

JOB DESCRIPTION

Job Title:	Individual Giving Manager
Department:	Fundraising
Hours of Work:	30-37.5 hours per week (flexible options available)
Location:	Fair Havens (with travel between hospice sites as required)
Responsible to:	Deputy Head of Fundraising
Responsible for:	-Senior Fundraising Officer (In-Memory and Supporter Experience), Fundraising Administrators (Individual Giving)
Key Relationships:	Donors and supporters Fundraising team, other Hospice staff and Volunteers Marketing & Engagement Team Head of Trading and Trading Team Senior Leadership Team Fundraising Peers Solicitors/Legal Lottery Canvassing Company

Job Purpose:

To manage and lead the generation of income through Individual Giving activity, predominantly Direct Mail, Regular Giving, Lottery, Legacy, In-Memoriam and Digital. To be responsible for development, planning and delivery of Individual Giving strategies, ensuring new donors are acquired and retained, and that all donors are stewarded with effective donor pathways to maximise income and lifetime value. Additionally, to work closely with all fundraising colleagues to maximise our more sustainable streams of income and to progress all donors and supporters towards legacy giving.

Principal Responsibilities:

- To work closely with the Head of Fundraising and Deputy Head of Fundraising to contribute to the development of strategy, budgets and plans across the department.
- To be collectively responsible with other Fundraising Managers for progress against strategy, budgets and plans.
- To proactively develop a culture of collaborative working in the department by effectively leading and managing a number of key fundraising projects.

- To ensure an informed Direct Mail program is delivered, maximising income through effective data segmentation, use of emotive case studies, powerful propositions and asks and appropriate donor pathways.
- To oversee and manage each appeal or direct mail, being responsible for proposition development, final copy sign-off and creative, as well as managing both expenditure and income budgets.
- To oversee and ensure implementation of our Regular Giving programme, including the acquisition of new and the retention of existing donors.
- To oversee and ensure implementation of our Lottery, working closely with internal colleagues and external management and canvassing agencies in order to deliver this £1million product.
- To develop and lead a new approach for legacy fundraising, integrating the pathways to pledging a gift in a will through from first engagement with the charity and beyond.
- To oversee the core income stream of In-Memory giving, working with colleagues across the charity to integrate this with bereavement service, whilst always ensuring a supportive, gentle and compassionate approach is undertaken.
- To work closely with the Marketing and Engagement team to develop digital fundraising capabilities.
- To work with other fundraising managers particularly the Data and Insights Manager to build clear and effective stewardship pathways for donors to ensure continued support and increase lifetime value.
- To work closely with Deputy Head of Fundraising and other fundraising managers to collectively prioritise and delegate activity and workloads across the department.
- To work closely with Fundraising Managers, the Data & Insight Manager and the Finance Team to understand, monitor and report on financial performance against budget.
- To proactively stay up to date with sector trends, developments and insights.
- To nurture a strong team ethic in the department, encouraging colleagues to work across income disciplines for the wider benefit of the department and to support continued professional development.
- To ensure Fundraising maintains appropriate and up to date record systems in compliance with Data Protection, other relevant legislation, and requirements of financial and other systems of audit.
- To attend internal and external meetings to represent Fundraising.
- To champion a positive culture and understanding of fundraising and of being a charity across the whole organisation.
- Participate in appropriate internal and external educational programmes to ensure continued professional development in order to implement best practice across the department, as well as to ensure legal and ethical fundraising practices are followed.
- Provide operational support for colleagues in both the Fundraising team and the wider directorate as required.
- Ensure compliance with relevant health and safety and other organisational policies and procedures.
- Comply with Data Protection Act 2018 and GDPR requirements in all working practices maintaining confidentiality, integrity, availability, accuracy, currency and security of information as appropriate. Take personal responsibility for all personal data within own working environment.
- Such other duties temporarily or on a continued basis, as may reasonably be required, commensurate with your grade.

