Sobell House Hospice Charity Ltd

Job Description

Post: Individual Giving Manager (Maternity Cover) **Directorate:** Fundraising

Reporting to: Director of Fundraising & Communications

Supervisory responsibilities: Individual Giving Fundraiser

Hours of work: 26.5 hrs per week **Annual leave:** 33 days (inc Bank Holiday's) Pro-rata

Job Description

Overall purpose

To lead, manage and develop Sobell House Hospice Charity's Individual Giving and Integrated Appeals programme, and to maximise and grow sustainable income from individual supporters. This role will work collaboratively with the wider Fundraising team and partner with the Supporter Services & Engagement Manager to ensure our supporter journeys are maximising lifetime value and that new supporters are stewarded towards further engagement. This role will entail both direct and digital marketing campaigns to support the organisation's ambitious growth.

Responsibilities

- Deliver individual Giving income targets through appeals, in memory giving, regular giving and our Lottery programme (which is managed through Local Hospice Lottery.
- To lead on the development, implementation and evaluation of an integrated appeals programme to maximise income from new and existing supporters.
- To support the development and management of Sobell House Supporter Journey's, including the development, implementation, monitoring and evaluation, which utilises audience data and insight to maximise income and engagement with the hospice.
- To provide an exceptional level of customer care to ensure that relationships with individual donors are maintained and developed.
- To develop short, mid and long-term donor strategies using data analysis to build a picture of donor behaviours and profiles. Working with fundraising and retail colleagues, plan and develop donor communications, maximising giving and engagement opportunities.
- Working with the Digital & Social Media Manager, fully utilise social media and digital tools to enhance Individual Giving activity and audience development.
- To work with the Director of Fundraising on the development of an overall in memory and legacy marketing strategy, including the testing and development of an integrated marketing plan.
- To manage regular giving programme, to ensure an increase in the number and value of committed givers, overseeing the design and testing and evaluation of new regular giving products and activities

- To explore and develop new initiatives and products, to encourage long term giving to the hospice
- To ensure that all activity is run in compliance with key rules and regulations, including the Fundraising Regulator, Institute of Fundraising, HMRC, GDPR, Information Commissioners Office (ICO), and SORP, keeping abreast of all developments and guidelines.
- To ensure high quality business systems and processes, supplier management and documentation are in place, accurately maintained; reviewing efficiency and best value at regular intervals
- To monitor the activity of charities individual giving activity, and the wider fundraising activity of these organisations.
- To undertake any other reasonable duties that may be appropriate in order to help achieve the hospices income objectives.

Person Specification

Essential

- Extensive experience of working in/managing an individual giving or appeals fundraising environment
- Excellent communicator, persuasion, negotiation and influencing skills with the ability to build good relationships with key stakeholders, both internal and external
- Experience of setting campaign performance metrics, monitoring activity to enhance performance and feedback results into insights
- Proven ability to understand and analyse data in order to best utilise and develop audience led marketing and appeals
- Exceptional listening skills and effective written and oral communication skills; an inspiring and engaging communications style
- Excellent understanding and experience of relationship database/CRM systems and how these are applied in appeals to achieve results
- Demonstrable experience of direct marketing (both donor development and donor acquisition campaigns) and demonstrable understanding of database marketing principles
- Highly motivated team player with experience of working cross-departmentally and collaboratively
- Experience of effectively planning, scheduling and delivering successful integrated projects/appeal
- Knowledge and understanding of data protection legislation
- Good organisational skills and the ability to prioritise, work to deadlines and work on own initiative
- Ability to work proactively as part of a team
- An understanding of, and commitment to, Sobell House's Equal Opportunities policy and Sobell House's vision and values
- Experience of staff or volunteer management

Desirable

- Previous experience of working within the Hospice sector
- Tenacious and self-motivated approach to work
- Performance and target driven
- Highly professional, flexible and committed to going beyond the remit of the role to achieve and exceed targets
- Innovative and creative, capable of spotting new opportunities

- Experience of using Donorfy
- An understanding of not-for-profit direct marketing

Signed by the Post holder: ……..……..

Date of Signature: ……

Signed by the Director of Fundraising……

Date of Signature: ……