



THE SHAKESPEARE HOSPICE

JOB DESCRIPTION

Post: Fundraising Assistant

Responsible to: Senior Fundraising Manager

Accountable to: Head of Income Generation

Hours: 30 hours per week

Role Purpose:

Works with the Fundraising team to actively support the delivery and growth of fundraising income through hands on involvement with campaigns, community fundraising, events and supporter engagement.

The role will directly support and deliver income from low-level, community-based fundraising streams, including static collection boxes, cash-for-coins and recycling initiatives.

The role also provides practical delivery support to fundraising colleagues, enabling the team to maximise income and supporter engagement.

This is a junior fundraising role with a named income target, contributing directly to the financial sustainability of the Hospice.

Key Accountability

To achieve an agreed annual fundraising target through direct involvement in fundraising activity, supporter engagement and campaign delivery.

Key Responsibilities:

1. Income Generation and Fundraising Delivery

- Actively support the delivery of fundraising campaigns, appeals, events and community activity that generate income.
- Work with supporters, fundraisers and community groups to maximise their fundraising outcomes.
- Assist in identifying and progressing opportunities to increase income from individuals, groups and local communities.

- Contribute to the achievement of agreed income targets through proactive delivery support.
- 2. Supporter Engagement and Stewardship**
- Work collaboratively with fundraising colleagues to support effective and timely supporter thanking and stewardship and encourage repeat and increased giving.
 - Act as a point of contact for fundraisers and supporters, providing encouragement, information and practical support.
- 3. Data, Insight and Performance Support**
- Maintain accurate records of fundraising activity and supporter engagement on the Customer Relationship Management (CRM) system from a fundraising performance perspective
 - Support basic reporting on campaign activity and income contribution against the agreed income target for the role.
 - Assist with data and insight to help identify opportunities for improved engagement and income growth.
- 4. Team and Cross-Organisational Working**
- Work collaboratively with fundraising colleagues to ensure clear internal communication and handover of supporter and donation information that supports effective stewardship and income growth.
 - Represent the Hospice positively at events and in the community.
 - Support other income-generation initiatives as required.
- 5. Community and Micro-Fundraising Income Streams**
- Manage and support income generation from static collection boxes across the community, including placement, maintenance, rotation and supporter engagement.
 - Support the delivery and growth of cash-for-coins initiatives and other low value, high volume fundraising activity.
 - Support recycling based fundraising initiatives and partnerships that generate unrestricted income.
 - Work with volunteers, retail and community supporters to maximise income from these activities.
 - Track and report income generated from these streams.

General

1. Provide appropriate occasional operational cover within the Fundraising team during times of absence (annual leave, sickness etc).
2. Develop and maintain good working relationships by working collaboratively with internal and external stakeholders such as Clinical Services, Retail, Volunteering and external agencies/providers and supporters.
3. To undertake mandatory training.
4. Adhere to all hospice policies and procedures.
5. Promote the work of the Hospice, reflecting the Hospice vision and values.
6. Participate in the appraisal process annually.
7. To undertake any other duties commensurate with the post as requested by your line manager/senior management.

This job description is subject to periodic review in negotiation with the post- holder and may be revised/updated as service requirements change/develop.

The Shakespeare Hospice

Person Specification – Fundraising Assistant

The successful candidate will need to demonstrate:

CRITERIA	Essential or Desirable	Assessed: A = Application form I = Interview T = Test at Interview		
		A	I	T
Qualifications				
GCSE – 5 passes which must include English and Maths or equivalent	E	√	√	
Strong computer skills, including proficiency with Microsoft Office	E	√		
Knowledge, Skills and Experience				
Experience of general administrative tasks and of dealing with a range of activities in a team environment	E	√	√	
Previous experience in a fundraising, sales, marketing or engagement role	D	√	√	
Experience supporting fundraising events or campaigns	D	√	√	
Experience of working with supporters, customers or community groups	E	√	√	
Able to use own initiative to make occasional significant decisions	E	√	√	
Able to work proactively in a delivery-focused environment	E	√	√	
Strong communication and relationship-building skills	E	√	√	
Strong time management and highly developed organisational skills and able to manage competing priorities	E	√	√	
Literacy skills – strong verbal and written skills; with adaptable style and approach to suit a variety of audiences.	E	√	√	√
Strong numeracy skills	E	√	√	√
Good attention to detail	E	√	√	
Familiarity with CRM systems from an engagement or fundraising perspective	D	√	√	
Ambition to develop a career in fundraising	D	√	√	
Personal Qualities				

Empathy with the work of The Shakespeare Hospice and understanding of equality and diversity and how this affects the hospice, supporters, and staff.	E	√	√	
Understanding the importance of supporter care	E	√	√	
Ability to work on own initiative and as part of team	E	√	√	
Willingness to work flexibly, including occasional evenings or weekends.	E	√	√	
Willingness and ability to learn new skills	E	√	√	