

## SAINT FRANCIS HOSPICE

### JOB DESCRIPTION

JOB TITLE	Individual Giving Officer (Maternity Cover)
GRADE	5b
HOURS OF DUTY	37.5 hours pw
REPORTS TO	Individual Giving Manager – Cause Led
KEY RELATIONSHIPS	<p>Internal:</p> <ul style="list-style-type: none"><li>• Individual Giving Manager – Cause Led</li><li>• Head of Public Fundraising</li><li>• Database Officer</li><li>• Supporter Care Team</li><li>• IT Team</li><li>• Fundraising, Marketing and Communications managers and staff</li></ul> <p>External:</p> <ul style="list-style-type: none"><li>• Suppliers including print providers, fulfilment and direct marketing agencies.</li><li>• Saint Francis Hospice supporters and the general public</li></ul>

### JOB SUMMARY

The Individual Giving Officer will support two Individual Giving (IG) Managers by managing the day-to-day execution of Saint Francis Hospice's Cause Led and Gaming programmes.

You will work across all areas - lottery, raffles, appeals, regular giving, in memory and gift aid, and manage a wide range of activities such as face to face, telemarketing, direct mailings, email, and social media, to increase engagement, overall income and return on investment.

A natural problem solver with a can-do attitude, you'll have experience of managing campaigns, or come from a project management background. You will have a good understanding of direct marketing, fundraising principals, and donor motivations.

You will be used to working with a range of parties both internally and externally, meeting deadlines, delivering within budget, juggling multiple projects at any one time, and will understand the importance of accuracy, data and reporting.

## MAIN DUTIES AND RESPONSIBILITIES

### Activity:

- To be the main point of contact for the day-to-day execution of assigned projects, working with internal parties and external suppliers such as face to face and telemarketing agencies to ensure activity is successful and kept on track.
- To work with the Individual Giving Managers to ensure comprehensive tracking and evaluation measures are in place, so activities can be accurately evaluated, allowing for informed decisions to be made as to the next steps to be taken.
- To manage the day-to-day production of materials and communications, ensuring all messages are on brand, stories are compelling and asks are effective, and the final outputs are of a high standard with no mistakes.
- To deliver comprehensive post campaign analysis after each activity, reporting fully on response rates, income/costs against budget, test results and making recommendations for forward activity to capture learnings to drive the programme forwards.
- To feed insight to the Individual Giving Managers across the year so the IG programme can be assessed collectively, and planned holistically, utilising all opportunities available to optimise income and develop stronger supporter relationships.

### Budgets:

- To ensure all assigned activities are completed within set budgets.
- To take responsibility for minimising costs by negotiating with suppliers where possible and identifying to the IG managers where savings could be made whilst retaining quality of services and final product.
- To provide regular and accurate reporting on activities to the Individual Giving Managers.
- To contribute to the Individual Giving team budget and activity planning.
- To input into work to develop reporting with finance and database teams.

### Suppliers:

- To develop great working relationships with key fundraising suppliers such as printers, creative contacts (eg. freelance designers, copywriters), fundraising agencies (e.g telemarketing, face to face) and data brokers, to produce high quality work that is delivered on time, within budget, ensuring value for money and effectiveness.
- To ensure suppliers are comprehensively briefed, and materials are signed off using the internal approval process.

### Data and compliance:

- To support the Individual Giving Managers on the development of comprehensive reporting, data analysis and other requirements to optimise IG activities.

- To liaise with the Database Officer on all data requests, ensuring these are scheduled in.
- To support the Individual Giving Managers as needed on work to improve use of data across the hospice, to ensure permissions and preferences are optimised so that donors are taken on appropriate and effective supporter journeys.
- To ensure that all IG activity is done adhering to the Fundraising Regulator's best practise guidelines

**General:**

- To ensure all activity is done within the requirements of the Data Protection Act and GDPR.
- 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.
- Foster good working relations with the fundraising volunteers and all work colleagues.
- Attend and support key fundraising activities and events where required to support fundraising colleagues.
- 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
- Undertake any other duties as directed by the Individual Giving Managers.
- To keep abreast of developments and trends in fundraising proactively seeking opportunities to learn what other organisations are doing (both not for profit and companies), making suggestions to the Individual Giving Managers as to how SFH could implement new initiatives to the mix to maximise income raised.

**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 individuals in our care, their loved ones 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 individuals and their loved ones, 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 document 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.*

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## PERSON SPECIFICATION

### Individual Giving Officer (Maternity Cover)

E = ESSENTIAL	D = DESIRABLE
Demonstrating the Hospice Values – <b>Collaborative, Compassionate, Creative</b>	
<p><b>Compassionate</b> – 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.</p> <p><b>Collaborative</b> – we value working in partnership across our communities and are proactive about nurturing relationships with our stakeholders.</p> <p><b>Creative</b> – we are forward-thinking, adaptable in our changing world and embrace change and innovative ways of working.</p>	<p>E</p> <p>E</p> <p>E</p>
Leadership skills	
Ability to lead with honesty, integrity and care. Be able to develop, empower and delegate effectively to achieve change and generate a positive, inclusive, workplace. Be accountable for actions and bring creativity and innovative to inspire and motivate others. Be active in the creation and delivery of the Hospice strategy for the benefit of patients, staff and our local community.	E
Qualifications & Training	
<input type="checkbox"/> IDM PG Diploma/ CIM or IOF certificate, or equivalent level of work experience	D
Skills/Abilities/Knowledge	
<input type="checkbox"/> Excellent organisational and project management skills	E
<input type="checkbox"/> Knowledge of direct marketing and best practice	E
<input type="checkbox"/> An understanding of the Fundraising Regulator's Codes of Practice.	E
<input type="checkbox"/> An understanding of the rules around gaming activities as set by the Gambling Commission	D
<input type="checkbox"/> A clear understanding of the importance of adhering to data protection laws (GDPR) are adhered to, and the impact issues such as consent can have on direct marketing activities.	E
<input type="checkbox"/> High levels of interpersonal and communication skills. In particular, an ability to deal with sensitive matters with tact, diplomacy and discretion	E
<input type="checkbox"/> Ability to work under pressure, to deadlines and prioritise	E
<input type="checkbox"/> Ability to work to own initiative and accept responsibility	E

<input type="checkbox"/>	Excellent written and oral communication skills	E	
	Experience		
<input type="checkbox"/>	Experience of working in a charity or not for profit setting		D
<input type="checkbox"/>	Experience of managing day to day projects and campaigns	E	
<input type="checkbox"/>	Experience of working on multiple projects at one time, juggling different priorities and deadlines.	E	
<input type="checkbox"/>	Demonstrable experience of working to a budget, and within set deadlines.	E	
<input type="checkbox"/>	Experience of working with external suppliers such as creative agencies/ freelancers, mailing houses, printers and data agencies.	E	
<input type="checkbox"/>	Experience of reporting on activity and tracking campaign performance	E	
<input type="checkbox"/>	Experience working with data teams and/ or external data providers to briefing on data requirements to put reporting and analysis in place and request or buy data.		D
<input type="checkbox"/>	Experience of using databases	E	
<input type="checkbox"/>	Experience of working on gaming products (raffles, lotteries etc)		D
	Other Requirements		
<input type="checkbox"/>	Able to deputise and decision make for the Individual Giving Manager – Gaming in their absence	E	
<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	

**I confirm that I have read the Job Description/Person Specification and the duties contained therein, and accept the conditions of this role.**

**NAME:**

**DATE:**