

## JOB DESCRIPTION

<b>Post</b>	Individual Giving Manager
<b>Reporting to</b>	Head of Fundraising
<b>Accountable to</b>	Deputy Director of Income Generation
<b>Contract type</b>	Permanent
<b>Location</b>	Whittington, Lichfield (Hybrid options available)
<b>Hours</b>	Full time 37.5 (Flexible for the right candidate)
<b>Annual salary</b>	£43,500 to £50,000 depending on experience

### Job purpose

Reporting to the Head of Fundraising and leading the wider supporter care team, the Individual Giving Manager is responsible for the end to end Individual Giving Programme. You will help maximise supporter recruitment and development opportunities whilst ensuring long-term growth for St Giles Hospice.

To manage the delivery of the Individual Giving Programme which includes recruiting new cash and regular giving supporters from a variety of multi-channel campaigns and initiatives. To deliver the warm campaigns such as cash appeals, regular giving, raffles and lottery.

To manage the stewardship of supporters through the proactive and effective data management, delivering an excellent supporter experience through targeted supporter journeys. To develop, deliver and proactively manage campaign plans, budgets, and reports for senior stakeholders.

### Key tasks and responsibilities

#### Main duties:

- Lead the individual giving strategy for St Giles Hospice that drives growth of individual giving across multi-channel campaigns and initiatives.
- To plan, deliver and evaluate targeted and cost-effective direct marketing campaigns (to include cash appeals, raffles and supporter newsletters). Responsible for maximising income from the programme and focusing on acquisition and retention, whilst ensuring the best possible supporter experience
- Lead all individual giving streams including Lottery, Direct Mail Appeal, Online donations and Regular giving to create a breadth of individual giving options and methods that allow supporter development and result in a strong and reliable individual giving income stream upon which the hospice can rely.
- To plan, deliver and evaluate stewardship of supporters ensure a seamless and engaging supporter experience.
- To develop and manage supporter focused products for warm and cold audiences to maximise income generation.
- To be confident developing and shaping engaging and emotive campaigns (direct mail, emails, newsletters, and other promotional materials) with experience of copywriting and campaign management.
- To brief, train and manage external agencies where appropriate and ensuring projects are run to brief, within budget and to schedule.
- Work with the Lottery Supporter Care lead and Data and Compliance officer to ensure gambling commission and GDPR compliance.

- To work closely with the Data and Compliance Officer, providing in-depth data briefs for specific campaigns as well as for data analysis. Interpreting campaign results to make recommendations on future strategy and targeting. To identify and make recommendations for improving retention rates and lifetime value through data analysis, ensuring a greater return on investment and better supporter experience.
- To understand the key KPIs involved in acquisition and retention of both cash and direct debit supporters. To develop campaigns and messaging that engages new segments and audiences.

### **Management and Planning**

- Develop an annual Individual Giving plan and budget in support of the Income Generation Strategy.
- Set metrics to monitor and measure performance, keeping a close overview on any variances from the KPIs set, forecasting on a regular basis, remedying any shortfalls, and proposing remedial activity to ensure goals and budgets are achieved, reporting to the Head of Fundraising when required.
- Manage, report and predict financial budgets for the individual giving programme ensuring budget levels are not exceeded and spend is controlled.
- To brief and manage external agencies or suppliers where appropriate and in partnership with the Head of Fundraising, ensuring projects are run to brief, within budget and to schedule.
- To continually evaluate activity and produce detailed end of campaign reports, ensuring key learnings and insights are fed into planning of future activity and budgets as appropriate.
- Provide gambling commission and data protection oversight to ensure all processes and procedures for gambling specific ways of giving are adhered to, plus any other support for individual giving programmes that might be required.
- To ensure clear and effective thank you and welcome processes are in place for all audiences for which you are responsible, as well as defined supporter journeys.
- To be responsible for developing the low and mid-value audience creating tailored communications and supporter journeys which maximise income and engagement from this key audience.
- Oversee the development of an annual Lottery plan in support of the Income Generation Strategy
- To be responsible for ensuring adequate training for agency fundraisers and suppliers. Ensuring external agencies, suppliers and fundraisers are inspired and enthusiastic, and that they have a good working knowledge of St Giles Hospice as well as any relevant laws and codes of fundraising practice.
- To work with other teams in Income Generation to pass on supporters and generate potential leads for teams in Events and Community, Major Donors, Legacies, and Retail
- To work closely with the Marcomms team, ensuring effective case studies, photography, statistics and organisational information are briefed and available in time for campaigns and that all communications are in line with the St Giles Hospice brand and not in direct competition with other campaigns.
- Ensure that all data is properly recorded and managed through the Donorflex database, kept up to date, managed in accordance with St Giles Hospice' guidelines and standards.
- Keep up to date with new developments, legalities, codes of conduct, best practice and trends within Individual Giving, using this to inform ongoing programme development and operational planning.
- Line management of the supporter care and data teams which include promotions company.

