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|  | This is a wonderful opportunity to truly make a difference to the lives of local Hospice patients and their families. The Hospice of St Francis is passionate about helping patients and their families to live their precious lives well until the very end, giving patients choice over their care and the opportunity to receive our outstanding care whether that is in the Hospice In-Patient Unit or in their own homes.  The Hospice has a trusted reputation over 40 years of stewardship and trust right across the communities it supports in order to raise over £6 million each year.  The Individual Giving Manager is a key role within the fundraising team. We are looking for an enthusiastic and committed individual to lead the Supporter Engagement team, building engagement with supporters, developing long-lasting relationships. |

**This is a part-time role: 30hrs** **per week** **Salary: Band 6 £32,000 - £36,000 FTE (depending on experience)**

**This post will lead the team responsible for all Individual Giving and In Memory fundraising for the Hospice   
and reports to the Associate Director of Fundraising**

# Main duties and responsibilities:

* **Staff and Volunteer Management:** Lead and manage 2 Supporter Engagement Fundraisers and volunteers, providing clarity and direction regarding activities and organisational priorities.
* **Individual Giving:** Plan and lead on an integrated Individual Giving programme, working with the Supporter Engagement Fundraiser for donor acquisition, retention and upgrade utilising all channels including Direct Mail, email and social media.
* **In Memory Giving:** Support the In Memory Fundraiser to plan and deliver the In Memory Giving operational plan, working closely with clinical colleagues to ensure maximum engagement and stewardship for Next of Kin and those close to Hospice patients.
* **Fundraising Appeals:** Produce two annual cash fundraising appeals for the charity, (a Spring Appeal and a Christmas appeal). Manage the project team for Light up a Life and The Big Give Christmas Campaign. Work with clinical and communication colleagues to write case studies, develop appeal proposition, effective data segmentation, working with finance on price-points, working with external suppliers, managing the associated comms and marketing campaign to deliver the appeal on time, within budget, hitting income targets.
* **Regular Giving:** Working closely with the Supporter Engagement Fundraiser, help develop a strong foundation and continue to drive income from our supporters who donate to us on a regular basis. Through current initiatives (such as the Friends of St Francis) and exploring new opportunities in the future.
* **Communication and Marketing:** Work with the comms team to draft and deliver marketing materials for online and offline campaigns, including Direct Mail, regular giving, in memory giving to increase supporter donations, engagement and loyalty.
* **Supporter Stewardship:** Continue to review and enhance the supporter experience, developing supporter journeys for the Supporter Engagement and wider fundraising team, developing thanking initiatives for the fundraising team. Lead on 2 annual supporter thank you events.
* **Planning and Budgets:** Annual planning of budgets and operational plans for Individual Giving, Regular Giving and In Memory Giving. Monitoring activities and results, rephasing/reforecasting and taking mitigating action where necessary.

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| **Key Accountabilities, Responsibilities & Tasks** | |
| **Departmental & Role Specifics** | * You will lead on all Supporter Engagement activity for the Hospice including stewardship of supporters, developing Individual Giving, Regular Giving and In Memory giving programmes and supporter journey, income management and reporting. * You will be accountable for planning and delivering on objectives and KPIs for Individual Giving, Regular Giving and In-Memory income within the Supporter Engagement portfolio. * You are able to collaborate with colleagues to ensure Supporter Engagement fundraising is integrated throughout the Hospice and to the wider community, including producing fundraising information, developing and running stewardship and fundraising events. * You are an accessible and credible ambassador who continuously invests time in listening to supporters, beneficiaries and key partners to build networks that will enhance voluntary income growth. |
| **Qualifications, Skills, Experience, Knowledge & Approach** | 2 years relevant fundraising experience or the equivalent experience of transferable skills.Expertise in building relationships and maintaining positive and productive long-term engagement with supporters.You have an understanding of donor motivation and are able to segment data to ensure effective communication to maximise results.A compassionate and confident approach, demonstrating the motivation to raise much needed funds for the hospice and passionate about making a difference to our supporters.Understanding of successful data analysis and segmentation to ensure clear and effective communication.Emotionally resilient, diplomatic and people focused.Excellent communication skills in person, on the phone or on paper.Happy in a fast-paced environment, with proven ability to plan and complete a high volume of work to deadlines and managing conflicting priorities.You demonstrate a consistently high level of supporter care (or customer service) and show a commitment to continually improving the supporter (customer) experience.Experience of managing budgets working to income targets and staying within expenditure (essential), and experience of setting budgets and forecasting income (desirable).Shows a commitment to the values of The Hospice of St Francis and the desire to help patients and their families live their precious lives well.Able to build long lasting relationships with professionalism and sensitivity, that demonstrate your excellent written and verbal communication skills, as well as being proficient in Microsoft Office packages; including Excel and the use of a CRM database.Experience of leading and managing a team (desirable).Proven track record of success of one key Individual Giving function - either fundraising appeals or regular giving |
| **Key Accountabilities, Responsibilities & Tasks** | |
| **Communication** | * You are able to confidently present the key messages of The Hospice of St Francis, encouraging support in a creative way via a variety of media, face to face, written and digital; * You will instigate and develop long-term productive relationships with stakeholders, underpinned by a high level of supporter care. * You are able to work with communications colleagues to develop effective comms (social media, digital comms etc.) for all Supporter Engagement activity. * You can work closely, in a collaborative environment, with all fundraising team members and the wider Hospice to achieve our objectives. |
| **Internal & External Contacts** | * You are able to lead and inspire the Supporter Engagement Fundraising team (2 direct reports), coaching and managing performance as appropriate, identifying training and development needs and organizing solutions. * You will be a team player, able to work well with people at all levels of the Hospice including Clinical staff, the Supportive Care Team, fundraising and communications colleagues. * You are comfortable leading teams for projects which will include colleagues from different Hospice departments including those more senior than you. * You are able to forge strong relationships with donors, supporters, volunteers and Hospice stakeholders . |
| **Decision Making** | * A pro-active approach to work and problem solving, to spot and deal with issues as they occur * Able to work under own initiative, under pressure within structured timescales. * Freedom to act within delegated responsibility and charity policy and procedure * Able to consolidate learning with speed and efficiency. * Competent to understand the limits of own knowledge and source appropriate advice. * Take soundings, advice and feedback from a range of people internally and external. * Keep abreast of best practice communicate and apply that learning for the benefit of the Charity * Understand and assess reputational risk, and seek appropriate advice. * The post holder is required to apply the level of judgement commensurate with role, act at all times in the best interests of the Hospice in accordance with the Nolan Principles of Public Life. |
| **Mental and Physical Consideration. Working Conditions & Environment** | * The post holder will come into contact with challenging emotional and circumstances in this role, including recently bereaved family members. * The post holder will frequently be required to change from one activity to another to meet the changing needs of the service. * You will be required to sit at a computer. * The post holder may be required to visit other locations and will need to have the availability to travel there (car/ public transport). |
| **Health & Safety** | * Be responsible for compliance with own professional body requirements in terms of code of conduct, professional practice, expertise and knowledge including maintaining continuous professional development. * Understand and comply with all Health and Safety, Fire and Infection Control regulations * Complete all mandatory training * Report any accidents or incidents in the department |
| **Safeguarding** | * Act in a manner at all times to safeguard the interests of others and justify public trust and confidence in the Hospice of St Francis |