

RAINBOWS HOSPICE FOR CHILDREN AND YOUNG PEOPLE

JOB DESCRIPTION

Job Title:	Acquisition Executive
Salary Band:	H
Responsible to:	Acquisitions Manager
Accountable to:	Director of Income Generation & Marketing
Responsible for:	n/a

Job Summary

The post holder will be responsible for key parts of the donor acquisition strategy, with a focus on recruiting new regular giving and cash supporters, across a variety of channels - including Door to Door, Private Sites, Lotteries, Direct Mail, Telemarketing and Digital.

Working with the Acquisition Manager, deliver the operational elements of the Individual Giving acquisition strategy, through the planning and delivery of key elements of the acquisition strategy, collaborating with different teams (e.g. fundraising, retail and marketing) to achieve a year-round programme of engaging communications with new supporters.

Lead on the compliance and financial administration of the Lottery.

Key Responsibilities

- Deliver agreed direct marketing, regular giving campaigns in consultation with the Acquisition Manager across multi-channels including social media, email, face to face, private site etc.
- Plan and deliver campaigns, develop targeting and testing strategies to improve performance of the programme and increase learning.
- Assist with gathering resources, preparing key briefs and reviewing concepts.
- Take ownership of the administrative functions that support the Donor Acquisition Strategy.
- Welcome all new individual donors by carrying out weekly welcome calls and onboarding donors onto a personalised welcome journey programme.
- Drive the creative direction and design of email marketing templates, printed materials, and relevant web pages..
- Build excellent working relationships with external agencies and suppliers.
- Support the Acquisition Manager with the monthly monitoring of income and expenditure across the Acquisition programme, making sure information is accurate and reconciled where necessary.
- Assist your line manager with acquisition reports using key metrics and KPIs as agreed with the Supporter Experience Manager.
- Represent the charity at various events, engaging with the public to promote and sell Rainbows wedding favours.

- Assist your line manager with the training, monitoring and performance of face to face and telephone agencies' fundraisers. In particular to ensure that any fundraisers working on behalf of Rainbows adhere to and comply with CIOF and industry best practice and standards.
- Working with the Head of Public Fundraising & Supporter Experience and the Marketing team, collaborate with and lead the Supporter Experience Team on the management of a co-ordinated marketing campaigns that engages both existing and new supporters.
- Ensure printed materials which are produced meet the function requirements and conform to internal brand and Gambling Commission guidelines.
- Collaboration with marketing and family support teams, so that agreed income targets and other KPI's are met.
- Work closely with the Supporter Experience team to ensure the onwards supporter journey for new donors is managed seamlessly.
- Keep up to date with sector trends and developments.

Financial Responsibility

- To manage the processing of all regular donation income from our website and canvassing agencies by setting up the pledges and starting the welcome journey process for new donors.
- To produce income reports where required for line manager
- Liaising with the Finance team and external lottery manager regarding cancellations of direct debits and ensuring cancellations are processed correctly.
- To monitor the credit on lottery players accounts and process refunds / donations as appropriate.

Training and Development

- To attend staff development programmes, training courses, conferences as deemed necessary.
- To attend compulsory staff meetings.
- To take responsibility for attendance at mandatory training sessions as deemed necessary by the organisation.

Data Compliance and Confidentiality

- In line with national legislation, and Rainbows policies, must process all personal data fairly and lawfully, for the specific purpose(s) it was obtained and not disclosed in any way incompatible with such purpose(s) or to any unauthorised persons or organisations, unless a lawful exemption applies.
- To comply with all Rainbows policies and procedures on Data Protection, Confidentiality, and Information Security.

Behaviours and Values

- To promote, uphold and demonstrate the Rainbows values.

- To work actively and positively as part of the wider hospice team, demonstrating a desire and ability to build relationships with colleagues across all teams.
- To be able to manage time and projects effectively and efficiently and respond to shifting priorities and workloads with ease.
- To be proactive in seeking out support and finding new ways to encourage supporters to participate in our activities.
- To act always in a professional manner, respecting the needs of colleagues and co-workers, working collaboratively to ensure a harmonious work environment, and following our code of conduct at all times.

Our Values:

- One Team – Working together with fairness and respect.
- People Centred – Championing inclusivity, compassion, and clarity.
- Aim High – Adapting, learning, and sharing our expertise.
- Own It – Focused, committed, and accountable.

Safeguarding Children and Vulnerable Adults

- To comply with Hospice and Leicester City LSCB Policy, Procedures and Practice
- To follow hospice policy regarding the management of safeguarding concerns.
- To access mandatory safeguarding training and demonstrate competence at the required level.

Equality, Diversity and Rights

Rainbows Hospice for Children and Young People is committed to improving the quality of its services to all people, irrespective of race/ethnicity, disability, gender, religion or belief, age, or sexual orientation. Our objective is to deliver high quality services that are accessible, responsive, and appropriate to meet the diverse needs of different groups and individuals. As such, we will continue to take action to ensure that staff and volunteers employed by Rainbows Hospice are culturally aware and treat every person with dignity, respect, and fairness, in a way that is sensitively responsive to differences and similarities. Unlawful discrimination and other forms of exclusion have no place within Rainbows Hospice.

Responsibilities:

- Support and uphold the equality, diversity, and rights of all individuals, including children, young people, their families, staff, and volunteers.
- Actively promote the consultation and involvement of children, young people, and families in decision-making processes.
- Adhere to and work in alignment with the Hospice's Equality and Diversity Policy.

Health and Safety

- To carry out duties placed on employees by the Health and Safety at Work Act 1974.
- To comply with Health and Safety Policy.
- To take reasonable care for the Health and Safety of themselves and others who may be affected by their acts or omissions at work.
- To co-operate with their employer as far as is necessary to meet the requirements of the legislation.
- To not intentionally or recklessly interfere with or misuse anything provided in the interests of health, safety, or welfare in the pursuance of any of the relevant statutory provisions.
- To be aware of and adhere to current policies regarding infection control at all times.

General

- To maintain a high standard of personal hygiene and presentation.
- To act at all times in a professional manner, respecting the needs of colleagues and co-operating to maintain a harmonious working environment.

This job description is subject to amendment and may be changed from time to time.



Enquiries:

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