

# Business Development Officer Recruitment Pack June 2026



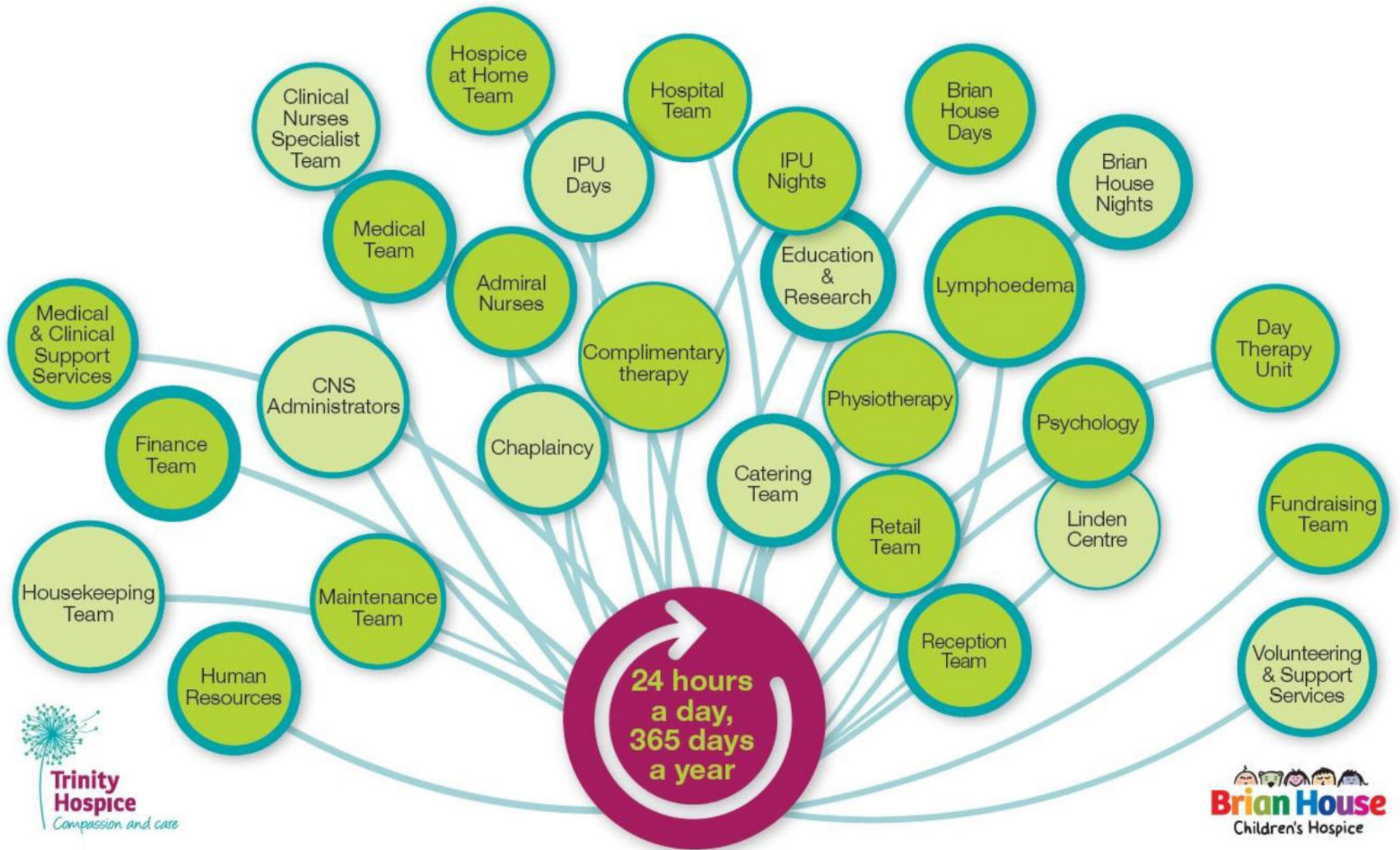
A hospice  
without  
walls



Trinity Hospice is a registered charity  
providing **excellence in palliative care** across  
*Blackpool, Fylde and Wyre*

**www.trinityhospice.co.uk**  
**Registered Charity 511009**  
**Low Moor Road, Bispham, Blackpool, FY2 0BG**

# Trinity Hospice - a hospice without walls



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“

Across our community people work tirelessly to raise vital funds to support our work. Because of their incredible support we are able to be there for all those who need us along the Fylde coast. Our supporters are an extension of our hospice team and are very much appreciated by everyone at Trinity.

