

## SAINT FRANCIS HOSPICE

### JOB DESCRIPTION

<b>JOB TITLE</b>	Individual Giving Manager
<b>GRADE</b>	6a
<b>HOURS OF DUTY</b>	37.5 hours pw
<b>REPORTS TO</b>	Head of Public Fundraising
<b>KEY RELATIONSHIPS</b>	<p><b>Internal:</b> Individual Giving Manager (Cause) Head of Public Fundraising Director of Income Generation Head of Retail &amp; Trading Supporter Care &amp; Database Manager Database Marketing Officer</p> <p><b>External:</b> Suppliers including print, fulfilment, and direct marketing agencies. Next of kin and family members and friends of people the hospice has cared for. Saint Francis Hospice supporters and the general public</p>

### JOB SUMMARY

The Individual Giving Manager will lead on the development of Saint Francis Hospice's Lottery, Raffles, and regular giving programs, encouraging new and repeat support via these forms of giving. Delivering audience focused fundraising campaigns and tailored supporter journeys to increase supporter engagement, overall income and return on investment.

You'll be an experienced direct marketer (preferably with fundraising experience) who can take the lead on developing our Lottery, Raffles and Regular Giving activity, using multiple channels, data, campaign management and donor motivations to drive income growth and engagement from individual supporters.

You'll enjoy working collaboratively, liaising closely with the Individual Giving Manager – Cause Related Giving and across teams to provide a great supporter experience for our donors, as well as identify opportunities for new activity, products or to speak to new audiences.

### MAIN DUTIES AND RESPONSIBILITIES

#### The programme:

- To lead on the development and implementation of a multi-channel Lottery, Raffles and Regular Giving strategy across donor acquisition, retention, stewardship, and reactivation, working with the Individual Giving Manager

(Cause) and Head of Public Fundraising to ensure all cross-sell opportunities and potential clashes are considered to provide a seamless donor experience.

- To oversee the day-to-day development and execution of the donor led lottery, raffle and Regular Giving supporter journeys and subsequent engagement activities, welcoming new donors, maximising retention and increasing subsequent giving using appropriate and effective marketing and communications channels.
- To provide monthly information and reporting on communication performance, supporter/donor movement and related activities, income, and expenditure, with commentary on variances against original plans and contribute to dashboards as part of the wider reporting.
- To keep abreast of developments and trends in fundraising and beyond, proactively seeking opportunities to learn what other organisations are doing (both not for profit and companies), using marketing expertise to make recommendations how SFH could implement new initiatives to the mix to maximise income raised.
- To identify opportunities for the development of new audiences or introduction of new products or initiatives across the organisation, liaising with the Individual Giving Manager (Cause) to devise plans.
- To work with the senior management team to contribute to SFH's wider fundraising and marketing strategy.

**Budgets:**

- To set and monitor yearly budgets for Lottery, Raffles and Regular Giving activities across multiple channels, working with the Head of Public Fundraising and Individual Giving Manager (Cause) to ensure this fits into the overall fundraising plan.
- To manage the Lottery, Raffles and Regular Giving budgets, monitoring and reporting on monthly income tracked by activity, undertaking quarterly re-forecasting and phasing to ensure targets are met, and planning contingency activity to avoid shortfalls of income.
- To work with the finance and database teams to ensure accurate monthly income reporting is in place, to ensure we are on track to meet income targets, and costs are being tracked.

**Activity:**

- To lead on the creative development of Lottery, Raffles and Regular Giving communications working with external copywriters / designers to innovative ideas whilst developing compelling fundraising messages, effective donation asks, and tailored messages by audience.
- To ensure comprehensive tracking and evaluation measures are in place to track campaigns, so activities can be accurately evaluated, allowing for informed decisions to be made as to the next steps to be taken.
- To oversee the production of all 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 ensure that comprehensive post campaign analysis is completed for 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 work closely with the Individual Giving Manager (cause) across the year to assess all activity collectively, identify clashes and opportunities for cross sell, and

to plan strategically across Cash, Appeals, Regular Giving, Raffles, Gaming and Lottery to provide to give the best supporter experience.

**Suppliers:**

- To develop great working relationships with key fundraising suppliers such as printers, creative contacts (e.g. freelance designers, copywriters), fundraising agencies (e.g. telemarketing, face to face) and data brokers, regularly reviewing performance to ensure value for money and effectiveness.
- To source new fundraising suppliers as needed to ensure high levels of services are provided, to meet SFH's needs following all relevant internal processes to put the work out to tender.

