytelling, media relations, digital content, and social campaigns, highlighting the hospice's impact to stakeholders, donors, and the wider community.

- Monitor and evaluate marketing and communications performance, using analytics to continuously improve reach, engagement, and effectiveness.
- Oversee marketing and communications planning and budgets to ensure activities are cost-effective, deliver clear ROI, and are aligned with strategic priorities.

Collaboration and Skills Development

- Be an accessible, visible, and credible ambassador, building networks to garner support across the community.
- Work collaboratively across the Senior Leadership Team, Trustees, patrons, and external stakeholders to maximise influence and engagement.
- Champion and facilitate the development of fundraising, marketing, and communication skills across the organisation.
- Take responsibility for your own professional growth and support the development and wellbeing of your team and volunteers.

Governance, Decision Making & Finance

- Operate with delegated authority and within the charity's policy framework.
- Exercise sound judgement and decision-making based on evidence and organisational priorities.
- Ensure budgets, forecasts, and resources are effectively planned and managed.
- Report regularly to the Board and its committees on progress, risks, and opportunities.

Person specification

Education

Master levels or equivalent in relevant topic area.

Passion and Values

- Passionate about the hospice cause with a strong commitment to LOROS' vision and mission.
- Personal working style reflects the organisation's values: professional, focused, compassionate, trustworthy, collaborative, and accountable.

Leadership and Management

- Inspirational and decisive leader, able to engage, coach, and empower teams to achieve ambitious goals.
- Proven ability to lead, manage, and inspire high-performing fundraising, marketing, and communications teams.
- Experience of driving and managing organisational change to deliver strategic objectives.
- Role models leadership behaviours, creating a culture of accountability, collaboration, and results.

Strategic and Commercial Acumen

- Ambitious, creative, and strategic thinker able to translate strategy into measurable results.
- Substantial experience of fundraising and marketing and communication strategy development, planning, budgeting, and performance management.

- Strong commercial acumen with a track record of making evidence-based decisions.
- Skilled at balancing long-term strategic goals with operational delivery.

Fundraising and Relationship Management

- Experience of senior-level charity fundraising, including high-value supporters (major donors, corporate partners, statutory funders).
- Proven ability to maximise the effectiveness of senior-level relationships and influence supporters to make significant gifts.
- Excellent understanding of supporter and audience needs, and the ability to articulate a compelling case for support.
- Track record of delivering financial and non-financial targets in complex, multi-stream fundraising environments.

Communication and Marketing Knowledge (Charity Focus)

- Strong understanding of marketing, communications, and public engagement strategies, ideally within the charity or not-for-profit sector.
- Senior experienced in developing and delivering integrated marketing campaigns that strengthen brand awareness, supporter engagement, and organisational impact.
- Skilled in storytelling, digital content strategy, social media, PR, and advocacy campaigns to communicate mission and impact effectively.

- Ability to tailor messaging for diverse audiences, balancing emotive, factual, and persuasive content to maximise engagement.
- Experienced in measurement and evaluation of marketing campaigns, using data insight to inform strategic decisions and improve effectiveness.
- Knowledge of regulatory requirements, ethical standards and best practice in charity marketing and communications..

Innovation and Digital Capability

- Strong awareness of digital tools, CRM systems, and data analytics.
- Experience of embedding innovation and improving efficiency across teams.

Other Attributes

- Exceptional verbal and written communication skills with ability to present to senior stakeholders, boards, and public audiences with confidence.
- Emotionally intelligent, culturally aware, and able to work effectively in a diverse, values-led environment.
- Resilient, adaptable, and able to work under pressure while maintaining professionalism and discretion.
- Committed to continuous personal and professional development, and to developing the skills and potential of the team.

Application process

Please send your CV and a covering letter setting out your interest in the role to hr@loros.co.uk

If you would like to arrange an informal discussion about the role please contact LOROS Interim Chief Executive, **Camilla Barrow** on CamillaBarrow@loros.co.uk or **Emily Cattle**, HR Business Partner on EmilyCattle@loros.co.uk

Key dates:

Closing date for applications

31st December 2025



LOROS Values and Behaviours



Professional

Showing respect to patients and families, as well as members of our community, staff and volunteers.



Focused

On exceptional quality service and support for patients and families whilst listening, learning and adapting to their diverse needs.



Collaborative

Working together as colleagues and with local, regional and national partners to grow meaningful relationships and achieve sustainability.



Compassionate

Showing kindness, discretion and sensitivity as we care for our patients, families, our community, staff and volunteers.



Trustworthy

Be honest, reliable and consistent, showing respect and dignity in everything that we do.



Accountable

To our patients, their families, our community, staff, volunteers and external organisations/bodies.





Directions to LOROS and the LOROS Centre for Excellence

You can find us just off the Groby Road (A50) in Leicester.

From the East - A46 from Newark

At the Leicester Western bypass roundabout (Hobby Horse pub will be on your left, and is visible from the roundabout), turn right onto A46 North & West (also signed for M1/M69).

Take 2nd exit off A46 signed Beaumont Leys.

At roundabout take 2nd exit (Gynsills Lane).

At A50 roundabout take 2nd exit (first one goes into County Hall) onto A50 towards Leicester City.

At next roundabout take 3rd exit still on the A50 towards Leicester City.

Turn left at next traffic lights at Heathley Park pub.

Take first left (Duncombe Road) and follow the road round until you come to the LOROS entrance.

Using Motorways - M1/M69 Junction 21

Take A563 Outer Ring Road.

At the first roundabout, take 3rd exit, following Leicester North & West and continue to follow A563 (north).

At the Groby Road roundabout with A50, take 4th exit onto A50 towards City Centre.

Turn left at next traffic lights at Heathley Park pub.

Take first left (Duncombe Road) and follow the road round until you come to the LOROS entrance.

Using Motorways - M1 Junction 22

Take A50 towards Leicester and stay on this road.

At 4th roundabout, Glenfield Hospital on left, take 3rd exit (still on A50) towards Leicester City.

Turn left at next traffic lights at Heathley Park pub.

Take first left (Duncombe Road) and follow the road round until you come to the LOROS entrance.





Hospice Care for Leicester, Leicestershire & Rutland

Being there for you
and your family

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✕ LOROSHospice

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