

SAINT FRANCIS HOSPICE

JOB DESCRIPTION

JOB TITLE	Individual Giving Senior Executive
GRADE	5b
HOURS OF DUTY	37.5 hours per week.
REPORTS TO	Appeals and Retention Manager
KEY RELATIONSHIPS	<p>Internal:</p> <p>Director of Fundraising & Marketing Head of Engagement & Supporter Development Fundraising Campaign Co-ordinator Marcomms team</p> <p>External:</p> <p>Next of kin and family members and friends of people the hospice has cared for. Saint Francis Hospice supporters The general public Suppliers including print and fulfilment and direct marketing agencies.</p>
RESPONSIBLE FOR	<p>This role has no staff line management responsibility.</p> <p>The role will be an SFH Volunteer Engager and will take responsibility for the management and coordination of work for volunteers within the remit of the role</p>

JOB SUMMARY

Reporting to the Appeals & Retention Manager, the post holder will be responsible for the timely and cost effective execution of acquisition and retention campaigns using multi channel approaches; digital, Direct Marketing and telemarketing across a range of products, including; Lottery, Raffles, Appeals, Regular Giving and In Memory giving products.

The role will have a strong focus on recruiting and retaining supporters and converting existing supporters to ensure continued annual growth from individual and regular giving.

The role will be responsible for the implementation of stewardship and supporter journey plans, ensuring our supporters are communicated to effectively to improve retention.

MAIN DUTIES AND RESPONSIBILITIES

1. Working with and assisting the Appeals and Retention Manager on the development of Donor journeys and optimising the thanking programme.

2. Assist and support the Appeals and Retention Manager with the implementation of the Appeals and campaigns programme (both acquisition & retention)
3. Responsible for the day-to-day execution and timely progress of assigned direct marketing campaigns including:- campaign planning, creative development (including following the internal sign off procedures), data selection, proofing, briefing the Data Team and Supporter Liaison Officers on response handling/thanking for each Campaign Analysis and reporting
4. To assist in the development of campaigns from initial brief through to post campaign analysis including managing project schedules and day to day queries. Communicate regularly with all team members and problem solve as necessary
5. To support with the implementation of the strategy, planning, management, evaluation, reporting and budget for developing warm prospects and donors and in-memoriam fundraising.
6. To manage the creative development of an agreed number of appeals or campaigns working closely with external agencies and freelancers to best effect, following the hospice's internal approval process.
7. To ensure all supporter journeys and associated campaigns are delivered to agreed deadlines and targets and propose remedial actions as required.
8. Produce a clear set of campaign assumptions and a forecast for appeals, which may include CPA, ROI, response rate, mail quantity, average gift, income, costs.
9. Campaign analysis – report fully on response rates, income/costs against budget, test results and make recommendations for forward activity where relevant
10. To provide monthly reporting on performance on campaigns and activities including income and expenditure performance versus budget with commentary on variances.
11. To work with line manager and Data & CRM Manager on data selections and segmentation for all data requests and direct marketing campaigns to maximise income and response rates and to ensure data integrity.
12. To manage relationships with external suppliers such as creative agencies/freelancers, mailing houses and printers.
13. General analysis – report fully on progress and success of activity such as donor journeys, prospect conversion by data source and other key indicators that demonstrate performance.
14. To work with the line manager and team to identify areas of support to be provided by volunteers, to coordinate their work plans and allocation of work. To supervise volunteers and their wellbeing

General

15. To work with the Data and CRM Manager to ensure that all data is managed within the requirements of the Data Protection Act 2018. In respect of supporter and donor data, ensure compliance with Data Protection legislation, Information governance policy and ensure all staff and volunteers are aware of the principles at all times.
16. Responsible for keeping up to date with the latest laws and practices in such as Fundraising Regulations/External Suppliers, Gift Aid, data protection, tax efficient giving and data security
17. To work as part of a team and maintain a relationship of loyalty, mutual trust and fidelity to Saint Francis Hospice and the fundraising team.
18. Act responsibly at all times and present a united “fundraising” front when working with volunteers and the public.
19. Foster good working relations with the fundraising volunteers and all work colleagues.
20. Attend and support key fundraising activities and events where required to support fundraising colleagues.

