

Individual Giving Manager



Rennie Grove Peace

Department: Fundraising

Location: Rennie House, Tring

Hours: 30 – 37.5 hours per week

Reporting to: Head of Supporter Fundraising

Salary: £35,374 - £38,145 per annum (pro rata)

About us

Rennie Grove Peace Hospice Care started formally operating in July 2023, through the merger of two successful organisations, Rennie Grove Hospice Care and Peace Hospice Care. We offer exceptional, specialised and highly valued care, serving our local community of people affected by life-limiting illness or bereavement, across Herts and Bucks.

Our merger is bringing together the best of both organisations so that we can:

- **Serve** – our communities with a wider range of services.
- **Reach** – more local people.
- **Strengthen** – our ability to secure more resources.

To enable every local person to receive the care they need, when they need it, wherever they need it.

About the role



As Individual Giving Manager you will be responsible for leading and delivering an annual programme of activity across all aspects of Individual Giving. Developing and implementing a portfolio of inspiring campaigns and appeals that aim to connect with our existing supporters, as well driving the acquisition of new supporters, particularly through regular giving will be the key to this role. You will also be responsible for managing and developing in-memory and legacy giving, delivering an exceptional experience to our supporters, to drive long term support and increase lifetime value. The role will also support with the delivery of our lotteries.

You will be a strategic and creative thinker who is keen to bring fresh ideas to the table. You will have a keen eye for detail, and you will be able to utilise both digital and non-digital platforms to engage and drive income from supporters.

This role will work closely with the Head of Supporter Fundraising, and you will manage the Senior Individual Giving Fundraiser and the In Memory and Legacy Fundraiser.



Main duties and responsibilities

- To develop and implement a multi-channel Individual Giving programme to deliver income growth and increase donor engagement.
- Prepare and manage the Individual Giving annual income and expenditure budget, including mid-year reforecasting and preparing mitigating actions as needed.
- To manage the delivery of appeals, from creative brief, copywriting, print and fulfilment management through to digital promotion and thanking.
- To work with the Database Team to segment mailing groups to tailor asks and maximise giving
- Monitor, evaluate and analyse campaigns and proposals using data-driven insight to continually improve and build on learnings.
- To oversee and manage the development of Regular Giving income including acquisition, upgrades and improved stewardship.
- To oversee and manage the development of in-memory fundraising opportunities, including-memory giving products such as our Memory Tree.
- To oversee and manage the promotion of legacy giving, the success of Make Your Will Month and the stewardship of legacy pledgers.
- To review and implement supporter journeys for new and existing supporters to ensure that effective welcome and thank you journeys are in place, so supporters feel valued and understand the impact their support makes.
- To develop and implement Individual Giving fundraising initiatives that maximise digital fundraising opportunities.
- To manage key external agency relationships including mailing houses and printers, negotiating contracts and managing delivery to ensure the best value.
- Support the Marketing team with the production of the bi-annual newsletter through the data selection process, management of the mailing house and communication to supporters.
- To work sensitively and empathetically with patients and their families to support fundraising and storytelling in campaigns and appeals.
- Generate new ideas for income generation and supporter engagement.
- Act as a Rennie Grove Peace ambassador within the community.

Leadership

- To lead and inspire the Senior Individual Giving Fundraiser, the In Memory and Legacy Fundraiser and Legacy Officer, supporting their training and development, agreeing personal objectives, reviewing performance and dealing with any line management issues in line with policies and procedures.
- To contribute to the wider Fundraising Team objectives, sharing knowledge and providing assistance and support to the Head of Supporter Fundraising as required.
- Recruit, select, retain and motivate team members to deliver RGPHC's strategy.
- Drive innovation and keep up to date on sector trends, using this information to drive the development of new projects.
- Work proactively to build positive, supportive and effective working relationships with colleagues across the team, the organisation and our donor community.
- Attend relevant meetings as appropriate.

Professional/Personal

- Understand and comply with all Rennie Grove Peace policies and procedures.
- Maintain required organisational standards for all mandatory training.
- To keep up to date with current legislation, the fundraising market, trends and best practices – testing new approaches to generate income for RGPHC.
- Demonstrate ongoing personal and professional development in accordance with annual Individual Progress Review (IPR) system.
- To support the ethos and policies of RGPHC and demonstrate a commitment to attitude and behaviour that reflects our core values (Compassionate, Collaborative, Supportive and Inclusive) and behaviour expected from our leaders, set out in the Leader Expectation Framework.
- Ensure that information (in any form) relating to patients, staff, volunteers, customers and supporters is always protected and treated confidentially and complies with current data protection laws.
- Attend relevant meetings as appropriate.

Health and safety

- Understand fire regulations and the action to be taken in the event of a fire.
- Report any accidents/incidents at work and record adverse incidents as appropriate.
- Follow all infection control policies and guidelines, ensuring staff appreciate preventing healthcare acquired infections and infection control is the responsibility of all.
- Adhere to the safeguarding of vulnerable adults and children's policies and procedures.