**Data and compliance:**

- To work with the Individual Giving Manager (Cause) and the Data & Analysis Manager to ensure practises are supporting income growth, putting measures in place where needed.
- To work with the Individual Giving Manager (Cause) and the Data & Analysis Manager to develop a baseline of standardised selections and segmentation for direct marketing campaigns to maximise income and response rates and to ensure data integrity.
- To work with the Individual Giving Manager (Cause) to provide a yearly calendar of IG activity to the Data & Analysis Manager so all data requests can be scheduled in before time.
- To work with the Data & Analysis Manager and Individual Giving Manager (Cause) to review all reporting requirements, and develop specific reporting needed to support campaign reporting, budgeting, and strategic planning as well as data development and thanking strategies.
- To work with teams across the hospice to ensure data development, permissions and preferences are optimised including retail data and Q&C data so that our warmest prospects and suspects are communicated with appropriately and taken on appropriate and effective supporter journeys – using the data to best effect as they transition from prospect to supporter.
- To take responsibility for ensuring all activity undertaken is done adhering to the Gambling Commission and Fundraising Regulator's best practise guidelines (including that of suppliers working on the behalf of SFH) and robust tracking and monitoring processes to ensure compliance to regulations such as vulnerability and GDPR are in place.

**General:**

- To work with the Data & Analysis Manager to ensure that all data is managed within the requirements of the Data Protection Act and GDPR. In respect of supporter and donor data, ensure compliance with Data Protection legislation, Information governance policy and ensure all staff and volunteers are always aware of the principles.
- To keep 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.
- 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 Head of Engagement and Supporter Development and/or the Director of Strategy, Planning and Fundraising

#### **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, 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, 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.*

## PERSON SPECIFICATION

### INDIVIDUAL GIVING MANAGER

E = ESSENTIAL	D = DESIRABLE
<b>Demonstrating the Hospice Values – Supportive, Compassionate, Inclusive and Respectful, Professional, Always Learning</b>	
<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.	<b>E</b>
<b>Collaborative</b> – we value working in partnership across our communities and are proactive about nurturing relationships with our stakeholders.	<b>E</b>
<b>Creative</b> – we are forward-thinking, adaptable in our changing world and embrace change and innovative ways of working.	<b>E</b>
<b>Leadership skills</b>	
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 innovation to inspire and motivate others. Be active in the creation and delivery of the Hospice strategy for the benefit of individuals, their loved ones, staff, and our local community.	<b>E</b>
<b>Qualifications &amp; Training</b>	
<input type="checkbox"/> IDM PG Diploma/ CIM or IOF certificate, or equivalent level of work experience	<b>D</b>
<b>Skills/Abilities/Knowledge</b>	
<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	<b>E</b>
<input type="checkbox"/> Specialist knowledge of direct marketing and best practice, with relevant experience of delivering high performing campaigns, preferably in the Charity sector	<b>E</b>
<input type="checkbox"/> An understanding of the importance that all activity be undertaken in adherence to the Fundraising Regulator's Codes of Practice	<b>E</b>
<input type="checkbox"/> A clear understanding of the importance of ensuring data integrity is maintained and data protection laws (GDPR) are adhered to, and the impact issues such as consent can have on direct marketing activities	<b>E</b>
<input type="checkbox"/> Has excellent analysis and evaluation skills and can interpret results and insight into a range of options for how to move forwards	<b>E</b>
<input type="checkbox"/> Highly collaborative, up, across and down and contributes effectively to a team environment and culture	<b>E</b>
<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	<b>E</b>
<input type="checkbox"/> Ability to work under pressure, to tight deadlines and prioritise constantly changing, high volume workloads	<b>E</b>
<input type="checkbox"/> Ability to make decisions with minimal supervision, to work on own initiative and accept responsibility	<b>E</b>

<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.	<b>E</b>	
<input type="checkbox"/> An understanding of the rules around gaming activities as set by the Gambling Commission	<b>E</b>	
<b>Experience</b>		
<input type="checkbox"/> Experience of managing multichannel direct marketing activities, both on and offline.	<b>E</b>	
<input type="checkbox"/> Demonstrable experience in successful budget and financial management across a range of different income streams including forecasting income and ROI at campaign level	<b>E</b>	
<input type="checkbox"/> Experience of working with external suppliers such as creative agencies/ freelancers, mailing houses, printers and data agencies	<b>E</b>	
<input type="checkbox"/> Experience of reporting on activity and tracking campaign performance	<b>E</b>	
<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	<b>E</b>	
<input type="checkbox"/> Experience of managing people and performance to hit financial targets	<b>E</b>	
<input type="checkbox"/> Experience of using databases (we use ThankQ) to maximise the potential of supporters, and be confident in using other packages such as Excel, Word, PowerPoint and Outlook	<b>E</b>	
<input type="checkbox"/> Experience of working in a charity or not for profit setting		<b>D</b>
<input type="checkbox"/> Experience of working in a hospice environment		<b>D</b>
<input type="checkbox"/> Experience of managing gaming activity (raffles, lotteries etc)		<b>D</b>
<input type="checkbox"/> Experience of training other colleagues and communicating specialist knowledge to all levels of staff in an easy-to-understand way		<b>D</b>
<b>Other Requirements</b>		
<input type="checkbox"/> Ability to maintain and understand the importance of confidentiality and information governance	<b>E</b>	
<input type="checkbox"/> Ability to be tactful and diplomatic	<b>E</b>	
<input type="checkbox"/> Driven, self-motivated, enthusiastic, forward thinking.	<b>E</b>	
<input type="checkbox"/> Willingness to work flexibly	<b>E</b>	