Key relationships:

- Head of Fundraising
- Fundraising Development Manager
- Fundraising SLT
- Supporter Care Team
- Marketing & Comms
- Retail
- Finance

## **MAIN CONDITIONS OF SERVICE**

### **Our vision and values**

All staff must commit to our vision and values and exhibit behaviours in line with these.

We have adopted five core values that have been developed through engagement with our volunteers, staff, patients and families. These are the values that characterise all that we do and our behaviours with our patients and families, and each other.

Our values:

- We care
- We are trustworthy
- We work together
- We are creative
- We take pride

These values underpin everything we do and we expect all staff at St Giles, in all capacities - employees, bank staff, contractors, agency staff, those who hold honorary contracts, students and volunteers - to share and uphold these values. Each value is supported by behavioural standards and employees will be expected to display these behaviours at all times.

We also expect that everyone who works here shall act in such a manner as to justify public trust and confidence and to uphold and enhance the good standing and reputation of St Giles Hospice. Individuals must therefore always carry out their duties with due regard to the Hospice's Equality and Diversity Policy.

### **Mandatory training**

All staff must complete ongoing mandatory and role-specific training pertinent to their post, and this should be confirmed with their line manager.

### **Health and safety**

Staff are required to observe local health and safety arrangements and take reasonable care of themselves and persons who may be affected by their work.

### **Equal opportunities**

Staff are required to comply with the St Giles Hospice approach to equal opportunities and treat everyone the same, regardless of their gender, race, disability, marital status, religion or belief, sexual orientation, gender reassignment, pregnancy and maternity or age.

### **Infection prevention and control**

Staff must adhere to current policies and procedures on infection prevention and control to ensure that they are aware of these provisions. It is not intended to be an exhaustive list of responsibilities, but more an

outline framework against which staff and managers have flexibility to develop and define the detail of the work undertaken.

**Information governance**

Staff are required to keep all patient and staff information confidential unless disclosure is expressly authorised by your employer. Misuse of or a failure to properly safeguard any data considered to be confidential may be regarded as misconduct/gross misconduct and a disciplinary offence.

**Patient and family experience**

Staff should ensure that they help to create a positive patient and family experience at all stages of a patient’s interaction with the hospice and help to improve the patient experience within the hospice or community environment.

**Safeguarding children and vulnerable adults**

All employees have a responsibility for safeguarding children and vulnerable adults in the course of their daily duties and for ensuring that they are aware of the specific duties relating to their role.

**Fit and proper**

It is a condition of employment that those holding Director positions provide confirmation in writing, on appointment and thereafter on demand, of their fitness to hold such posts. This post has been designated as being such a post. Fitness to hold such a post is determined in several ways, including (but not exclusively) by the Hospice’s provider licence, the Health and Social Care Act 2008 (Regulated Activities) Regulations 2008 (“the Regulated Activities Regulations”) and the Hospice’s constitution.

The job description is not intended to be exhaustive, and it is likely that duties may be altered from time to time in the light of changing circumstances and after consultation with the post holder.

**Person specification**

The person specification sets out the essential qualifications, experience, skills, knowledge, personal attributes and other requirements, which the post holder requires to perform the job to a satisfactory level. Without these qualities, the applicant cannot be appointed to the post.

