

JOB DESCRIPTION

JOB TITLE: Senior Individual Giving Officer

DEPARTMENT: Income Generation

RESPONSIBLE TO: Head of Individual Giving

RESPONSIBLE FOR: N/A

ellenor Hospice is a specialist palliative care provider for adults and children in Dartford, Gravesham and Swanley, and for children across the London Borough of Bexley. The organisation has in-patient and outpatient and Living Well services at Northfleet, comprehensive Hospice at Home services and a range of out-patient and community services all supported and delivered through a multi-disciplinary team (MDT).

Role Purpose

The 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 work closely with the Individual Giving Manager and lead on a number of elements of ellenor's Individual Giving fundraising activities. Whilst the budget line sits with the Individual Giving Manager, The Senior Officer will be responsible for working towards income targets, producing 3 cash appeals, 2 raffles and an in-memoriam appeal. They will also support with the ongoing acquisition and retention of our dedicated lottery players and regular donors. They will ensure our fundraising asks and supporter journeys are appropriately and perfectly timed for our various audiences.

Internal Key relationships

- Executive Leadership Team
- Board of Trustees
- Marketing & Comms Team
- Fundraising Team
- HR Team
- Supporter Care Team
- Care Teams
- Wellbeing Teams
- Education Team

External Key relationships

(This list is not exhaustive but identifies some of the key stakeholders)

- Partners
- Individual supporters
- Corporate senior leaders
- Trust and Foundations – senior stakeholders
- Other hospices and national/regional networks
- Third Sector Community

Duties and Responsibilities

The duties outlined below are not definitive and may be changed in accordance with the needs of the organisation.

- Achieve the annual targets agreed for Appeals & Campaigns and contribute to achieve the targets of Regular Giving and In Memory Fundraising.
- Manage existing fundraising programmes in Individual Giving to maximise returns from existing donor base e.g. Appeals, In memory stewardship.
- 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.
- Work with the Individual Giving Manager to develop and implement a stewardship programme including regular mailings and online activity.
- Work collaboratively across fundraising and clinical teams to ensure appropriate stewardship and development of our supporters.
- Working independently on projects such as mailings, regular giving campaigns and cash appeals.
- Plan, execute and manage online and offline direct marketing campaigns.
- Communicating and building relationships with a range of stakeholders both internally and externally.
- Understanding Key Performance Indicators and monitoring campaign performance in line with targets and being able to use relevant data to build reports and feedback.
- Develop and implement an 18-month supporter journey programme relevant for each channel.
- Supporting telephone campaigns, including retention, upgrade and reactivations.
- Prepare and communicate creative data segmentation briefs to support the work of internal and external stakeholders to ensure collaborative working.
- Lead on appropriate campaigns such as the development of the annual “Lights of Love” service.
- Develop project plans for all supporter development campaigns to identify key milestones, success criteria and resource requirements.
- Research and develop creative treatments and communications necessary to maximise lifetime value and continued financial support.
- Devise, create and write appeal copy for letters and small campaigns.

- Communicate with new and existing supporters and donors in a professional and empathetic manner via email and telephone.
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Governance:

- Always follow relevant governing bodies including GDPR compliance. Keeping up to date on key trends and best practice.
- Maintain confidentiality of all information acquired. This includes supporters, patients, carers, staff, and volunteers.
- Take responsibility for being up to date with current ellenor policies and procedures, adhere to these and be aware of guidelines stated in staff handbook.
- Work with the Supporter Care Team 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.
- Work with the Supporter Care team and Individual Giving Manager to identify the appropriate prospect segments for different campaigns.
- Ensure that we follow all regulations regarding Data handling and processing.

Development, Education and Training:

- Undertake mandatory training as required by **ellenor** and participate in appropriate education, learning and development.
- Undertake an appraisal annually and, through self-development, continuously update and improve knowledge and competencies.
- Co-operate fully in the introduction of any new technology and new methods of working as appropriate.
- Take on any other duties that may be reasonably requested.
- Actively contribute to a culture of resourcefulness and best practice to make the best use of time, skills, and expenditure.
- Be able to see opportunities that align with the needs of **ellenor**.
- Be responsible for your own administration.

Health and Safety

The post holder has responsibility to take reasonable care of self and others in relation to managing risk, health and safety and will be required to work within the appropriate policies and procedures.

This job description is not intended to be restrictive but is an outline of the main duties. The job description will be reviewed periodically to take into account developments in the organisation, department or role.

General:

- Adapts and develops in line with the changing needs of the role,

- Acts as an ambassador for **ellenor** in order to raise the profile of the organisation at a local, regional and national level, as required,
- To maintain up to date mandatory and essential to role training
- Works flexibly across sites and departments from time to time as may be requested by their managers,
- Undertakes other duties commensurate with the seniority of the post as may be requested by their managers,
- To follow all policies and procedures,
- To be aware of the staff values of the ellenor and to behave as a fit representative.

Postholder's Name

Postholder's Signature Date

Manager's Name

Manager's Signature Date

Personal Specification

Senior Individual Giving Officer

| | Essential | Desirable | Application/ Interview |
|---|-----------|-----------|---------------------------|
| EDUCATION AND TRAINING | | | |
| Educated to A level or equivalent professional experience. | X | | A |
| EXPERIENCE | | | |
| Two years' experience in an Individual Giving or fundraising role. | x | | A/I |
| Proven success of donor acquisition and development through Direct Marketing campaigns. | | X | A/I |
| Experience in writing diverse supporter touchpoint copy, including thank-you letters. | X | | A/I |
| Proven experience of devising and implementing campaigns to deliver results against agreed targets and objectives. | X | | A/I |
| Experience of writing Direct Marketing appeal copy and working with creative teams to produce high quality, effective campaign materials. | | X | A/I |
| Experience of developing, documenting and supporting supporter journeys. | x | | A/I |
| Experience in working with a wide variety of contacts and maintaining relationships. | X | | A/I |
| Experience in working to tight deadlines. | X | | A/I |
| Experience in working with volunteers. | | X | A/I |
| Experience of creating data reports and feedback analysis. | | X | A/I |
| KNOWLEDGE AND SKILLS | | | |
| Basic computer skills and knowledge of Microsoft Office. | X | | A/I |
| Knowledge of Individual Giving Fundraising methods and application. | X | | A/I |
| Knowledge of CRM databases, ideally in a Fundraising environment. | X | | A/I |
| Knowledge of the Fundraising sector, including the legal and best practice requirements relating to Direct Marketing and Fundraising. | X | | A/I |

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|---|---|---|-----|
| Excellent analytical, interpersonal, organisational, and administrative skills. | X | | A/I |
| Excellent written and verbal communication skills | X | | A/I |
| Ability to co-ordinate a variety of tasks whilst working to agreed priorities and deadlines | X | | A/I |
| PERSONALITY AND DISPOSITION | | | |
| Highly motivated and can work well on their own or as part of a team. | X | | I |
| Has an empathetic and approachable manner to communicate with recently bereaved supporters. | X | | I |
| Excellent organisational skills. | X | | A/I |
| Positive and pro-active approach to tasks. | X | | I |
| Self-Motivator and able to motivate others. | X | | I |
| A creative thinker and quick to respond to opportunities. | X | | I |
| PHYSICAL REQUIREMENTS | | | |
| Driver with use of own vehicle. | | X | I |
| SPECIAL CIRCUMSTANCES | | | |
| Flexibility and a willingness to work very occasional evenings and weekends when appropriate at annual flagship events. | | X | I |