

## JOB DESCRIPTION

**JOB TITLE:** 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 outpatient and community services all supported and delivered through a multi-disciplinary team (MDT).

### Role Purpose

As the Individual Giving Officer, you play a crucial role in steering the success of ellenor's Individual Giving program, encompassing acquisition and retention initiatives. Collaborating closely with the Individual Giving Manager and Senior Individual Giving Officer, the role is varied, focusing on diverse fundraising activities and specialising in memoriam giving and Next of Kin communications.

### 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.

- Respond to inquiries and communication from individual donors promptly and professionally.
- Draft personalised thank-you letters and acknowledgments for individual donations.
- Maintain regular communication with donors to keep them informed about the organisation's activities and impact.
- Collaborate with the Senior Individual Giving Officer and Individual Giving Manager to support the planning and execution of Individual Giving campaigns.
- Play a vital role in enhancing the in memoriam giving aspect of the program, fostering meaningful connections with donors honouring the memory of their loved ones.
- Develop and implement effective communication strategies tailored for Next of Kin, ensuring sensitive and empathetic manner.
- Work with the Individual Giving Manager and Senior Individual Giving Officer to develop and implement a stewardship programme including regular communications, mailings, on-line activity, and email communication plans.
- Work collaboratively across fundraising and clinical teams to ensure appropriate stewardship and development of our supporters.
- Communicate and build relationships with new and existing supporters and donors in a professional and empathetic manner.
- Support all telephone fundraising campaigns, by making calls for retention, upgrade and reactivations.
- Assisting with the delivery of our Individual Giving events across all areas including Lights of Love.
- Support the Senior Individual Giving Officer with the delivery of the annual direct marketing campaign schedule.
- Assist with the supporter welcome programme and supporter journey, relevant to each channel devised by the Individual giving manager.
- Research and assist in the development of creative/positive communications to maximise lifetime value and continued financial support of supporters.
- Create engaging content to deliver the monthly email communications to supporters.
- Be first point of contact for all Individual Giving inquiries, over the phone and via email.
- Support the day-to-day running of the Individual Giving Team.

### 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 Senior Individual Giving Officer to identify the appropriate prospect segments for different campaigns.
- Ensure that we follow all regulations regarding Data handling and processing.
- Work with the Individual Giving Manager & Senior Individual giving Officer 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 Individual Giving Officer

	Essential	Desirable	Application/ Interview
<b>EDUCATION AND QUALIFICATIONS</b>			
Educated to A level or equivalent professional experience.	X		A
<b>EXPERIENCE</b>			
Experience in working with a wide variety of contacts and maintaining relationships.	X		A
Experience of producing digital communications.		X	A / I
Experience in working to tight deadlines	X		A / I
Excellent project management skills, including scheduling, sticking to deadlines and building relationships with internal stakeholders.	X		A / I
Experience in a similar role within a fundraising team.		X	A / I
Experience of developing, documenting, and supporting supporter journeys.		X	A / I
Experience in working with volunteers.		X	A / I
Experience of effectively communicating with individuals on sensitive topics, fostering open and supportive dialogues.	X		A / I
<b>KNOWLEDGE AND SKILLS</b>			
Excellent verbal and written communication skills.	X		A / I
Basic IT 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
Excellent interpersonal, organisational, and administrative skills.	X		A / I
Ability to co-ordinate a variety of tasks whilst working to agreed priorities and deadlines.	X		A / I
Knowledge of the Fundraising sector, including the legal and best practice requirements relating to Direct Marketing and Fundraising.		X	A / I
<b>PERSONAL AND DISPOSITION</b>			

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
<b>PHYSICAL REQUIREMENTS</b>			
Driver with use of own vehicle.		X	I
<b>SPECIAL CIRCUMSTANCES</b>			
Flexibility and a willingness to work very occasional on evenings and weekends when appropriate at annual flagship events.		X	I