Other

- Promote the philosophy of hospice care through demonstration of the Mission and Values.
- Participate in appropriate internal and external educational programmes to ensure continued professional development and accurate and up to date knowledge.
- Participate in annual appraisal.
- Ensure compliance with relevant health and safety and other organisational policies and procedures.
- To act in a manner that safeguards the interests of beneficiaries and upholds public trust and confidence in the hospice.
- Comply with Data Protection Act 2018 and GDPR requirements in all working practices maintaining confidentiality, integrity, availability, accuracy, currency, and security of information as appropriate. Take personal responsibility for all personal data within own working environment.
- Such other duties temporarily or on a continued basis, as may reasonably be required, commensurate with your grade.
- Work to achieve our Mission, Vision and Values in respect of health and safety, inclusion, and the safeguarding of our people. Taking personal responsibility to comply with the principals/requirements.

This is a description of the job as it is presently constituted. It is normal practice to review periodically job descriptions to ensure that they are relevant to the job currently being performed, and to incorporate any changes which have occurred or are being proposed. The review process is carried out jointly by manager and employee and you are therefore expected to participate fully in such discussions. In all cases, it is our aim to reach agreement to reasonable changes, but where it is not possible to reach agreement we reserve the right to make reasonable changes to your job description which is commensurate with your grade after consultation with you.

March 2024

PERSON SPECIFICATION

ESSENTIAL	DESIRABLE
<p>EDUCATION AND QUALIFICATIONS</p> <ul style="list-style-type: none"> • Candidates are welcome to demonstrate their ability to match the person specification by expanding on how their experience, training and/or qualifications might have provided them with the knowledge or skills required for the role 	<ul style="list-style-type: none"> • Fundraising qualification
<p>KNOWLEDGE AND EXPERIENCE</p> <ul style="list-style-type: none"> • Experience of delivering Direct Mail appeals • Experience of at least one other Individual Giving income stream (DM, In-mem, Lottery, Legacy, Regular Giving, Digital, Individual donations) • Experience of developing propositions and asks • Knowledge of legacy fundraising • Experience of using data to inform decision making • Experience of developing and implementing donor pathways and/or stewardship plans. • Project or appeal planning and coordination experience • Innovation, creativity and activity or product development • Working with and understanding detailed budgets and financial reports. • Report writing • Working to operational plans, business plans and strategies • Setting and monitoring progression against objectives and/or KPIs • A demonstrable donor-centric approach and experience of delivering this through planning 	<ul style="list-style-type: none"> • Experience of copywriting • Experience of legacy fundraising • Knowledge of legacy administration • Experience of using data segmentation models • Experience of contract managing fundraising agencies (such as lottery canvassing agencies) • Experience of developing income and expenditure budgets • Line management experience • Developing operational plans, business plans and strategies

<p>KEY SKILLS</p> <ul style="list-style-type: none"> • Excellent planning skills, able to work to deadlines and hold others to deadlines • Ability to consider the impact of multiple activities • Ability to use data to make informed decisions • Ability to think strategically and contribute effectively to business planning • Good communication skills: oral, written and presentation • Well-developed influencing, facilitating and coaching skills • An understanding of data management and reporting • Able to work on own initiative and autonomously as needed • Knowledge of Microsoft Office, and able to use databases/systems 	<ul style="list-style-type: none"> • Advanced Microsoft package skills • Previous use of Raisers Edge, or equivalent
<p>PERSONAL QUALITIES</p> <ul style="list-style-type: none"> • Donor-centric and people centred approach to fundraising • Self-motivated • Flexible and adaptable in approach • Able to work as part of a team • Able to plan and manage busy and competing workloads • Problem solver/Creative thinker • Strong communicator and negotiator • Attention to detail 	<ul style="list-style-type: none"> • Driven by a charitable mission
<p>OTHER</p> <ul style="list-style-type: none"> • Willingness to work out of business hours on occasion • Committed to safeguarding and promoting the welfare of children, young people and adults at risk • Committed to Health and safety • Committed to equal opportunities and inclusion • Committed to continued professional development 	<ul style="list-style-type: none"> • Full UK driving license • Mental Health First Aider

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| <ul style="list-style-type: none">• Compliance to Data Protection Act 2018 and GDPR principles/requirements | |
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