”

## Welcome

Dear Candidate,

Thank you for your interest in joining Trinity Hospice and Brian House Children's Hospice as our new Business Development Officer.

This is a unique opportunity for an ambitious relationship-builder to use their skills to make a lasting difference to the lives of local people and families across Blackpool, Fylde and Wyre.

For more than 40 years, Trinity Hospice has been at the heart of our community, providing compassionate care and support to people facing life-limiting illness. Alongside Brian House Children's Hospice, we support thousands of patients, carers and family members every year, ensuring that those who need us most receive specialist care, comfort and support when it matters most.

As demand for hospice care continues to grow, so does the importance of building strong and sustainable partnerships with local businesses. That is why we are investing in the future of our corporate fundraising programme and looking for someone who can help us grow support from the business community.

Whether your background is in corporate fundraising, business development, account management, sponsorship, partnerships or B2B sales, this role offers the opportunity to apply your commercial and relationship-building skills to a cause that has a profound impact across our local community.

We are looking for someone who enjoys opening doors, creating opportunities and building meaningful long-term relationships. Someone who is confident networking with senior decision-makers, developing tailored proposals and delivering mutually beneficial partnerships that create value for both Trinity Hospice and our supporters.

This is an exciting time to join us. We have ambitious plans to grow our corporate fundraising income, expand our network of business supporters and develop new opportunities for organisations to engage with our work. As part of our Fundraising and Communications Team, you will play a key role in helping us achieve those ambitions and secure the future funding that enables our services to continue.

In return, you will join an organisation with a strong reputation, a supportive culture and a clear sense of purpose. You will have the opportunity to develop your skills, build a rewarding career and see the direct impact of the relationships you create.

Most importantly, every partnership you secure, every sponsorship you develop and every business you inspire to support Trinity Hospice and Brian House will help ensure that local families continue to receive exceptional care and support when they need it most.

I hope this recruitment pack gives you a flavour of both the role and the organisation. If you are passionate about building relationships, achieving results and making a meaningful difference, we would be delighted to hear from you.

If you are interested in discussing this role further, please contact Ellen Drummond at Charity People at [ellen@charitypeople.co.uk](mailto:ellen@charitypeople.co.uk)

Yours sincerely

**Jo Fowler**  
**Community & Corporate Fundraising Manager**

## Our services

We touch the lives of around 8,000 people every year, supporting patients and their families physically, emotionally and spiritually.

We have a wide range of services to help people where they're at, based on both the hospice building, but also, and increasingly so, outside the hospice either in the community or in people's own homes.

Our services are tailored to each person's individual needs to improve their quality of life and relieve the stress serious illness brings. Trinity patients come from all backgrounds, all faiths and from all parts of the Fylde coast. We never forget that each of our patients has a unique history and we always see the person, not their illness.

### Trinity's Family of Services

- In-patient care from our team of specialist doctors, nurses and healthcare professionals on a 14-bedded unit - 24 hours a day, every day of the year
- Supporting people through our Living Well Service to help patients maintain independence and supporting physical, psychological and spiritual wellbeing
- Extending our care beyond our building with our Community Palliative Care Team, providing care and support at home and in care homes, as well as in hospital with our Hospital Palliative Care Team
- Supporting patients at home with bed-side monitoring through our new Virtual Ward
- Providing hospice care during the night in people's homes through Hospice at Home
- Supporting some of the Fylde coast's most vulnerable children and their families through our dedicated children's hospice, Brian House
- Empowering patients to live well with Dementia through our Admiral Nurse Team
- Specialist treatment and advice through our Lymphoedema clinic
- Counselling and bereavement support through the Linden Centre, supporting patients and those they love through very difficult times



## Our business objectives

### Enabling compassionate care and support:

we will work with our partners to make sure palliative patients know their choices and receive only the best care from us

### Improving our effectiveness:

we will comply with all quality standards while making sure that we continue to reach all who need us using donated funds wisely

### Investing in our people:

we will do everything we can to make our staff the most skilled professionals in their areas of work and ensure they know their value to our organisation and in our community

### Financing our future:

we will continue our work to grow our income so that we can ensure we are able to care for all who need us on the Fylde coast today and in the future



# Who this role would suit

At Trinity Hospice, we know that great Business Development Officers come from a variety of backgrounds.