What you'll bring



Essential

- Demonstrable experience in fundraising, particularly in individual giving, with a track record of achieving income targets and driving growth.
- Experience and understanding of budget creation and management and understanding of mitigation as needed.
- Proven experience of developing compelling propositions that drive results and generate supporter acquisition and income generation.
- Demonstrable experience of insight-driven decision making to improve fundraising performance.
- Familiarity with in-memory giving products and strategies to promote them
- Excellent organisational skills and the ability to assess, prioritise and manage a varied and demanding workload.
- Successful track record of managing staff and/or volunteers in an inspiring and motivating way for them to achieve. Leading by example and committing to staff development.
- Demonstrable ability to provide excellent stewardship to supporters/clients/customers, cultivating long-term relationships and making them feel valued.
- Excellent communication skills and writing.
- Strong attention to detail, ensuring accuracy and quality in fundraising materials and campaigns.
- Ability to build good working relationships across the organisation.
- Proven planning, organisational and implementation skills, delivering to deadlines.

- A good understanding of technology with a working knowledge of Microsoft office packages such as Word, Excel and Outlook.
- Sensitivity and understanding to the needs of the volunteers and customers, many of whom may have experienced Rennie Grove Peace services or be bereaved themselves.
- Be a match with our values.

Desirable

- Experienced in using digital channels to increase Individual Giving or fundraising income.
- Knowledge of legacy giving and experience in promoting legacy products to donors.
- Awareness of sector trends and the ability to drive the development of new projects through innovative approaches.
- Experience of data selections.
- Knowledge of a fundraising database.
- Strong problem-solving skills.

This role will suit someone who:

- Is a self-starter and a leader with enthusiasm, creativity, initiative and confidence with the ability to motivate others to achieve their best.
- Displays excellent interpersonal and relationship building skills and is able to gain the trust of co-workers and external stakeholders alike.
- Makes things happen – you ensure that you see tasks through to completion, taking responsibility for identifying and implementing solutions.
- Can demonstrate a can-do and proactive attitude.
- Wins people over – you are a confident and persuasive communicator at all levels, able to ensure effective outcomes from all stakeholders.
- Can work autonomously and as part of a team – you’re a great and supportive team player and take the team with you.
- Works well under pressure, meeting tight deadlines in a fast-paced environment whilst managing different priorities.
- Has energy and enthusiasm to achieve ambitious targets, bouncing back from setbacks and working smartly.
- Has excellent interpersonal skills – you can build relationships within the team and across the organisation.
- Is flexible and enjoys variety around where and what they work on and can react to changes at short notice in a positive way.
- Takes a collaborative approach to deliver targets, working with the wider team to support them to be successful.
- Can quickly build trusting, empathetic and caring relationships with supporters, donors, volunteers, and team members.
- Holds a shared passion for RGP HC and an understanding and empathy with the issues and challenges that the hospice movement and its beneficiaries face.
- Has the personal resilience and emotional intelligence to deal with occasional exposure to the emotional situations of our patients, families and carers before and after bereavement.



A bit more about the role

Hours and location

- You'll work 30 - 37.5 hours a week.
- You'll be based at Rennie House, Tring.
- Travel between all Rennie Grove Peace offices will be required as part of this role.
- There are currently opportunities for a flexible approach to office and home working to be agreed with your line manager.

Reporting lines

- You'll report to the Head of Supporter Fundraising.
- You'll be line managing the Senior Individual Giving Fundraiser, the In Memory and Legacy Fundraiser and the Legacy Officer.
- You'll be working closely with Managers across the team.

A few other important requirements of the role

- Manual handling and/or heavy lifting: Yes
- Full, current valid UK driving Licence: Yes
- Access to a vehicle which can be used for work purposes: Yes
- Car insurance, including business cover: Yes
- Disclosure and Barring Service Check: Not required

Other information

- This job description will be reviewed as part of your annual appraisal (IPR) and is not intended to be a complete list of responsibilities. To meet the ever-changing needs of the service you may be required to perform other duties within your capacity, appropriate with your grade, competence, professional qualifications, and general level of responsibility within the organisation.
- Further information on employee benefits can be found [here](#).
- Rennie Grove Peace commits to:
Encouraging equality, diversity, and inclusion (EDI) in the workplace.
Creating an environment in which individual differences and the contributions of our staff, potential staff and volunteers are recognised and valued and people are treated with dignity and respect.
Applying the EDI Policy across all areas of recruitment, training, promotion, transfers, terms and conditions of employment, grievance and disciplinary procedures and decisions.
Employing the best qualified staff based on aptitude and ability regardless of their background, providing equal opportunity for the advancement of all, including promotion and training.
- Rennie Grove Peace believes in providing appropriate training and development for all employees and you're encouraged to attend appropriate courses (internal and external).
- Rennie Grove Peace provides a high-quality service thanks to the enthusiasm and commitment of both staff and volunteers. We expect all staff to work positively alongside our volunteers and demonstrate our values (currently in development).
- You will carry out your duties according to our Rennie Grove Peace philosophy, always acting in such a manner to justify public trust and confidence and to safeguard the interests and confidentiality of individual patients and their families.

- You should always be aware of the confidential nature of our work of Rennie Grove Peace.
- Rennie Grove Peace is a smoke-free organisation.