



JOB TITLE:	Head of Individual Giving
RESPONSIBLE TO:	Director of Income Generation
DIRECT REPORTS:	Database and Insights Manager Supporter Development Manager
SALARY:	pp31-34
Location	Hospice in Gravesend or Swanscombe Office (Flexible with WFH)
Hours of work:	Full Time – 37.5 hours per week (Would consider 4 days a week PT) Requirement to work evenings and weekends as necessary, with time off in lieu.

Role overview:

We are looking for an exceptional and experienced fundraiser to work closely with the Director of Incoming Generation to lead on all our Supporter Development activities. These include; Individual Giving, Face-to-face activities, In-Memory, Legacy, Products and our hospice Lottery. The postholder's portfolio raises approximately £1.2 million each year for **ellenor**. This is a big role and opportunity for anyone wanting to make their mark at one of the most loved local charities within the community.

We know we can grow this and we are looking for someone whose ambition can match ours. Join us as we focus on continuing to build our supporter base significantly over the next three years to increase our income in this area by 25%.

The Head of Supporter Development will be responsible for delivering this annual income target and will devise and implement strategies to build an annual, multi-channel campaign schedule that includes a variety of acquisition, development and retention activity.

The postholder will be responsible for two teams: the supporter development team and the supporter care team. The staff structure is attached at the bottom of this document.

Main duties and responsibilities:

Income Generation:

1. To have an overview of the entire individual giving programme, developing fundraising strategies and managing a range of activities across the whole supporter journey.
2. To lead the strategic planning and co-ordinating all aspects of integrated marketing campaigns, across a range of channels such as Direct Marketing, Digital Marketing, Individual Giving, Face-to-face activities, In-Memory, Legacy, Products and the hospice Lottery and raffle.
3. To develop and implement all operational plans for the development of individual supporters ensuring seamless transition from initial recruitment through to on-going tailored communications and retention programmes.

4. To be responsible for developing an effective integrated communications programme for cash donors and regular givers, and to be responsible for data segmentation strategies and tailoring communications according to donor profiles.
5. To meet agreed levels of income from Individual Giving, Lottery, In Mem and Legacy income.
6. Research, identify and test new products and channels, in particular digital solutions, to promote activities and products amongst existing supporters and new prospects
7. Work with the Director of Fundraising to review the existing Individual Giving strategy to increase income significantly over the next 3 years and implement the strategy effectively.
8. To recruit new supporters, volunteers and action groups to fundraise for ellenor.
9. To conduct donor research, data analysis and profiling as appropriate, and interpret campaign results, in order to make improvements to future strategy and targeting.
10. To identify and improve retention rates and lifetime value through data analysis, giving a greater return on investment in the long term
11. To be aware of trends affecting the charity marketplace for donor recruitment activity and direct marketing in general, identifying changes, predicting future trends and implications, and making recommendations as necessary

Management, Leadership and Financial Reporting

1. Manage, support and lead the Supporter Development and Supporter Care teams, setting objectives and managing appraisals.
2. Set development plans for all direct line reports and ensure KPI's are managed and delivered.
3. Develop positive and effective internal relationships with the communication team and the clinical teams. Identify opportunities to increase income from within the organisation through collaborative working.
4. Manage and deliver online and offline direct marketing activity to agreed timeframes and budget. This includes producing campaign schedules, managing the proofing process, briefing internal and external teams and writing copy where necessary.
5. Ensure the management of all print and production of direct marketing campaigns and fundraising materials are done effectively (e.g Best value for money, ROI focused), liaising with internal and external teams progressing copy and artwork ready for print/distribution.
6. Provide expertise and guidance on all matters relating to Gift Aid, to maximise income and where appropriate promote tax effective giving manage the relationship with external canvassing and telemarketing suppliers.
7. Ensure all aspects of donor care and relationship building are given the appropriate attention to the stewardship of all supporters.
8. Evaluate current processes and procedures and make suggestions for ongoing improvements.
9. Drive innovation and keep up to date on sector trends, using this information to drive the development of new projects
10. Manage all financial management and budget planning with monthly analysis and reforecasting of income and expenditure

Data management

1. To lead and support 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. To work with the Supporter Care team, Database and Insight Manager and Director of Income Generation to identify the appropriate prospect segments for different campaigns.

3. To ensure that we follow all regulations regarding Data handling and processing.

General Responsibilities

1. To follow the Institute of Fundraising Code at all times.
2. Ensure compliance and communication with the Gambling Commission in relation to **ellenor's** lottery.
3. To undertake mandatory training as required by **ellenor** and participate in appropriate education, learning and development.
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.

Any other duties that may be reasonably requested.

Requirements of the role:

- Right to work in the UK
- This post is subject to a police check of previous criminal convictions with the Disclosure and Barring Service (DBS)

Personal Specification

Head of individual Giving

	Essential	Desirable	Application(A)/ Interview (I)
EDUCATION AND TRAINING			
Education to A-level standard or equivalent		X	A
Fundraising Certificate or similar accreditation		X	A
EXPERIENCE			
Significant senior level experience in at least three of the following; <ol style="list-style-type: none"> 1. Individual Giving activities 2. Direct Marketing 3. Digital Fundraising 4. Face to face Fundraising 5. In Memory (Acquisition or Lapsed focused activities) 6. Data Segmentation and Supporter behaviour analysis 7. In house Lottery activity 	X		A/I
Proven track record in generating significant fundraising income.	X		A/I
Effective financial management, control and prioritisation of budgets, including annual planning, reforecasting, and presenting investment cases.	X		A/I
Experience of devising and implementing segmentation, targeting and prompt strategies.	X		A/I
Experience of managing creative, print and media agencies with practice in negotiating strong commercial agreements		X	A/I
Experience in applying the principles of donor stewardship, particularly with legacy and in memory supporters and developing and implementing stewardship plans that have increased income, engagement and retention rates.	X		A/I
Experience of appraising new ideas and proposals and testing (or not) as appropriate	X		A/I
Experience of developing integrated multi-media campaigns		X	A/I
Experience of managing and coordinating projects from brief to delivery and evaluation	X		A/I
Successful track record of managing staff and volunteers in an inspiring and motivating way, leading by example and committing to staff development	X		A/I
KNOWLEDGE AND SKILLS			

Experience of using a CRM database to record data and extract relevant information to analyse and interpret results/trends to inform strategy	X		A/I
Highly effective influencing skills to ensure effective outcomes from internal and external communication stakeholders in relation to fundraising		X	A/I
Solid understanding of Fundraising Regulator and data protection including GDPR and its relevance to fundraising practice	X		A
Experience in testing programmes and evaluating performance with a view to informing future strategy	X		I
PERSONALITY AND DISPOSITION			
Able to work successfully within an environment of constant change often working to very tight deadlines and potentially changing priorities	X		I
Entrepreneurial self-starter and leader with creativity, initiative and confidence	X		I
Motivated by working in a target driven environment and as part of a team	X		I
High level of attention to detail with a methodical approach to tasks	X		I
Prepared to work in line with our values and have a clear understanding and empathy with the issues and challenges that the hospice movement and its beneficiaries face.	X		I