

**JOB DESCRIPTION:  
REPORTS TO:  
BASED AT:**

**INDIVIDUAL GIVING FUNDRAISER  
INDIVIDUAL GIVING MANAGER  
ST ELIZABETH HOSPICE**



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## **JOB SUMMARY**

The post holder will play a vital role as a member of the Individual Giving team within the Income Generation and Marketing Directorate. The post holder will be responsible for working with the Individual Giving Manager to implement the individual giving strategy to grow income within this area, generating sustainable income to support the compassionate care provided by the hospice. This role leads on individual giving campaigns, appeals and in memory events, enabling families and loved ones to honour and celebrate those cared for by the hospice.

The postholder will build long-term relationships with donors, ensuring all interactions reflect the hospice's values. The role will support the generation of funds across east Suffolk and Great Yarmouth and Waveney.

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## **SAFEGUARDING RESPONSIBILITIES**

- Demonstrate a commitment to keeping adults and young people safe
- Report any disclosure made to you to the appropriate person
- Report any safeguarding concerns in the workplace to the appropriate person
- Maintain an awareness of the Hospice's policies in relation to safeguarding

## **KEY RESPONSIBILITIES**

### **Individual Giving**

- Plan and deliver multi-channel fundraising campaigns through direct mail & digital to acquire and retain donors
- Develop compelling, emotive fundraising appeals that reflect hospice care and impact
- Work alongside the data insight officer to monitor, evaluate, and optimise campaign performance using data and insight
- Manage donor journeys, ensuring timely and meaningful stewardship
- Support the existing regular giving programme and encourage long-term supporter commitment

### **In Memory Fundraising**

- To plan and co-ordinate a programme of in-memory events allowing bereaved family and friends to remember loved ones and support the hospice across east Suffolk, Great Yarmouth and Waveney
- Develop and support the hospice's in-memory fundraising programme including the Memory Bears and Memory Tree
- Act as a key contact for bereaved families and supporters, responding with empathy, sensitivity, and professionalism
- Create personalised stewardship journeys for in-memory supporters, recognising key moments
- Work closely with clinical and family support teams (where appropriate) to ensure a joined-up, respectful approach
- Build relationships with external stakeholders and local partners to promote in-memory giving opportunities

### **Supporter Care & Stewardship**

- Ensure all donors receive prompt, sensitive, and personalised acknowledgements, including thanking in a timely manner
- Deliver high-quality communications that reflect the emotional connection supporters have with the hospice
- Identify opportunities to deepen engagement, including Gifts in Wills where appropriate
- Maintain accurate and confidential supporter records in line with GDPR

### **Data, Compliance & Insight**

- Track income and performance against targets, providing regular reports
- Use data insights to improve fundraising effectiveness and supporter experience
- Ensure all activity complies with relevant guidelines, including those set by the Fundraising Regulator and data protection legislation

### **Collaboration**

- Work with the Marketing & Communications team to review and appraise the marketing materials used to promote Individual Giving and In Memory products
- Work collaboratively with clinical, bereavement, and family support teams to ensure sensitive handling of supporter relationships
- To encourage, work with and assist the work of the fundraising, marketing and retail teams in promoting all elements of giving.
- Contribute to the wider hospice fundraising strategy and income targets

### **Success Measures**

- Growth in Individual Giving and regular giving income
- Increase in In Memory fundraising income and supporter engagement
- Positive feedback from families and supporters
- Strong donor retention and lifetime value
- Delivery of campaigns on time and within budget

### **ORGANISATIONAL RESPONSIBILITIES**

- To work within the policies of the Hospice and act within Care Standards at all times.
- To uphold the Hospice and individual team values at all times.
- To ensure effective use of resources.
- To respect at all times the confidentiality of information covering patients, staff and volunteers.
- To play an active part in the development and maintenance of good relationships with all who have business with the Hospice.
- To promote the Hospice philosophy of care towards patients, relatives and visitors.

Because of the special nature of the Hospice and its work, the post holder may on occasion be asked to undertake other duties to help maintain our high standard of care.

THIS JOB DESCRIPTION IS NOT NECESSARILY EXHAUSTIVE AND MAY BE SUBJECT TO REVIEW BY THE LINE MANAGER IN CONJUNCTION WITH THE POST HOLDER.

**INDIVIDUAL GIVING FUNDRAISER  
PERSON SPECIFICATION**

<b>Requirement</b>	<b>Essential/Desirable</b>
<p><b>Qualifications &amp; Training</b></p> <ul style="list-style-type: none"> <li>Educated to GCSE level or significant equivalent proven work experience</li> </ul>	Essential
<p><b>Knowledge &amp; Experience</b></p> <ul style="list-style-type: none"> <li>Excellent interpersonal skills with the ability to communicate sensitively with bereaved individuals</li> <li>Strong written communication skills, with the ability to create emotive and compelling content</li> <li>Highly organised with the ability to manage multiple priorities</li> <li>Experience of working with volunteers</li> <li>Proven experience of working in fundraising, sales or marketing</li> <li>Previous experience of working in a fast paced /multi-faceted role</li> <li>Experience in individual giving, direct marketing, or fundraising</li> <li>Experience of creating and managing campaigns and reviewing performance data</li> <li>Experience in hospice, healthcare, or bereavement-related fundraising</li> <li>Experience or understanding of in-memory giving</li> <li>Experience of delivering events including preparation of risk assessments</li> <li>Familiarity of working with budgets to achieve best outcome for least cost</li> <li>Experience using CRM systems</li> <li>Knowledge of GDPR, Gift Aid and fundraising best practice</li> </ul>	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Desirable</p> <p>Desirable</p> <p>Desirable</p> <p>Desirable</p> <p>Desirable</p> <p>Desirable</p>
<p><b>Specific Skills</b></p> <ul style="list-style-type: none"> <li>High levels of empathy and emotional intelligence</li> <li>Compassionate and respectful approach to sensitive situations</li> <li>Creativity in storytelling and fundraising campaigns</li> <li>Strong attention to detail and data accuracy</li> <li>Ability to work across teams and departments in a collaborative manner and to proactively engage colleagues on projects and initiatives</li> <li>A keen eye for detail and to ensure high standards whilst working under pressure</li> <li>Event management</li> </ul>	All essential
<p><b>Personal Qualities</b></p> <ul style="list-style-type: none"> <li>Confident and mature attitude</li> <li>Dynamic and driven, outcome focused</li> <li>Creative and adaptable to changing environment</li> <li>Resourceful and self-motivated</li> <li>Flexible, a team player and prepared to work flexibly outside of office hours, where necessary</li> </ul>	All essential

- Prepared to travel across east Suffolk, Great Yarmouth and Waveney when required to deliver fundraising activities
- Strategic and creative thinker to identify opportunities to work efficiently
- Excellent time management, able to multitask
- High level of enthusiasm and demonstrable interest in the work of St Elizabeth Hospice and a career in the charity sector

# O U R V A L U E S



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