While experience in fundraising is valuable, we are equally interested in hearing from people who have developed strong commercial, relationship-building and business development skills in other sectors.

You may be an experienced Business Development Officer looking for your next challenge or you may be working in a commercial role and looking for an opportunity to use your skills to make a meaningful difference.

This role could be ideal for someone with experience in:

## **Corporate fundraising**

- Corporate partnerships
- Trusts and foundations
- Sponsorship and philanthropy
- Charity of the Year programmes
- Community fundraising

## **Business development and sales**

- B2B sales
- Business development
- Account management
- Key account management
- Client relationship management
- Customer success

## **Partnerships and marketing**

- Corporate partnerships
- Membership organisations
- Sponsorship sales
- Marketing and communications
- Brand partnerships
- Event sponsorship

## **Recruitment and professional services**

- Recruitment consultancy
- Financial services relationship management
- Professional services business development
- Hospitality or tourism sales
- Media and advertising sales

## **What matters most**

We are looking for someone who can:

- Build strong and lasting relationships.
- Open doors and identify new opportunities.
- Communicate confidently with business leaders and decision-makers.
- Develop compelling proposals and presentations.
- Manage a pipeline of opportunities and achieve targets.
- Work collaboratively with colleagues to deliver excellent supporter experiences.
- Represent Trinity Hospice professionally and passionately within the local business community.

## **Why join Trinity Hospice?**

Many people who join Trinity tell us they were looking for more than just their next role.

They wanted to use their skills to make a tangible difference, build meaningful relationships and be part of an organisation with a clear purpose.

At Trinity Hospice, every corporate partnership helps fund vital care and support for local people and families. The relationships you build will directly contribute to ensuring that our services remain available to everyone who needs them.

If you are motivated by people, relationships, growth and impact, we would love to hear from you.

# Business Development Officer

## Job Description

<b>Job Title:</b>	Business Development Officer
<b>Department:</b>	Fundraising & Communications Team
<b>Accountable to:</b>	Community & Corporate Fundraising Manager
<b>Salary:</b>	£30,000 to £33,300
<b>Hours of work:</b>	37 hours per week with evening and weekend hours required
<b>Location:</b>	Blackpool, with some opportunity to work from home. We are seeking a minimum of 4 days based in the office/local area per week

### Job Summary:

We are seeking a passionate and proactive Business Development Officer to work closely with our Corporate and Community Fundraising Manager to secure new relationships across the Fylde coast, developing a pipeline of sustainable income.

You will be a natural at building relationships and possess the talent for finding creative ways to connect with our corporate supporters while also attracting in new businesses opportunities. With strong skills in business development, you will excel at identifying and securing new opportunities, including corporate partnerships, sponsorships, CRM initiatives, Charity of the Year programs and gift in-kind donations.

