

SAINT FRANCIS HOSPICE

JOB DESCRIPTION



JOB TITLE	In Memory Officer (IMO Officer)
GRADE	5B
HOURS OF DUTY	37.5 hours per week – full time
REPORTS TO	Individual Giving Manager (Cause Led)
KEY RELATIONSHIPS	<p><u>Internal</u></p> <p>Individual Giving Manager (Cause Led) Individual Giving Officer Individual Giving Manager Head of Public Fundraising Director Of Income Generation Marcomms Team Database Marketing Officer Supporter Care & Database Manager Supporter Care Team Legacies Manager Wider Fundraising Team Finance IT</p> <p><u>External</u></p> <p>Saint Francis Hospice Supporters. Members of public connected to Saint Francis Hospice. Next of kin and loved ones connected to those we have cared, and do care, for. MuchLoved Relationship Manager JustGiving Relationship Manager Creative agencies and Fulfilment and print houses</p>
RESPONSIBLE FOR	This role does not have line management responsibility

JOB SUMMARY

Having celebrated 40 years of caring, we are now embarking on an exciting and ambitious 5-year strategy, ensuring we can continue to support our community by providing outstanding care.

To be able to deliver this strategy, we need to recruit a creative, ambitious and exceptional In Memory Officer (IMO Officer) who will play a pivotal role within the

Individual Giving Team (as part of the wider Fundraising team) at Saint Francis Hospice. They will be responsible for the development, delivery and growth of all In Memory (IMO) giving products and opportunities, ensuring these initiatives are handled with care, sensitivity, and professionalism. The role will work closely with the Individual Giving Manager (Cause Led) and Individual Giving Officer and requires collaboration with the Fundraising, Retail and Marcomms teams to develop and grow the in-memory giving portfolio, nurturing supporter relationships while maximizing income for the hospice in line with Saint Francis Hospice's exciting new 5-year strategy.

The IMO Officer will work collaboratively with the wider Fundraising team and be the go-to person for all things In Memory fundraising.

MAIN DUTIES AND RESPONSIBILITIES

In Memory Giving Products and Opportunities

- Lead on the development, promotion, and management of new and existing in-memory giving initiatives, including Saint Francis's Memory Tree, MuchLoved tribute funds, Remembrance events, and in-memory campaigns.
- Ensure all products and opportunities are appropriately branded, impactful, and are communicated with and resonate with supporters.
- Identify opportunities to grow in-memory giving income through innovative and compassionate engagement strategies and creative supporter journeys.

Supporter Relationships

- Act as the primary point of contact for families, friends, and supporters engaging with in-memory giving.
- Act as the primary point of contact for internal staff, stakeholders for all in memory fundraising
- Provide exemplary care and supporter stewardship, ensuring communications are timely, empathetic, consistent, and tailored to individual needs.
- Develop long-term relationships with in-memory supporters to encourage continued engagement with the hospice.
- Use data to inform supporter journeys and strategic fundraising decisions to engage supporters and increase voluntary income.

Event and Campaign Management

- Support the curation, planning, promotion, and delivery of in-memory events, such as Light Up a Life, Memory Tree Stewardship events, or other tribute initiatives.
- Collaborate with the Marketing and Communications team to ensure campaigns reach new and existing audiences and reflect the hospice's values.

- Identify creative opportunities for in-memory events and campaigns in line with key calendar dates – spotting opportunities for collaboration and key donor engagement

Collaboration and Teamwork

- Work closely with the Individual Giving Manager (Cause Led) and Individual Giving Officer to align in-memory giving initiatives with the broader Individual Giving strategy.
- Partner with Fundraising, Marketing, Retail, and Clinical teams to ensure a collaborative approach to supporter engagement to maximise income.
- Work with the Legacies Manager to steward in-memory supporters to become potential Legators for Saint Francis Hospice.
- Support the Individual Giving Manager with the rebrand and delivery of the Sponsor a Nurse programme
- Provide training and guidance to colleagues and volunteers to promote in-memory giving effectively.

Administration and Reporting

- Maintain accurate records of in-memory supporters and activities in the CRM system (Charity CRM), ensuring compliance with GDPR
- Monitor and evaluate the performance of in-memory giving initiatives, providing monthly and quarterly reports to the Individual Giving Manager (Cause Led).
- Regularly analyse data to monitor performance, identify trends, and make evidence-based recommendations for improvement and strategic in-memory fundraising decisions.
- Managing all digital in-memory giving platforms such as MuchLoved and JustGiving
- Managing and ensuring timely renewals of in-memory fundraising direct debits (such as the memory tree) to ensure supporter retention
- Providing anniversary communications to IMO supporters to ensure supporter retention and growth
- Creatively thanking supporters who have made donations in-memory
- Supporting the delivery and communication with Saint Francis Hospice's Primary Care Project (PCP)
- Ensure all activities comply with relevant fundraising regulations, data protection laws, and internal policies.
- Stay informed about best practices in in-memory giving and bring innovative ideas to the team.
- Handle financial processes related to in-memory donations, ensuring accuracy and transparency.

