



Job Description and Person Specification

Douglas Macmillan Hospice
Barlaston Road, Stoke-on-Trent, ST3 3NZ

t. 01782 344 300 f. 01782 300 344

| | |
|------------------------|-------------------------------|
| Job Title: | Individual Giving Fundraiser |
| Responsible to: | Head of Community Fundraising |
| Accountable to: | Director of Income Generation |
| Published: | July 2024 |
| Last Updated: | July 2024 |

Department Function:

Our Community Fundraising Team plays a vital role in generating financial support and cultivating excellent relationships with donors/supporters and members of the public.

Job Summary:

As an Individual Giving Fundraiser you will play a pivotal role in securing donations and support for Dougie Mac by developing and executing strategies and supporter communication campaigns to increase donations from individual donors. This role involves building and maintaining relationships with current and potential new donors, creating compelling fundraising campaigns and ensuring a high level of donor satisfaction and engagement.

Key Responsibilities:

1. Donor Cultivation and Stewardship:

- Identify, cultivate and solicit individual donors to achieve fundraising targets as a minimum.
- Develop and maintain strong relationships with existing and potential donors through personalised communications.
- Create and implement stewardship plans to engage and thank donors, ensuring they feel valued and appreciated, ensuring a donor journey is considered at all times.

2. Fundraising Strategy and Campaigns:

- Develop and execute effective fundraising strategies to grow individual giving.
- Plan and manage direct mail, email and online giving campaigns, ensuring they are engaging and effective.
- Work closely with our Marketing Team to create compelling fundraising materials, utilising a variety of marketing communication and promotional channels.

3. Performance Monitoring:

- Maintain accurate and up-to-date records of donor interactions using our in-house database. Keeping stand alone spreadsheets and personal records are not acceptable practice.
- Track and analyse donor engagement to inform on outcomes and to monitor and improve results.
- Prepare regular reports on fundraising progress for the Head of Community Fundraising and other stakeholders.

Are you interested?

To find out more or to apply please visit our website: www.dmhospice.org.uk or contact HR via **Telephone:** 01782 344300 or **Email:** applynow@dmhospice.org.uk for an application pack.

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4. Collaboration and Strategy Development:

- Work closely with Head of Community Fundraising and other team members to align individual giving efforts with overall income generation goals.
- Cultivate and maintain strong relationships with existing and new donors to enhance all individual giving donation opportunities, ensuring an excellent donor experience that delivers high-end results.

5. Communication:

- Communicate effectively with team members, internal stakeholders and the wider community through various channels of communication, such as mailings, in-person, telephone and email etc.

6. Compliance:

- Ensure compliance with relevant regulations, laws and ethical standards in all fundraising activities, maintaining transparency and integrity throughout the process.

Key Tasks:

1. Regular Giving:

- Responsible for developing and managing Dougie Mac's regular giving programme, ensuring a sustainable stream of donations from individual donors. This task involves creating engaging and effective regular giving campaigns, building and nurturing relationships with donors and maximising donor retention.

2. Individual Giving/In Memory Of Campaigns:

- Work closely with the Head of Community Fundraising and our Marketing Team to develop and implement effective fundraising communications to maintain and ultimately grow our individual giving income streams.
- Responsible for the planning and execution of successful direct mailing, email and online giving campaigns such as our flagship annual Light Up A Life donation appeal, seasonal donation asks and other individual giving initiatives.
- Ensure each campaign is promoted effectively through a variety of sources and channels to maximise the impact and donation outcomes of each Individual Giving initiative.

3. Gift Aid:

- Lead our efforts in maximising income through our Gift Aid scheme. Educate donors about the benefits of Gift Aid and encourage them to complete Gift Aid declarations to maximise their donations. Provide training and support to staff, volunteers and fundraising teams on Gift Aid procedures and monitor, evaluate and make recommendations to optimise Gift Aid fundraising efforts.

4. Supporter Engagement – Fundraising Hub

- Based on the Fundraising Hub (minimum 1 day per week). This involves welcoming new and existing supporters to the hospice arising from visits, telephone calls and emails to the Supporter Hub. Deliver a public facing 'one stop shop' by 'serving and responding' to our supporters, ensuring quality relationships and supporter expectations are managed at all times.

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Dougie Mac Values:

Our mission is to deliver excellent CARE to people approaching end of life.

- **Compassion** - Working together by considering the views of others, understanding the challenges they face and providing support.
- **Accountability** - Takes personal responsibility for our actions, owning our decisions and behaviours.
- **Respect** - Always trusting, listening and challenging each other. Understanding that we are at our best as individuals whilst working as a team.
- **Excellence** - Embracing excellence by empowering and motivating each other to be the best that we can be.

Standard Requirements of all Dougie Mac Staff:

- To be flexible and adapt to the needs of the department and your team
- To maintain strict confidentiality and adhere to data protection policies at all times.
- To observe and maintain security procedures.
- Exercise responsible stewardship of hospices resources at all times.
- Attendance at meetings events and activities may require the post holder to work beyond the normal hours / days of work quite regularly – flexibility is essential.
- To have an understanding and demonstrate regard for the Hospice philosophy and its functions.
- Travel in the Stoke on Trent / North Staffordshire area, and on occasions within the UK, to attend participate in training and personal development opportunities, using own vehicle or public transport, for which expenses will be met in line with policies in the staff hand book.
- To maintain an effective and collaborative working relationship with other members of staff and volunteers.
- Conform to conventional standards of business dress when representing the hospice.
- To accept temporary redeployment within any part of the hospice should the need arise and to ensure hospice goals and objectives are met.
- Safeguarding is everyone's responsibility. We are committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. As an employee, you are expected to follow the Hospice's Safeguarding Policies and report any concerns in accordance with those policies.

