



JOB TITLE: Individual Giving Manager

RESPONSIBLE TO: Head of Fundraising

DIRECT REPORTS: Senior Individual Giving Officer/ Individual Giving Officer (currently vacant)

Location Hospice in Gravesend (Flexible with WFH)

Hours of work: Full Time – 37.5 hours per week
Requirement to work evenings and weekends as necessary, with time off in lieu.

Role overview:

Our Individual Giving portfolio raises approximately £1.35 million each year for **ellenor**, and includes our lottery, cash appeals, regular gifts, in memoriam and legacies.

The Individual Giving Manager 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 the line management and development of the Individual Giving team of 2 (one role currently vacant).

Main duties and responsibilities:

Income Generation:

1. Raise agreed levels of income from Individual Giving, Lottery, In Mem and cash appeals.
2. Work closely with the Data and Insights Manager to form data driven creative solutions across all income streams to ensure maximum income and engagement with ellenor.
3. Devise and deliver an annual Lottery and Raffle schedule of promotion, including F2F activities, Telemarketing and Direct Marketing. working in line with all Gambling Commission laws and expectations.
4. Devise and deliver approximately 4 annual cash appeals, liaising with internal and external stakeholders.
5. To manage our Regular Giving programme including our Memory Tree, mitigating attrition and increasing the number of committed givers.
6. Work closely with our Marketing Dept to ensure our Legacy message is driven throughout our comms, and to maximise opportunities for

7. Research, identify and test new products and channels, in particular digital solutions, to promote activities and products amongst existing supporters and new prospects.
8. Work with the Head of Fundraising to review the existing Individual Giving strategy to increase income significantly over the next 3 years.

Management, Leadership and Financial Reporting

1. Manage, support and lead the Individual Giving team of 2, 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. Manage the print and production of direct marketing campaigns and fundraising materials, liaising with internal and external teams progressing copy and artwork ready for print/distribution.
6. Maximise opportunities relating to Gift Aid in all projects and campaigns, working alongside the supporter care team.
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. Work with the Database and Insights Manager to maintain high quality data on the Donorfex 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 Head of Fundraising to identify the appropriate prospect segments for different campaigns.

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

General Responsibilities

1. To follow the Fundraising Regulator's 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.
12. Any other duties that may be reasonably requested.

Personal Specification

Experience and knowledge

1. Experience in acquisition, development and retention of Lottery players and a knowledge of the Gambling Commission laws.
2. Experience in developing and delivering a successful marketing programme
3. Experience in managing campaigns/communications across a range of channels including, mail, email, telephone and social media
4. Experience of using a CRM database to record data and extract relevant information
5. Experience of managing and coordinating projects from brief to delivery and evaluation
6. Experience of managing external agencies and suppliers
7. Experience of analysing and interpreting results/trends to inform strategy
8. Experience in testing programmes and evaluating performance with a view to informing future strategy
9. 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
10. Successful and proven experience of budget management with the ability to plan and implement budgets and taking immediate remedial action if necessary
11. Demonstrable track record of developing strategies and operational plans with robust and challenging KPIs
12. Successful track record of managing staff and volunteers in an inspiring and motivating way, leading by example and committing to staff development
13. Entrepreneurial self-starter and leader with creativity, initiative and confidence
14. Motivated by working in a target driven environment and as part of a team
15. Exceptional written skills, including appeal writing, written proposals
16. Highly effective influencing skills to ensure effective outcomes from internal and external communication stakeholders in relation to fundraising
17. Excellent ability to understand and analysis financial reports.
18. Excellent report writing skills, using multimedia to highlight both potential and achievement to varied audiences
19. Excellent organisational skills and the ability to assess, prioritise and manage a varied and demanding workload.
20. Solid understanding of Fundraising Regulator and data protection including GDPR and its relevance to fundraising practice

Values and alignment

- A clear understanding and empathy with the issues and challenges that the hospice movement and its beneficiaries face.
- High level of attention to detail with a methodical approach to tasks
- Strong belief in and enthusiasm for ellenor's aims and mission
- Prepared to work in line with our values
- A willingness and ability to be fully aligned to our vision and mission and be an advocate for ellenor
- An individual who is warm, compassionate personality who is able to gain trust.
- Comfortable with being both hands-on and strategic, with a practical, "can-do" approach to working with limited resources.

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)