

Role Profile

Senior Individual Giving Fundraiser



Reports to: Individual Giving Manager

Accountable to: Head of Fundraising

Main purpose of the post

As Senior Individual Giving Fundraiser, you will work with the Individual Giving Team to raise funds for St Gemma's Hospice through regular giving, in memory donations, legacies, appeals, raffles and lotteries. You will take the lead on managing and developing Hospice appeals, in memory events and raffles. You will also support the Individual Giving Manager with other individual giving initiatives.

Key responsibilities

- Manage a challenging income and expenditure budget for appeals and raffles.
- Plan, develop, deliver and review our appeals and raffles offering/promotion in line with objectives agreed with the Individual Giving Manager. Oversee the delivery of multiple in memory appeals and raffles, using a variety of channels (including digital, direct mail, telephone and events) from planning through to post-appeal analysis. Ensure that a programme of testing is included in every campaign to maximise potential results and successfully acquire new supporters.
- Seek out and obtain compelling Hospice stories from patients and their families, volunteers and staff.
- Ensure supporters are appropriately thanked to build on their loyalty and commitment to St Gemma's. Implement effective supporter journeys to build relationships with new supporters and maximise lifetime value.
- Work with the Individual Giving Manager on the Individual Giving strategy to increase engagement and income. This includes continuously horizon scanning for fundraising trends, and exploring, researching and developing new methods of engaging supporters and building relationships between them and the Hospice.
- Review existing processes to see where improvements can be made and analyse financial and non-financial performance of initiatives, appeals and raffles, including spotting trends, issues, and opportunities, amending future campaign plans in line with these.
- Support the Individual Giving Fundraiser and Individual Giving Coordinator with in memory donations and initiatives as required.
- Manage Individual Giving volunteers as required.

General duties and responsibilities

- All St Gemma's employees are required to abide by the Health and Safety at Work Act, attend annual mandatory training sessions and ensure that they comply with Hospice policies and procedures at all times.
- Employees must demonstrate commitment to their own personal development and are required to make a positive contribution to fundraising and raising the profile of the Hospice locally and nationally.
- Strict confidentiality applying to all aspects of Hospice business must be observed at all times.
- Be aware of the overall activities of the Hospice and occasionally provide informed speeches and presentations to the local community and represent the Hospice at functions when required. Occasionally represent the Hospice at seminars, conferences and networking initiatives to build up awareness and increase income.
- Work collaboratively with colleagues across the Income Generation department to assist in maximising income and support for the Hospice from all sources. Assist with department fundraising activities as required and attend Hospice and public initiatives.

Additional Information

The post holder may be required to work occasional evenings and weekends and will receive time off in lieu as agreed with the Individual Giving Manager.

Values and behaviours

St Gemma's has a set of values and behaviours to improve the experience for our patients and our staff. This means that in undertaking this role the post holder is expected at all times to behave in a way that demonstrates commitment to the delivery of thoughtful care to all and continual improvement in line with the values detailed below.

Caring – Treating each person with kindness, empathy, compassion and respect.

Aspiring – continually learning and developing; striving for excellence in everything we do

Professional – Delivering high standards through team work, a skilled workforce and good governance.

This role profile is not exhaustive and it will be subject to periodic review. The post holder may be required to perform any other duties as may be deemed reasonable.