# **Sobell House Hospice Charity Ltd**

Individual Giving Fundraiser

**Job description and person specification:**

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| **Job title:** | Individual Giving Fundraiser |
| **Department:** | Fundraising |
| **Responsible to:** | Individual Giving Manager |
| **Responsible for:** | n/a |
| **Salary:** | £26,500 |
| **Hours of Work:** | Min 30 hours per week (0.8 FTE), max 37.5 |
| **Holiday entitlement:** | 36 including 8 Bank Holidays (pro rata if applicable) |
| **Pension:** | 7% employer pension contribution |
| **Sick pay:** | 6 weeks in any rolling 12 months after probation completed |
| **Additional Benefits:** | Employee Assistance Programme, Death in Service, Cycle to Work |
| **Maternity/paternity pay:** | Statutory entitlement |
| **Type of Contract:** | Permanent |
| **Place of Work:** | Sobell House Hospice Charity Office (minimum three days in office) |

**Main Purpose**To support the delivery of Sobell House Hospice Charity’s Individual Giving and Integrated Appeals programme, to maximise and grow sustainable income from individual supporters. This role is also responsible for making sure our individual donors receive excellent supporter care, so that we can build positive and long-lasting relationships with our supporters.

**Tasks and Responsibilities:**

**Overall:**

* Deliver Individual Giving income targets through appeals, in memory giving, regular giving and our Lottery programme (which is managed through Local Hospice Lottery).
* Brief and work with external suppliers and agencies, including creative, website design, lottery and super draw management, media and printers. Monitor their performance closely and addressing any issues swiftly, escalating to the IG manager where appropriate.
* 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), Gambling Commission and SORP, keeping abreast of all developments and guidelines.
* Ensure high quality business systems and processes, supplier management and documentation are in place, accurately maintained; reviewing efficiency and best value at regular intervals

**Supporter Communications:**

* Support the development and management of Sobell House Hospice Supporter Journeys, including the development, implementation, monitoring and evaluation, utilising audience data and insight to maximise income and engagement with the hospice.
* Assist the Individual Giving Manager in developing short-, mid- and long-term donor strategies using data analysis to build a picture of donor behaviours and profiles. Work with fundraising and retail colleagues, plan and develop donor communications, maximising giving and engagement opportunities.
* Provide an exceptional level of customer care to ensure that relationships with individual donors are maintained and developed.

**Campaign/Product Management:**

* Support with the development, implementation and evaluation of an integrated appeals programme to maximise income from new and existing supporters.
* Support with the management of the 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.
* Help to develop, manage, and report on campaign budgets, reporting any variations to the Individual Giving Manager. Ensure campaigns are delivered within budget and generate expected income.

**Innovation and Marketing:**

* Explore and develop new initiatives and products, to encourage long term giving to the hospice.
* Monitor the activity of other charities’ individual giving activity, and the wider fundraising activity of these organisations.
* Work with the Marketing Team, fully utilising social media and digital tools to enhance Individual Giving activity and audience development.
* Assist on the development and implementation of an overall in memory and legacy marketing strategy, including the testing and development of an integrated marketing plan.

**Other duties**

* Embody the values of Sobell House Hospice Charity and comply with all policies and procedures.
* Carry out any other duties deemed appropriate by the CEO or your line manager.
* Occasional attendance at charity events outside of core working hours may be required.

**Policies and procedures**

We expect all staff and volunteers to comply with our policies and procedures and to attend all relevant training, as required. These obligations include adhering to the following:

* The Health and Safety at Work Act 1974. The post holder is required to conform with our policies on Health and Safety and Fire Prevention.
* Confidentiality and Data protection, including General Data Protection Regulations (GDPR)
* Safeguarding Vulnerable Adults and Children: **i**t is the duty of all staff working for SHHC to safeguard children and vulnerable adults
* SHHC’s Equality and Diversity Policy

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| **PERSON SPECIFICATION** | **Essential (E) or Desirable (D)** | **How assessed?**  **Application (A)**  **Documentation (D)**  **Interview (I)** |
| **Education** | | |
| GCSE English and Mathematics (or equivalent) | E | A, D |
| Evidence of ongoing CPD | D | A |
| **Relevant Knowledge** | | |
| Knowledge of GDPR/data protection legislation, the Fundraising Code of Practice and the Gift Aid scheme | D | I |
| **Experience** | | |
| Experience of effectively managing projects and meeting deadlines or targets | E | A, I |
| Previous experience of working in a direct marketing or fundraising environment | E | A, I |
| Experience of testing and analysing campaign results | D | I |
| Understanding and experience of relationship database/CRM systems | E | A, I |
| Experience of working with external suppliers and agencies. | D | I |
| Experience of providing excellent customer or supporter care. | E | A, I |
| **Relevant Skills/Abilities** |  |  |
| Excellent written and verbal communication and/or copywriting skills | E | I |
| Flexible approach to achieving shared goals and developing excellent working relationships internally and externally | E | I |
| A can-do attitude with the ability to work both independently and as part of a team | E | A, I |
| Good organisational skills and the ability to prioritise and work to deadlines | E | A, I |
| Good IT skills, in particular proficient in the use of Outlook, Word and Excel | E | A, I |
| **Other** |  |  |
| Understanding of and commitment to Sobell House Hospice Charity’s mission, vision and values | E | A, I |
| Commitment to promoting equity, and reviewing systems and structures to support this | E | I |
| Right to work in the UK | E | A, D (at I) |
| Ability to attend fundraising events outside of normal working hours | E | A, I |