

Job Title: Individual Giving Manager

Business Area:	Fundraising
Location:	Finchley / Hybrid (travel to other sites may be required)
Reports to:	Head of Fundraising
Salary:	TBC

Organisation and Team Information

North London Hospice is a registered charity that has been caring for local people since 1984. We are committed to empowering patients with life limiting illnesses, supporting them to achieve the best quality of life possible. As well as our inpatient unit at Woodside Avenue, we work within the wider community including our Outpatient and Wellbeing services; our support to patients in their own homes; our Community Specialist Palliative Care services; and our Patient and Family Support teams, providing emotional and practical support to patients, their families and carers.

The Fundraising Team are a driven and determined team who play a pivotal role in ensuring sustainability of the Hospice now, and in the future.

Role Purpose

This role will drive income to the hospice from individuals; growing and retaining donors via insight-driven appeals and products. This role will be working with internal teams, external suppliers, and third-party providers to develop and test propositions through cash and regular giving appeals, segment our data, increase our insight into our donors and maximise the potential of our lottery partner- Local Hospice Lottery.

Key Responsibilities

General

- **Strategic development** – Refining and implementing our individual giving strategy that builds on previous successes and learnings, which looks to significantly grow our contactable community over the next three years. This strategy will include product development, acquisition, donor journey development and retention across cash appeals, regular giving and our partnership with Local Hospice Lottery. It will also support the work of the Legacy and In-Memory Fundraising Manager in linking with a Gifts in Wills journey.
- **Implementing and delivering** – Project managing fundraising campaigns and appeals from evidence-based propositions, through to briefing, delivery and evaluation. Managing our relationship with Local Hospice Lottery, looking to optimise income and engagement with this income stream.
- **Leading and Managing** - taking a lead role, with our Database and Supporter Care Manager, in supporting the team to segment data effectively so that we are able to manage an effective communications plan with our different audiences.
- **Budgeting and KPIs** – this role will manage the development of the income and expenditure budget for our IG programme with support from the Director and Head of Fundraising
- **Reviewing and Learning** - understanding different audiences across the hospice and analysing results so we can use this information to grow our contactable data file and learn and optimise our individual giving opportunities.
- **Decision making** is at a manager level - making process and tactical decisions, consulting with the Head of or Director of Fundraising on any changes impacting the wider organisation.
- **Compliance** – Ensuring that our appeals are compliant with the Fundraising Codes of Practice, GDPR and other relevant
- **Key working relationships Daily:** Head of Fundraising and the fundraising team, Communications team. **Occasional:** the wider NLH teams, Data protection team external suppliers and third party platforms (eg local Hospice Lottery)
- **Any other reasonable duties** required within the scope of the role.

Infection Control

- Maintain the highest standards of infection control
- Familiarise with, and adhere to, North London Hospice Infection Control Processes, Policies and Procedures

Health and Safety

- Understand individual safety and security responsibilities



- Familiarise with, and adhere to, the relevant health, safety and security policies across North London Hospice
- Be aware and work to support own personal health and safety and the health and safety of others across the Hospice
- Maintain patient, personal and organisational confidentiality at all times. This includes patient medical and financial information; employee record; student records; financial

Confidentiality

- Maintain patient, personal and organisational confidentiality at all times. This includes patient medical and financial information; employee records; student records; financial and operating data of North London Hospice and any other information that is of a private or sensitive nature
- Familiarise with, and adhere to, the relevant confidentiality policies within North London Hospice

Person Specification

Experience and Knowledge

- Demonstrable experience of managing and developing an individual giving programme – **essential**
- Experience of setting and managing budgets and KPIs - **essential**
- Experience of managing third party fundraisers, agencies and suppliers - **essential**
- Experience of developing strong propositions that drive people to act - **essential**
- Sound knowledge of the legislation, regulations (inc. GDPR) and financial issues relating to fundraising – **essential**
- Experience of creating and implementing donor journeys - **essential**
- Experience of working for a health or social care charity – **desirable**

Personal Qualities and Abilities

- A team player who is able to build good relationships with internal and external teams and stakeholders- **essential**
- Able to put our donors and supporters at the heart of their work- **essential**
- Able to manage multiple projects at any given time - **essential**
- Strong attention to detail – **essential**
- Analytical with a love of data – **essential**
- Able to work under own initiative- **essential**

- Excellent organisational skills with ability to prioritise workload – **essential**
- Understanding of the hospice sector- **desirable**

Essential for all

- Commitment to equality, diversity and inclusion and understanding of how this applies to own area of work
- Commitment to the aims and charitable objectives of North London Hospice
- Committed to own continuing vocational/professional learning and development
- Enhanced DBS check (role specific)
- Full, clean UK drivers license (role specific)

Our Values



Our Values

C Collaborative and learning

O Open and honest

R Respectful and empowering

E Equal and inclusive

**The best of life,
at the end of life,
for everyone**

North London Hospice