21. The post holder will be responsible for their own professional and personal development which will be monitored in monthly support sessions and within the annual appraisal system
22. Undertake any other duties as directed by the Director of Fundraising, Marketing and Communications or Head of Engagement & Supporter Development – this will include some after hours and weekend working

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 1998.

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 and the Board of Trustees.

The post holder will be expected to perform any other such duties as might reasonably be required by the Director of Fundraising and Marketing 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

E = ESSENTIAL	D = DESIRABLE	
Demonstrating the Hospice Values – Supportive, Compassionate, Inclusive and Respectful, Professional, Always Learning		
<p>Supportive - The ability to listen to and value peoples' experience and use them to give the personal support that is right for everyone.</p> <p>Compassionate - The ability to be kind and treat everyone we meet with care and compassion. The ability to be friendly and put people at the heart of our actions and words, supporting people's choices and decisions, helping them to feel safe, secure and valued.</p> <p>Inclusive and Respectful - The ability to be open and transparent and value each person's individuality. To be able to show respect for everyone and value diversity. To be mindful that our different experiences and knowledge make us stronger and together we achieve more.</p> <p>Professional - The ability to do your best, in providing the appropriate care and expertise to those who need us and support us.</p> <p>Always Learning - The ability to be open and outward looking, always ready to adapt and change, looking for better ways of doing things, by learning from each other and from the ever changing world around us.</p>	<p>E</p> <p>E</p> <p>E</p> <p>E</p>	
Education & Training		E D
<input type="checkbox"/> Educated to Degree level or equivalent work experience at a similar level	E	
<input type="checkbox"/> IDM PG Diploma or equivalent level of work experience	E	
<input type="checkbox"/> CIM of IOF certificate or equivalent experience.	E	
Skills/Abilities/Knowledge		
<input type="checkbox"/> Excellent written and oral communication skills – with the ability to interpret complex information across a range of activities or areas and communicate effectively to a wide range of audiences and levels of understanding.	E	
<input type="checkbox"/> Highly collaborative, up, across and down and contributes effectively to a team environment and culture.	E	
<input type="checkbox"/> High levels of interpersonal and communication skills and confidence in dealing and negotiating with a wide range of internal and external stakeholders. In particular, an ability to deal with sensitive matters with tact, diplomacy and discretion	E	
<input type="checkbox"/> Ability to work under pressure, to tight deadlines and prioritise constantly changing, high volume workloads	E	
<input type="checkbox"/> Ability to make decisions with minimal supervision, to work on own initiative and accept responsibility		D
<input type="checkbox"/> Experience of the principles of direct marketing and associated techniques with relevant experience of delivering campaigns in the Charity sector	E	
<input type="checkbox"/> Specialist knowledge of direct marketing best practices and the law with the ability to apply theory and experience to grow income. Knowledge of a range of		D

direct marketing techniques associated ROI expectation acquired through training and experience		
<input type="checkbox"/> Excellent planning, organisational and project management skills – able to plan and organise a broad range of complex activities, formulate and adjust plans according to performance and targets	E	
<input type="checkbox"/> Excellent knowledge of GDPR and consent to contact for Direct Marketing activity	E	
<input type="checkbox"/> Highly knowledgeable of database marketing, the importance of ensuring data integrity and data protection laws.		D
Experience		
<input type="checkbox"/> Demonstrable experience in campaign and financial analysis including forecasting income and ROI at campaign level		D
<input type="checkbox"/> Experience of working in a fundraising and/or direct marketing role with good knowledge of direct response across multiple channels including digital	E	
<input type="checkbox"/> Experience of working with creative agencies and freelancers, mailing houses, printers and data agencies to deliver campaigns.	E	
<input type="checkbox"/> Experience of working with cold data agencies on the briefing and purchasing of data		D
<input type="checkbox"/> Experience of using a supporter database such as ThankQ or similar and advanced level IT skills including Excel, Word, PowerPoint and Outlook	E	
Other Requirements		
<input type="checkbox"/> Ability to maintain and understand the importance of confidentiality and information governance	E	
<input type="checkbox"/> Ability to be tactful and diplomatic	E	