### Key Responsibilities:

- Identify, secure and develop new corporate partnership opportunities, focusing on Charity of the Year partnerships, corporate donations, sponsorship opportunities, employee fundraising, payroll giving and gifts in kind.
- Plan and facilitate corporate engagement events with the aim of increasing brand awareness amongst local businesses and convert corporate supporters including our annual Corporate Challenge and Christmas Tree Collection.
- Maximise income from the local business community through both direct and indirect corporate giving. Grow income from existing partners through cross-selling opportunities and long-term partnership development.
- Ensure that maximum potential income is generated from the local business community through direct and in-direct corporate giving.
- Research, develop and implement new and exciting fundraising initiatives, monitoring the wider fundraising landscape.
- Work collaboratively across the fundraising team to prepare and deliver corporate sponsorship proposals for all Trinity Hospice events, products and campaigns.
- Work with the Corporate and Community Fundraising Manager and wider Communications Team to develop a marketing plan for corporate fundraising that produces engaging and professional content, aimed at motivating the local business community to support the hospice.
- Attend external networking events to identify new business opportunities, develop relationships and share our key messages with the wider business community.
- Achieve financial budgets and KPIs as agreed with the Corporate and Community Fundraising Manager, producing monthly reports outlining income, pipeline opportunities and key successes.
- Promote all hospice activities to corporate partners including events, lottery and regular giving campaigns.
- Take a donor-first approach, delivering tailored stewardship plans that strengthen relationships and maximise long-term retention, value, and engagement.
- Collaborate with marketing and communications colleagues to create engaging materials that inspire and encourage fundraising. Contribute to strong cases for support and develop tailored pitches to secure corporate partnerships.
- Work with the Volunteering Services Manager to develop a program of corporate volunteering opportunities.

- Ensure a donor centric approach to maximise support and build long-term holistic relationships, always ensuring the best possible supporter experience.
- Collaborate with marketing and communications colleagues to develop materials to inspire and encourage fundraising activities.
- Ensure all donor information is accurately recorded to the CRM (Donorflex), utilising and analysing data to inform trends and review performance.
- Ensure all corporate fundraising activity complies with the Fundraising Regulator's Code of Practice and relevant legislation.

### General Responsibilities

- Be a cooperative and supportive member of the Fundraising Team, ensuring your line manager is aware of workload pressures that may affect other members of the team.
- Undertake mandatory training as required by Trinity Hospice & Palliative Care Services and participate in relevant in-service training.
- Maintain strict confidentiality at all times, particularly in relation to patients, staff, donors and volunteers.
- Participate in annual appraisal and personal development reviews and take responsibility for ongoing professional development.
- Manage volunteers within your area of responsibility and maintain effective working relationships, providing regular feedback.
- Ensure compliance with all organisational policies, procedures and new systems or technologies introduced.
- Provide cover for colleagues where required.
- Ensure all activities comply with relevant legislation and best practice.
- Take responsibility for compliance with Health and Safety policies and procedures.

### Measures of Performance

- Successful delivery of agreed action plans, projects and activities
- Achievement of financial targets and effective budget management
- Demonstration of strong creative judgement in development, working with colleagues and suppliers to create and shape effective concepts, design and copy
- Quality of donor care and supporter experience
- Effective interpretation and use of data, results and sector trends
- Demonstration of Trinity's values and ways of working

### Key Competencies

- Planning and organisation
- Creativity and innovation
- Time Management
- Communication