<b>Knowledge and experience</b>	<p>Essential</p> <ul style="list-style-type: none"> <li>• Experience of working in third sector</li> <li>• Experience in a communications and marketing role</li> <li>• Demonstrable experience individual giving / customer, and donor / customer acquisition, retention and segmentation in a charity / commercial setting</li> <li>• Track record of successfully managing and developing relationships with individual supporters, customers or clients.</li> <li>• Experience of successfully developing and implementing a plan for individual giving / customer, and donor / customer acquisition, retention in a charity / commercial setting.</li> <li>• Knowledge of regulatory environment for fundraising from individuals including data protection, Gift Aid and Fundraising Codes of Practice and regulation</li> <li>• Experience of and resilience to meeting targets and KPIs.</li> <li>• A proven track record of success in working with others, managing people, and delivery of high-quality results to deadlines</li> </ul>
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	<ul style="list-style-type: none"> <li>• Experience of working with data for marketing and analysis purposes</li> <li>• Good knowledge of data selection, data analysis, insight and application of datasets for maximum success</li> <li>• Experience of project management, including budget setting and management.</li> <li>• Experience using Donorflex or a similar CRM database.</li> <li>• Experience of working with volunteers</li> </ul> <p>Desirable</p> <ul style="list-style-type: none"> <li>• Management experience</li> <li>• Understanding of Lottery regulatory requirements (Gambling Act 2005) and how this applies within a charity setting.</li> <li>• Experience of running a small or large scale Lottery to include day to day financial management.</li> </ul>
<b>Values</b>	Exhibits our hospice values and behaviours
<b>Skills</b>	<p>Essential</p> <ul style="list-style-type: none"> <li>• Ability to show resilience in challenging situations.</li> <li>• Ability to understand when issues need escalation.</li> <li>• Ability to work effectively as part of a team.</li> <li>• Ability to maintain confidentiality.</li> </ul>
<b>Personal Attributes</b>	<ul style="list-style-type: none"> <li>• Empathetic</li> <li>• Team player</li> <li>• Able to work under pressure</li> <li>• Collaborative</li> <li>• Ambassador for St Giles Hospice</li> </ul>
<b>Other requirements</b>	<ul style="list-style-type: none"> <li>• Valid driving licence</li> <li>• Eligibility to work in the UK</li> <li>• Please note that St Giles Hospice does not hold a sponsorship licence and is therefore unable to accept sponsorship requests</li> </ul>

<p><b>Benefits</b></p> <p><b>Pay and conditions</b></p> <ul style="list-style-type: none"> <li>- Up to 33 days holiday plus bank holidays (Pro-rata for part time employees)</li> <li>- Eligible clinical staff transferring from the NHS will have their continuous service and annual leave recognised for up to 10 years and can continue their NHS pension contributions</li> <li>- Group pension scheme, matching contributions of up to 8%</li> <li>- Life assurance scheme, up to the age of 65</li> <li>- Enhanced sick pay, rising with service</li> </ul> <p><b>Training and development</b></p> <ul style="list-style-type: none"> <li>- A dedicated on-site Education team offering training and development opportunities</li> </ul> <p><b>Health and wellbeing</b></p> <ul style="list-style-type: none"> <li>- The Hub Wellness Support</li> <li>- Eligibility for flu vaccine</li> <li>- Access to Occupational health support</li> <li>- Access to Mental Health First Aiders</li> <li>- Cycle to work scheme</li> </ul> <p><b>Family friendly</b></p> <ul style="list-style-type: none"> <li>- Enhanced Maternity and Paternity benefits</li> <li>- Shared Parental Leave</li> </ul>
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- Supportive Time off policy

**Other benefits**

- Flexible working requests after 26 weeks of service
- Access to an employee shopping discount scheme
- Free on-site parking

**Working Environment**

Whittington (open plan office) and hybrid.

**This job description is intended to describe the main features of the role. It is therefore not exhaustive and incumbents may be asked to perform additional duties outside of their job description in the interest of the Hospice.**

**Data Privacy**

Please note that any personal data submitted to St Giles Hospice as part of the job application process will be processed in accordance with the GDPR and related UK data protection legislation, for more information regarding GDPR please see: <https://www.gov.uk/government/publications/guide-to-the-general-data-protection-regulation>

**Equality of opportunity**

Entry into employment with St Giles Hospice and progression within employment will be determined only by personal merit and the application of criteria which are related to the duties of each post and the relevant salary structure. In all cases, ability to perform the job will be the primary consideration. No applicant or member of staff shall be discriminated against because of age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex, or sexual orientation.