

Job Description

Job Title	Individual Giving Manager
Hours	Full Time – 37.5hours pw
Salary Range	£43,000 FTE
Location	St Luke's Hospice, Kenton Grange, HA3 0YG
Reporting to:	Head of Public Fundraising

1. **Job Purpose and scope**

We are looking for an Individual Giving Manager to oversee our Individual Giving, In Memory, Lottery and Legacy income streams, and achieve retention and growth for these key areas of fundraising, with the support of a small team.

We are seeking an experienced candidate with a great understanding and knowledge of individual giving and stewarding supporters, who shows great leadership skills and the ability to collaborate across teams to maximise opportunities to achieve organisational growth.

2. **Main Duties & Responsibilities**

- Lead on the development and implementation of the St Luke's individual giving, In-memory, lottery and legacy programmes. Drive the acquisition, retention, and growth of individual supporters, ensuring all fundraising activities are carried out efficiently and effectively.
- Strengthen and retain supporter relationships by developing coordinated, effective and measurable supporter journeys. Develop engaging supporter materials to showcase the impact of support.
- Project manage, and deliver a programme of direct marketing activities and multi-channel campaigns to maximise short and long-term sustainable income. Keep up to date with wider charity trends and test new ideas for income growth, and supporter retention and acquisition.
- Manage a small team, provide clarity and direction regarding priorities, and ensure the team are motivated and supported in the delivery of their respective objectives.
- Champion the use of data and insight to drive income. Work closely with the supporter care team to deliver a data-led approach across a range of marketing channels to maximise income.

- Monitor, evaluate, and forecast campaign performance, income and expenditure targets and provide reports as required.
- Collaborate with the wider fundraising team, including Major Donors, Events, and Trusts and Foundations, to maximise opportunities.
- Adhere to the charity's policies and processes, ensuring all activity is GDPR and PCR compliant.

EQUAL OPPORTUNITIES

Comply with and promote St. Luke's Hospice Equal Opportunity Policy and avoid any behavior which discriminates against colleagues, potential employees, patients/clients or their families on the grounds of sex, marital status, race, age, belief, color, nationality, ethnic or national origins, religion, disability, creed, class, gender or sexual orientation.

MISSION & CORE VALUES

All Hospice staff are expected to work in line with St Luke's Mission & Core Values as these precepts act as a value base which directly influences how all work activities are undertaken. The ethos of the Hospice should be apparent in the behaviors and attitudes of all employees as the work they undertake, whether it is direct or indirect care is ultimately for the benefit of patients. The Mission and Core Values are an integral part of all job descriptions, the probationary period and performance and development reviews.

OTHER

St Luke's Hospice is committed to Equal Opportunities for all present and potential members of staff and patients. Therefore St Luke's Hospice expects all employees and volunteers to understand, support, and apply this policy through their working practices which requires all individuals to be treated with respect, dignity, courtesy, fairness and consideration.

This job specification may be modified in the light of development and changing circumstances, according to the needs of the service, and in consultation with the post holder. The post holder should be prepared to undertake any further duties that arise as the post develops. All members of nursing staff may at times be required to work in other parts of the Hospice, commensurate with the roles and responsibilities laid out in this job description.

Person Specification

Knowledge, qualifications & experience	Essential	Desirable
A track record of achieving income success in individual giving fundraising, with experience in executing both acquisition, retention and growth strategies.	✓	
The ability to motivate and inspire a range of audiences and stakeholders through relationship building and storytelling.	✓	
Experience in budget management, reporting and forecasting.	✓	
Effective stakeholder management skills, both internally and externally.	✓	
Comprehensive understanding of individual giving best practices, trends, and regulatory requirements.	✓	
The ability to monitor and manage income and expenditure targets.	✓	
The Ability to manage a team	✓	
Aptitudes, skills & competencies		
Excellent leadership, management, and team development skills.	✓	
Working knowledge of data analysis and performance metrics.	✓	
Strong communication skills to influence, motivate and persuade donors.	✓	
Pro-active, self-motivated and adaptable.	✓	
Knowledge of the hospice sector.		✓
Knowledge of the charity legacy landscape.		✓
Strong presentation skills		✓
Other		
Commitment to valuing equality and diversity and understanding how this applies to service provision	✓	
Self-awareness and commitment to own professional development	✓	
Commitment to continuous improvement	✓	
Commitment to uphold and champion the values of St Luke's	✓	
Experience working with external creative agencies		✓