### Special Conditions

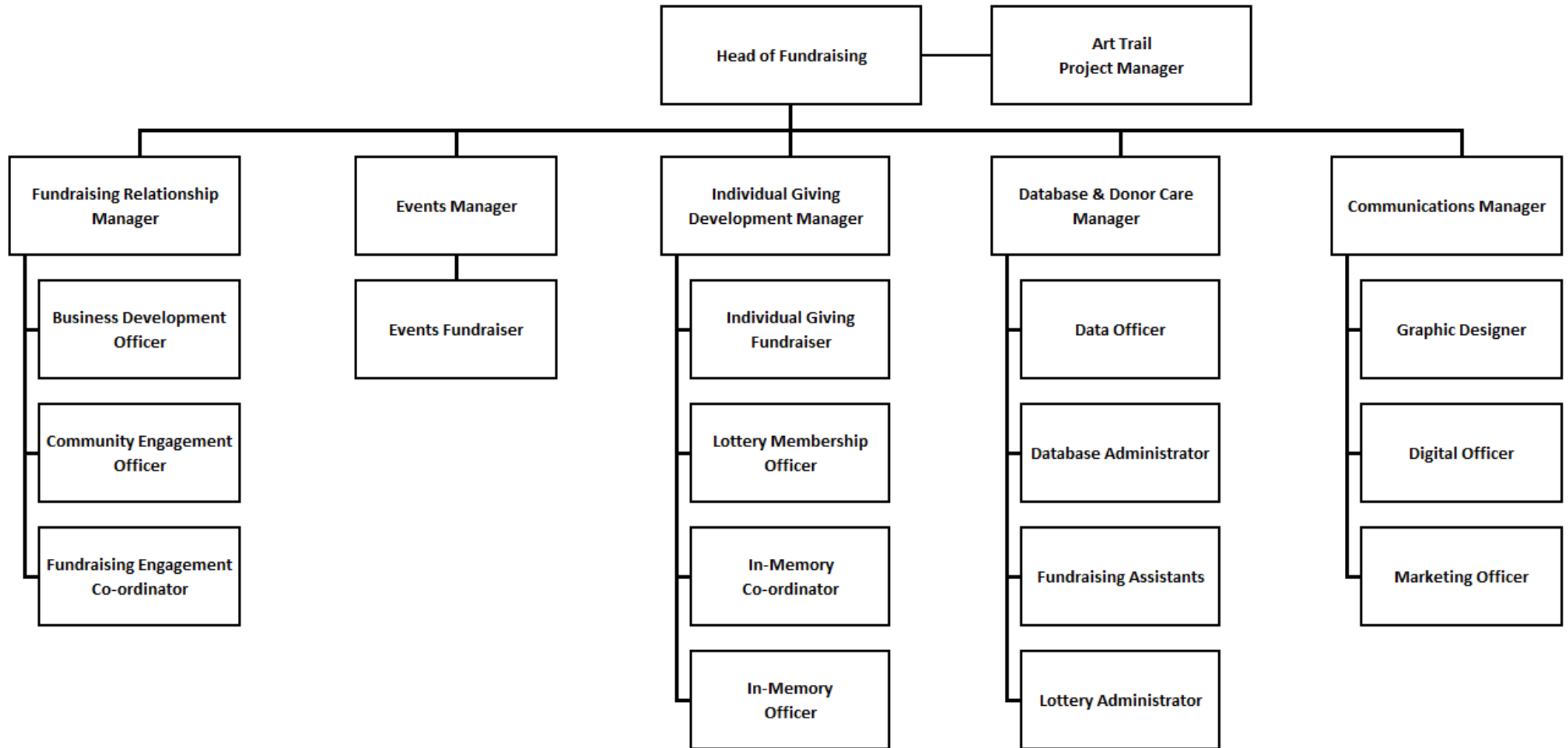
- Travel regularly within Blackpool, Fylde and Wyre; mileage paid monthly.
- Work flexibly, including evenings and weekends
- Hold a full driving licence with access to a vehicle insured for business use.

