



ellenor.^x
hospice care in your home or ours

Job Description

Head of Individual Giving

ellenor.org

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Registered Charity No: 1121561

[@ellenorcharity](https://www.instagram.com/ellenorcharity)



Job Title: Head of Individual Giving

Department: Income Generation

Contract Terms: 37.5 hours per week (occasional working outside of normal working hours)

Salary: £40,443

Location: Gravesend DA11 7HQ

Responsible To: Director of Income Generation

Accountable To: Chief Executive

Manages: Individual Giving Manager, Lottery Manager, Philanthropy Manager and Legacy Manager

About

Us: **ellenor** is a Hospice charity in Gravesend supporting a core population of 270,000 people in North Kent and Bexley including over 45,000 adults aged 65 and above. Our Children's services extend to Bexley covering a population of around 250,000.

The organisation has an In-patient Ward, at the Hospice in Northfleet. The service also has adult, children and young people's community services and a range of out-patient and wellbeing services all supported and delivered through a multi-disciplinary team (MDT).

Our non-clinical teams play an essential role in supporting our charity. From our fundraising and supporter care team to our retail shops and warehouse operations, they help raise vital funds to further our mission. Our office teams ensure the smooth running of all departments, providing invaluable support to both staff and volunteers.

Our Vision: We are dedicated to enabling every person we support to have a seamless and personal experience, that meets their needs and wishes.

Our Mission: We are respecting patients' dignity and independence, providing quality care and supporting them and their families to live with life limiting illnesses in their homes or our Hospice.

Our Values: We are inclusive, we are caring, we are focused.



Scope and Job Purpose:

We are looking for an exceptional and experienced fundraiser to drive growth and development across key income streams. Working closely with the Director of Income Generation and our teams, you will lead a team of four fundraisers focusing on Individual Giving (appeals, digital acquisition, in-memory giving, Lottery, Legacy, and Philanthropy.)

As a key part of our income and engagement strategy, you will develop and implement a growth plan to build a strong and active individual giving supporter base across various audiences and fundraising products.

With a proven track record in generating significant fundraising income, you will bring expertise in team leadership, data segmentation, and supporter behaviour analysis. You will be directly responsible for expanding and managing our individual giving income streams while ensuring outstanding service and engagement with our supporters.

This role also involves overseeing the development of fundraising propositions, products, supporter journeys, and channel strategies. You will play a vital role in growing our supporter base, fostering long-term loyalty, and increasing value to support our strategic goals.

Key Relationships:

- The Head of Individual Giving will work closely with the Director of Income Generation and the Head of Supporter Engagement as well as the Head of Marketing and Communications.
- The post holder will be a member of the Senior Management Team and will be the main point of contact and responsible for maintaining excellent relations with existing donors and for cultivating and nurturing relationships with new prospects.
- Working on-site at the hospice will regularly involve face-to-face conversations and meetings with our much-valued families and supporters.



Main Duties and Responsibilities:

- Set and deliver a clear strategy to grow the active donor base and maximise long-term sustainable income from all individual giving income streams. Implement a strong multi-channel direct marketing fundraising programme to achieve this, using internal and external digital and content teams effectively.
- Include setting realistic forecast models and targets to achieve desired outcomes.
- To be responsible for developing an effective integrated communications programme for cash donors and regular givers.
- Utilise audience segmentation and database insights to extract, analyse and segment data. Implementing clear strategies and supporter journeys that drive growth in target audiences, income and lifetime value.
- Provide strong leadership to the team to achieve targets. Lead and own effective reporting using internal and external benchmarks by setting clear, measurable KPIs driven by data and insight.
- Ensure all products are fit for purpose and develop innovative new ways of giving.
- Ensuring we run an efficient and effective service that always complies with sector regulations and best practices.
- Management of database to drive marketing including propensity modelling and responsive supporter journeys.
- Management of the budget including the development of forecast tools.
- To conduct donor research, data analysis and profiling as appropriate, using results to improve retention and engagement.
- Keep up to date with charity law and fundraising trends by networking with peers, attending training and conferences, and adhering to the Charities Act and IOF Code of Fundraising Practice. Lead innovation and drive the development of new projects and opportunities.



Management and Leadership:

- Manage, support and lead the team, setting strategic objectives and KPIs and managing regular reviews and appraisals.
- Develop positive and effective internal relationships with the marketing and communications team to create impactful campaigns that resonate with our mission.
- Manage and deliver online and offline direct marketing activity within agreed-upon timeframes and budgets. This includes producing campaign schedules, managing the proofing process, briefing internal and external teams, and writing copy where necessary.
- Ensure the effective management of all print and production of direct marketing campaigns and fundraising materials (best value for money, ROI-focused). This includes liaising with internal and external teams to progress copy and artwork ready for print/distribution in a timely manner.
- Ensure all aspects of donor care and relationship building are exemplary throughout, going above and beyond at every opportunity



- Provide expertise and guidance on all matters relating to Gift Aid, maximise income, and, where appropriate, promote tax-effective giving. Manage the relationship with external canvassing and telemarketing suppliers.
- Ensure all aspects of donor care and relationship building are exemplary throughout, going above and beyond at every opportunity.
- Drive innovation and stay current on sector trends, using this information to develop new projects.

Development, Education and Training:

- Undertake mandatory training as ellenor requires 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 introducing 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

Finance:

- Manage budgets and financial reporting for individual giving, ensuring effective resource allocation to maximise fundraising.
- Collaborate with Finance to reconcile income and expenditure.
- Provide accurate forecasts to support budget goals.
- Use campaign analysis to drive data-informed decisions and adapt strategies for optimal results.

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, input into reviews where relevant and be aware of guidelines stated in the staff handbook.
- Maintain and monitor input of high-quality data on Donorflex ensuring information is collected and recorded in accordance with the Data Protection Act. Follow all regulations regarding data handling and processing.
- Ensure timely collation and submission of Gambling Commission data in accordance with lottery licensing.

Health and Safety:

The post holder has the 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 consider developments in the organisation, department or role.

Person Specification:

(All criteria are essential unless stated otherwise)

Education / Qualifications:

- Extensive experience in direct marketing and income generation, driving growth in donors and income across Individual Giving (retention, cash, in-mem, lottery, and legacy).

Experience:

- Proven track record of success in Individual Giving fundraising with experience in executing both acquisition and retention strategies.
- A strong and effective leader of both their team and within the broader organisation.
- Data driven with demonstrable experience in setting and reporting on effective KPIs, using data to achieve results.
- Supporter-driven with experience in implementing growth audiences and supporter journeys to achieve results.

Knowledge, Skills and Attributes:

- Strong budget management and ability to build effective business cases for investment.
- Excellent communication skills, particularly in presenting and delivering complex information.
- Excellent demonstrable results-based leader with significant experience in building and implementing direct marketing programmes across all channels.
- Inquisitive and analytical. Able to assimilate large quantities of complex information and share these with a range of audiences.
- Understanding of fundraising technology including the use of CRM and online donation portals.
- Good working knowledge of Charity Law, GDPR, Fundraising Code of Practice, Gift Aid and marketing practices that relate to individual giving.

