



JOB TITLE: Senior Individual Giving Officer

RESPONSIBLE TO: Individual Giving Manager

Location Hospice in Gravesend (Flexible with WFH)

Role overview:

This postholder will build strong relationships within the community we serve, be a team player and work towards increasing our ambition to grow and develop ellenor's diverse Individual Giving programme.

The Senior Individual Giving Officer will lead on a number of elements of ellenor's Individual Giving fundraising activities, including cash appeals, regular giving, in memoriam and legacies, working from and influencing a detailed calendar of activities.

Working closely with the Individual Giving Manager, they will support the ongoing acquisition and retention of our dedicated Lottery players – and working with the wider fundraising team, they will ensure our fundraising asks and supporter journeys are appropriately and perfectly timed for our various audiences.

Main duties and responsibilities:

Income Generation:

1. Achieve the annual targets agreed in agreed areas of Individual Giving, Lottery and In Memory Fundraising.
2. Manage existing fundraising programmes in individual giving in order to maximise returns from existing donor base e.g Lottery Marketing.
3. Work with the Individual Giving Manager to develop the new strategy for increasing income across all individual giving streams and then implement it in a timely and to budget manner.
4. Work with the Individual Giving Manager to develop and implement a stewardship programme including regular newsletters, mailings and on-line activity
5. Work collaboratively across fundraising and clinical teams to ensure appropriate stewardship and development of our supporters.

Fundraising responsibilities and financial management

1. Plan, execute and manage online and offline direct marketing campaigns
2. Monitor and manage campaign performance in line with plans
3. Manage appeal budgets and actively highlight variances

4. Develop and implement an 18-month supporter journey programme relevant for each channel.
5. Support (or project manage) all telephone campaigns, including retention, upgrade and reactivations.
6. Prepare and communicate creative and data segmentation briefs to support the work to other colleagues and suppliers
7. Manage appeal expenditure budgets to ensure agreed ROI's are achieved for each direct marketing activity executed
8. Assist in the development of robust annual fundraising plans to protect existing income and deliver incremental growth
9. Lead on appropriate campaigns such as the development of our Memory Tree and annual Lights of Love service.
10. Develop project plans for all supporter development campaigns to identify key milestones, success criteria and resource requirements
11. Research and develop creative treatments and communications necessary to maximise lifetime value and continued financial support
12. Where appropriate devise, create and write appeal copy for campaigns.

Data management

1. Work with the Database and Insights Manager to maintain high quality data on the Donorflex database ensuring information is collected and recorded in accordance with the requirements of the Data Protection Act. where possible.
2. Work with the Supporter Care team, Database and Insight Manager and Individual Giving Manager to identify the appropriate prospect segments for different campaigns.
3. Ensure that we follow all regulations regarding Data handling and processing.

General Responsibilities

1. If appropriate in terms of the postholder's experience or personal development, line manage the Officer role/s within the team.
2. To undertake mandatory training as required by **ellenor** and participate in appropriate education, learning and development.
3. Ensuring that all Health and Safety requirements, including risk assessments are carried out for all fundraising activities and **ellenor's** own events.
4. Maintain confidentiality of all information acquired. This includes supporters, patients, carers, staff and volunteers.
5. To undertake an appraisal annually and, through self-development, continuously update and improve knowledge and competencies.
6. To respect and guide all volunteers utilised in your area and to develop effective working relationships including, when requested by management, providing regular feedback on their performance.

7. To take responsibility for being up to date with current policies and procedures and to adhere to these.
8. Co-operating fully in the introduction of any new technology and new methods of working as appropriate. Strive to have a high level of IT literacy.
9. To promote at all times **ellenor's** aims and values.
10. To be aware of guidelines stated in staff handbook and all relevant policies and procedures
11. Keeping up to date on key trends, best practice and fundraising law.
12. Any other duties that may be reasonably requested.