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

# Business Development Officer Personal Specification

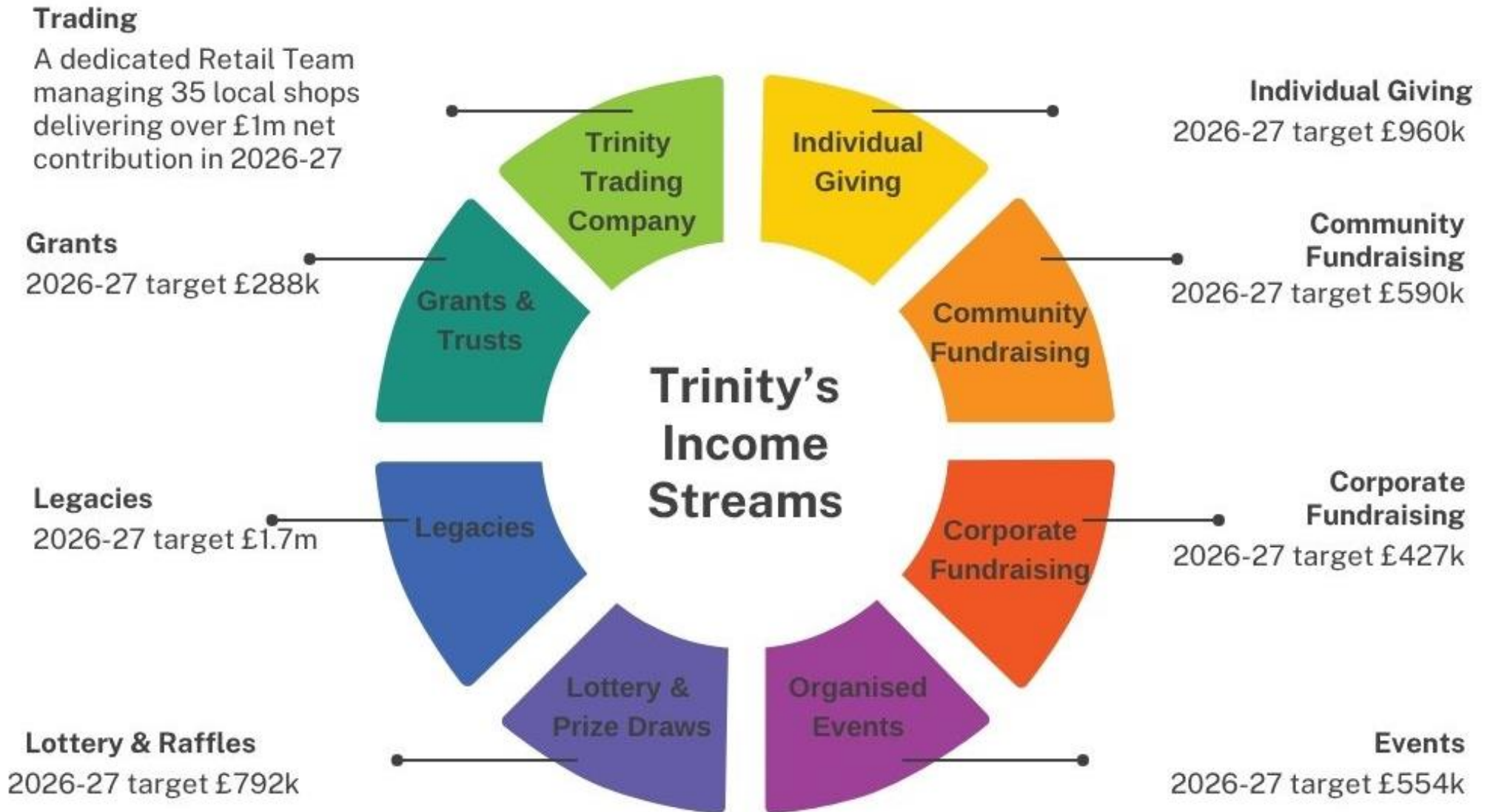
CRITERIA	E	D	ASSESSMENT
<b>Qualifications</b>			
▪ Fundraising or Marketing qualification		✓	Application
<b>Experience</b>			
▪ Several years' experience working in a fundraising or business development environment	✓		Application/Interview
▪ Proven experience working in a sales/business development role	✓		Application/Interview
▪ Experience developing and delivering new ideas and activities from inception to delivery	✓		Application/Interview
▪ Experience of dealing with the public to raise money and promote activities		✓	Application/Interview
▪ Proven ability to balance a demanding workload with multiple ongoing projects and meeting tight deadlines	✓		Application/Interview
▪ Proven experience of meeting financial targets	✓		Application/Interview
▪ Experience of securing and building high value relationships	✓		Application/Interview
▪ Using databases for sales and marketing activities as well as donor care and financial reporting	✓		Application/Interview
▪ Supervising volunteers and working with a range of different audiences and individuals		✓	Application/Interview
<b>Personal Skills and Characteristics</b>			
▪ Excellent written and verbal communication skills	✓		Application/Interview
▪ Excellent team working skills	✓		Application/Interview
▪ Creative and innovative	✓		Application/Interview
▪ Excellent organisational and time management skills	✓		Application/Interview
▪ Excellent attention to detail and accuracy	✓		Application/Interview
▪ Works well under pressure	✓		Application/Interview
<b>Other</b>			
▪ Full driving licence, with access to own car and appropriate business insurance	✓		Interview
▪ Willingness and ability to work outside of office hours, including weekends.	✓		Interview
▪ Good knowledge of area and geography and social structure		✓	Interview
▪ Willingness to attend courses and conferences to widen understanding and skills of fundraising and events.	✓		Interview

## Team Structure



*\* Department structure subject to change to meet the experience of appointed candidate*

## Income Streams & Fundraising Activities



***Corporate fundraising currently represents one of Trinity's most significant growth opportunities. We are looking for someone who can help us increase support from local businesses, develop strategic partnerships and grow sustainable income that will help fund hospice care for years to come.***

## Our impact

We cared for more than **3,155** patients and **465** carers/loved ones across our family of services.