Safety Health Environment (SHE):

- All employees must familiarise themselves with the Hospice Safety Health Environment (SHE) policies, processes and procedures and act in accordance with them at all times. Employees must ensure that they conduct themselves in a manner which does not endanger their own health and safety or that of others.
- All employees have a duty of care to promptly report any near misses, dangerous occurrences or accidents whilst at work in line with the relevant Safety Health Environment procedures
- All employees should attend mandatory Safety Health Environment training sessions annually/periodically for defined activities etc and ensure that they follow the processes and procedures as outlined in the training
- Any breaches of the Safety Health Environment Health standards will be dealt with under the DMH disciplinary procedure.

Quality:

- The hospice expects all staff to work to the highest standards. The quality of care provided by every member of staff is paramount.
- All employees must
 - Familiarise themselves with the policies and procedures relevant to their role.
 - Ensure that they are competent to carry out their role.
- All employees are responsible for the management of risk: they must attend mandatory training, report incidents when things go wrong and provide evidence that they have learnt from the experience.
 - Record all adverse comment made by patients and their families; as well as customers, donors and the wider public.
 - Raise concerns when they see any unsafe practice within your place of work.

This job description is intended to be the main guide to the principle duties and responsibilities of the post. It should not be seen as an exhaustive, inflexible document. The employee shares with the employer the responsibility to suggest amendments as necessary to meet the changing needs of the hospice and department.

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Person Specification:

Skills identified via: A = Application Form I = Interview - E = Interview Exercise/Assessment

| Attributes | Essential | Desirable | How Identified |
|--|-----------|-----------|----------------|
| Qualifications & Training <i>Professional and post basic qualifications. Specialised training required for this post.</i> | | | |
| Evidence of formal education, educated to GCSE level. | ✓ | | A |
| NVQ qualification. A-Level qualification. Certificate in Fundraising. | | ✓ | A |
| Experience <i>Type and level of job related experience required</i> | | | |
| Understand the principles of fundraising, marketing and donor care. | ✓ | | A & I |
| Experience of working for a charity or not for profit organisation including experience of working closely with volunteers. | | ✓ | I |
| Understanding of all aspects of direct marketing methods and techniques, with campaign/project management experience. | ✓ | | A & I |
| Experience of communicating with a range of different audiences, using a variety of methods (mailings, email, in-person) etc. | ✓ | | A & I |
| Experience of working to financial targets with the ability to monitor campaign performance, trends & mitigate against potential issues. | ✓ | | A, I & E |
| Able to deliver excellent customer service in a sales environment & ability to represent an organisation in a professional manner. | ✓ | | A & I |
| Skills & Knowledge <i>Type and level of job related skills & knowledge required</i> | | | |
| Excellent communication skills with the ability to empathise with supporters/service users. | ✓ | | I & E |
| Excellent organisational, time management and forward planning skills with the ability to work to deadlines and targets. | ✓ | | I & E |
| Knowledge of fundraising legislation & GDPR. | | ✓ | I |
| Computer literate. Able to use in-house databases and Microsoft Office programs i.e Word/Outlook & Excel. | ✓ | | A & E |
| Confident in using databases for sales and marketing activities as well as performance reporting. | | ✓ | A & I |
| Aptitudes & Attributes <i>Type and level of job aptitudes and personal qualities required</i> | | | |
| Friendly, compassionate, diplomatic and professional with an understanding and empathy of a hospice environment. | ✓ | | I |
| Self-motivated with own initiative, confident and positive. | ✓ | | I |
| Confident in asking for support from members of the public. | ✓ | | I & E |
| Creative & innovative, with commitment to researching new fundraising and marketing opportunities. | ✓ | | I & E |
| Demonstrate accuracy and attention to detail with the ability to work well under pressure. | ✓ | | A, I & E |
| Flexible approach to change, innovation & progress in the work environment. | ✓ | ✓ | I |

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| Other Job Requirements | | | |
|---|---|---|---|
| Able to work contracted hours on any of the 6 days the Fundraising Hub operates; Monday – Saturday, 9am – 5pm. (Saturday working on a rota basis) | ✓ | | I |
| Willingness to attend courses and conferences to widen understanding & skills of fundraising | | ✓ | I |
| Dress in a way that conforms to accepted codes of business dress. | ✓ | | I |
| Full driving licence, with access to own vehicle and appropriate business insurance. | | ✓ | A |

***National Qualification Framework**

| National Qualifications Framework | | Framework for Higher Education levels (FHEQ) | |
|--|--|---|---|
| 8 | Specialist awards | Doctoral (D) | - Doctorates |
| 7 | Level 7 Diploma (Professional Qualifications) | Masters (M) | - Masters degree, post graduate certificates and diplomas |
| 6 | Level 6 Diploma (Professional Qualifications) | Honours (H) | - Bachelors Degrees, Graduate Certificates and Diplomas |
| 5 | Level 5 BTEC HND | Intermediate (I) | - Diplomas of higher education, foundation degree, higher national diplomas |
| 4 | Level 4 Certificate | Certificates (C) | - Certificates of higher education. |
| 3 | Level 3 Certificate (OND), Level 3 NVQ, A levels | | |
| 2 | Level 2 Diploma, Level 2 NVQ, GCSEs Grade A*-C | | |
| 1 | Level 1 Certificate, Level 1 NVQ, GCSE Grade D-G | | |
| Entry | Entry Level Certificate in Adult Li | | |

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