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ADDITIONAL REQUIREMENTS OF POSTHOLDER

SENSITIVITY AND PROFESSIONALISM: As an employee of Saint Francis Hospice you should expect that it is likely that you will come into contact with patients, their families and members of the public who are at the end of life or recently bereaved. All employees are expected to respond to people recounting and expressing their emotions about such events with sensitivity and understanding, and to know enough about the services that the Hospice provides to be able to signpost people who may benefit from our services to the relevant contacts.

CONFIDENTIALITY: The post holder must maintain confidentiality, security and integrity of information relating to patients, staff and other hospice matter during the course of duty. Any breach of Confidentiality may become a disciplinary issue.

DATA PROTECTION: It is the responsibility of all staff to be aware of their obligations in respect of the Data Protection Act 2018.

EQUAL OPPORTUNITIES: The hospice is committed to the development of positive policies to promote equal opportunity in employment and has a clear commitment to equal opportunities. All employees have a responsibility to ensure that they understand the standards expected and that they promote and adhere to the equal opportunity measures adopted by the hospice.

HEALTH AND SAFETY: All staff must be familiar with section 2 of the Health & Safety Policy, Organisation of Health and Safety. This documents sets out the responsibilities of all staff for health and safety, whether in a supervisory capacity or not. Policy section 3 (arrangements for Health and Safety) provides an overview of training for competence in Health and Safety matters.

HOSPICE IDENTITY BADGES: Hospice ID badges must be worn at all times whilst on duty.

SMOKING: The hospice acknowledges its responsibility to provide a safe, smoke free environment, for its employees, service users and visitors. Smoking is therefore not permitted at any point whilst on duty, in accordance with the guidelines set down within the Hospice No Smoking Policy.

REGISTRATION COMPLIANCE/CODE OF CONDUCT:

All employees who are required to register with a professional body to enable them to practice within their profession are required to comply with their code of conduct and requirements of their professional registration.

WORKING TIME REGULATIONS: The 'Working Time Regulations 1998' require that you should not work more than an average of 48 hours in each week. For example, in a 26 week period you should work no more than 1248 hours.

Please note that this job description is not definitive or restrictive in any way. It is a guide to the responsibilities of the role. It may be reviewed, in consultation with the post holder, in light of changing circumstances and the changing needs of the Hospice.

The post holder will be expected to perform any other such duties as might reasonably be required by the Director and will work in accordance with all Hospice Policies and Procedures.

In an emergency, all staff may be required to work different hours or carry out different tasks to those set out in their contracts of employment. This will be done in consultation with individuals and taking into account any special circumstances that may exist.

PERSON SPECIFICATION

In Memory Officer (IMO Officer)

E = ESSENTIAL		D = DESIRABLE	
Demonstrating the Hospice Values –Compassionate, Collaborative and Creative			
Compassionate – we are a caring team, kind to each other and put the needs of individuals and their loved ones at the heart of what we do.		E	
Collaborative – we value working in partnership across our communities and are proactive about nurturing relationships with our stakeholders.		E	
Creative – we are forward-thinking, adaptable in our changing world and embrace change and innovative ways of working.		E	
Qualifications & Training			
<input type="checkbox"/> Please detail the minimum qualifications needed for the post. If the role doesn't require a qualification please don't insert it as it is a barrier to candidates applying e.g. <ul style="list-style-type: none"> • GCSEs or NVQ level 1 (as appropriate), or equivalent experience • GCSEs (minimum of 5 at grade C or above, including Maths and English) or NVQ level 2 (as appropriate) or equivalent experience • Fundraising or Customer/supporter experience qualification or relevant degree (for example in Marketing, Business Management, Customer Care) or equivalent hands-on experience. 		E E E	
Skills/Abilities/Knowledge/Experience			
<input type="checkbox"/> Experience in fundraising, supporter care, or a related role		E	
<input type="checkbox"/> Exceptional interpersonal and communication skills, with the ability to engage with people sensitively and compassionately.		E	

<input type="checkbox"/> Strong organizational skills and the ability to manage multiple projects simultaneously	E	
<input type="checkbox"/> Proficiency in using CRM systems and Microsoft Office applications	E	
<input type="checkbox"/> Knowledge of in-memory giving practices and trends in the charity sector	E	
<input type="checkbox"/> Planning & organisational skills		
<input type="checkbox"/> Analytical skills	E	
<input type="checkbox"/> Experience working within a hospice or healthcare charity		D
<input type="checkbox"/> Familiarity with event planning and delivery.		D
<input type="checkbox"/> Understanding of GDPR and fundraising regulations		D
Personal Attributes		
<input type="checkbox"/> Empathy and understanding of the sensitive nature of in-memory giving.	E	
<input type="checkbox"/> Passionate about supporting the mission and values of Saint Francis Hospice.	E	
<input type="checkbox"/> Team-oriented, with a collaborative and proactive approach to work.	E	
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
Other Requirements		
<input type="checkbox"/>	E	

Employees Name: _____ Signature: _____ Date: _____