WITH AN  
AVERAGE OF...  
admissions



**356** patients were admitted to the **In-patient Unit**

### HOSPICE AT HOME



### OUR HOSPITAL TEAM

supported **2,102** patients making **6,126** visits by the Hospital Palliative Care Team to inpatients in Blackpool Victoria Hospital

### TRINITY HOSPICE'S COMMUNITY PALLIATIVE TEAM

supported  
**1,671**  
PATIENTS



**81 children** were given support at **Brian House** with 30 new children referred

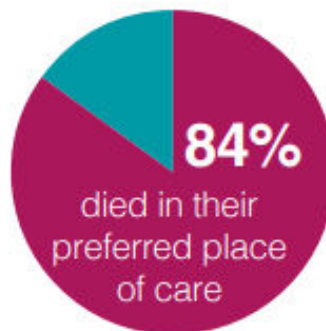
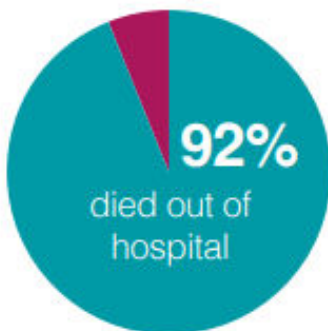
**Total number of face-to-face Lymphoedema appointments 798**



### VISITS

were made to people at home

Of those **patients** known to the community service...



had a **non-cancer** diagnosis

Bereavement  
Counselling

**497**

Butterfly Suite used for

**25**  
days

That's much more than the national average

We ran a total of **2,206 Adult One-to-One** Counselling Sessions and **407 groups**



We ran a total of **243 Child One-to-One** Counselling Sessions



## Terms and Conditions

These terms and conditions of employment are a brief outline of the contract.

<b>Job Title</b>	Business Development Officer
<b>Contract</b>	Permanent
<b>Salary</b>	£30,000 increasing to £33,300 after 12 months
<b>Annual Leave</b>	38 days (inclusive of Bank Holidays)
<b>Hours of Duty</b>	37 hours per week with some evenings & weekends required

<b>Sick leave entitlement</b>		
<b>Period of Continuous Service</b>	Months at Full Pay	<i>Months at Half Pay</i>
Less than 4 months	1	NIL
Over 4 months and up to 12 months	1	2
During second year	2	2
During third year	4	4
During fourth and fifth year	5	5
After 5 years	6	6

<b>Probationary Period</b>	Three months
<b>Appointment</b>	Subject to satisfactory medical examination, references, enhanced DBS, copy of qualifications where relevant and proof of eligibility to work in the U.K.
<b>Benefits</b>	<ul style="list-style-type: none"> <li>- Free onsite parking</li> <li>- Subsidised onsite canteen</li> <li>- Time off in lieu</li> <li>- Generous annual leave entitlement</li> <li>- Purchases through salary sacrifice scheme</li> <li>- Access to training and development opportunities</li> <li>- Access to a free confidential employee helpline</li> <li>- Investment in your wellbeing</li> <li>- Eligibility for NHS Blue Light Card</li> </ul>
<b>Pension Scheme</b>	NHS Superannuation Scheme where applicable, Group Personal Pension Scheme

## Our commitment

- People feel valued, supported and listened to, with open channels for feedback and a leadership culture that promotes psychological safety and compassion.
- People grow and develop throughout their careers, with access to meaningful development opportunities, clear progression and high-quality support.
- People work in an inclusive, safe and flexible environment, where equity is actively championed, wellbeing is prioritised, and flexibility enables balance.
- People are proud to contribute to our shared mission, motivated by purpose and connected to the impact they make on patients, families and the wider community.



**“** *In the 10 years I've been at Trinity, I have been supported to gain my professional qualifications which have then led to internal promotions. At every step, I feel wholly supported in progressing my career at Trinity, placing value not only on the work that I do, but also the potential I can achieve.* **”**

**“** *Since starting at Brian House in 2018, my career has developed to meet the changing need of our children and their families. Covid changed a lot for Brian House, restrictions reduced the amount of children we could care for in the hospice and therefore we moved our care into their homes and wider community. As covid restrictions lifted, and we returned back to in-patient services we noticed the need to continue our community care. Due to this my career has been able to progress and develop and provide our community services.* **”**



**“** *Having never worked in the third sector before, I had no expectations of an induction into Trinity. I thought that working in the database team would require me to hit the ground running, which is indeed what has happened. BUT I have been given the tools and support to do this all whilst taking in the role, getting to know the wider organisation and being made to feel inclusive and part of the team from day one. My induction process was comprehensive and fluent as was the recruitment, and I can already see the difference I make daily to this incredible charity.* **”**

**“** *I'd been a District Nurse for 20 years before coming to Trinity Hospice. I knew I had the right skills to support our community at the end of life, and to lead our clinical teams to deliver exceptional care to people at the end of life. What I wasn't prepared for was the difference working for a hospice made to me and those around me. At Trinity, we get time to talk; to hold hands and offer our special hug – our Trinity Dust – and make a very sad and difficult time all the more easier for our patients and their loved ones.* **”**



## Our values

Our values underpin not just what we do, but how we do it! In every part of Trinity our Values speak volumes about the services we provide to patients and their families and about our relationships with supporters, suppliers, members of the public and each other.

**We are always:**

**C**aring

**A**daptable

**R**esponsible

**E**xcellent

**S**ocially engaged

**In other words: Trinity CARES**

***"Enabling Compassionate Care on the Journey to End of Life"***

### **Caring**

**We always**

- Provide care with skill and compassion that is person and family centred.
- Truly listen in order to provide appropriate, warm-hearted and honest support.
- Place 'caring for patients and those important to them' at the heart of our actions.
- Respect and value individual differences.
- Support colleagues and volunteers at all times.
- Share our knowledge and expertise with others.

### **Adaptable**

**We always**

- Respond positively and flexibly to challenges.
- Strive to ensure all we do is of high quality and compliant in accordance with changing regulations.
- Work across sectors (voluntary, public, and private) to maximise our impact.
- Develop effective collaborations based on mutual respect and trust.

### **Responsible**

**We always**

- Clearly communicate expectations so that everyone knows what is required of them.
- Demonstrate a 'can do' attitude and are accountable for our individual actions.
- Investigate complaints carefully and honestly to ensure continuous improvement.
- Share compliments and celebrate successes to learn from good practice.
- Ensure effective teaching and provide exceptional learning opportunities around end-of-life care.
- Maximise our impact by effective team working.

### **Excellent**

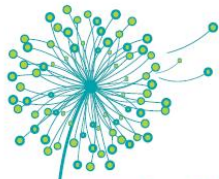
**We always**

- Develop and apply our professional expertise in palliative care.
- Encourage others to share ideas and learning.
- Aspire to provide exceptional professional performance in all roles.
- Promote learning and development for all
- Recruit competent individuals who share Trinity's values.
- Strive for improvement every day - as everyone makes a difference.
- Challenge assumptions and strive for cutting edge solutions.
- Add new knowledge through high quality audit and research.

### **Socially engaged**

**We always**

- Work with our community to achieve high quality care at the end of life, for all who need it.
- Provide meaningful and satisfying employment and volunteering opportunities.
- Fund services through ethical and transparent fundraising.
- Share Trinity's expertise to benefit the wider hospice and Palliative Care community.
- Speak up for vulnerable individuals, or disadvantaged groups, who need palliative care.
- Endeavour to be environmentally and financially sustainable to benefit future generations.
- Use resources well, to maximise our shared compassionate cause.



**Trinity  
Hospice**

*Compassion and care*



# Reaching everyone who needs us

Our five year plan for hospice care  
on the **Fylde Coast**

Low Moor Road, Bispham, Blackpool FY2 OBG  
Tel: 01253 358881 [www.trinityhospice.co.uk](http://www.trinityhospice.co.uk)

Registered charity no. 511009