

## JOB DESCRIPTION

**'Happy to talk about Flexible Working'**

<b>Job Title:</b>	Individual Giving Manager
<b>Department:</b>	Income Generation & Marketing
<b>Hospice Band:</b>	Corporate Band E
<b>Reports to:</b>	Senior Fundraising Manager
<b>Responsible for:</b>	Donor Acquisition Fundraiser & In-Memory Fundraiser
<b>DBS Required</b>	Basic

### Job Purpose

The role will manage the Donor Acquisition Fundraiser and In-Memory Fundraiser and be responsible for the overall delivery of our individual giving strategy.

The post holder will lead the planning and implementation of our individual giving programme of fundraising and activities, aimed at individuals. It will be the Individual Giving Manager's responsibility to generate significant income through individual gifts, campaigns and appeals, regular giving, in memoriam giving, lottery and legacies, and to increase activity and income from these sources.

This post will lead on recruiting new donors and building relationships with existing donors, to increase supporter engagement and lifetime value and reduce donor attrition.

### Main Duties and Responsibilities

#### Income Generation and Campaign Management

- Work with the Senior Fundraising Manager to inform and implement an individual and in-memory giving strategy, creating new initiatives to achieve income targets and year on year growth.
- Work with the Senior Fundraising Manager to inform and implement a legacy marketing and administration plan and deliver efficient legacy administration.
- Support the Senior Fundraising Manager in setting budgets and achieve income targets and objectives as outlined in the annual operational plan.
- Plan, manage and deliver innovative campaigns and appeals that support donor acquisition, donor development and generate income in line with targets.
- Represent Birmingham Hospice to TLC Lotteries. TLC Lottery is jointly owned by Birmingham Hospice, Acorns Children's Hospice and Focus Birmingham with all proceeds shared equally between them.
- Continually test and learn across campaigns to improve performance, consistently looking to improve ROI and lifetime value of donors.
- Report on activity regularly to the Senior Fundraising Manager via 1-1 meetings, written reports and full participation in team meetings.
- Use experience and sector knowledge to make recommendations to the Senior Fundraising Manager for income contingency plans and new income generating activity
- Ensure the effective recording and utilisation of fundraising data, supporter information and communications via our database systems - Donorflex.

- Ensure all regulatory and legal requirements and best practice are followed at all times.
- Provide expertise and guidance on all matters relating to gift aid, including maximising income and work closely with the finance processing team to ensuring gift aid declarations are accurately made and stored
- Manage stock control and utilisation of all fundraising collateral and merchandise and work closely with the Fundraising Marketing Manager and Head of Communications & Marketing to ensure campaigns have appropriate fundraising resources and impactful and inspiring supporter and patient stories.

### **Supporter Management**

- Develop, implement and monitor a gold standard supporter journey and enhanced stewardship for individual and regular givers, and in memory donors.
- Ensure every regular giver is welcomed and thanked for their support, and that every family fundraising in memory is stewarded as a continuation of our care.
- Create an impactful communication plan for engaging with regular givers, tribute fund holders and memory leaf subscriptions to minimise attrition and increase the average lifetime value of donors.
- Seek out opportunities to grow your own portfolio of high net worth and influential individuals to grow our supporter numbers.
- Ensure equality and diversity is celebrated and considered for all aspects of the gold standard supporter journey.

### **Leadership and Management**

- Manage own workload to deliver on set objectives, KPIs and income targets.
- Be an effective and supportive line manager to the Donor Acquisition Fundraiser and In-Memory Fundraiser, providing clear objectives and KPIs and conducting monthly 1-1s.
- Inspire multiple internal stakeholders to support appeals and campaigns, ensuring that all key stakeholders are engaged and have a clear understanding of their contribution.
- Be visible amongst our clinical and corporate teams to encourage and build a fundraising culture, particularly around in memorial giving at Birmingham Hospice.
- Monitor KPIs to ensure the health of the supporter database and success of individual giving campaigns.

### **Brand Development and Reputation**

- Adhere to and promote Birmingham Hospice brand, following brand guidelines and marketing SOPs.
- Identify opportunities for publicity and produce promotional materials to support new and existing supporter activity and campaigns.
- Manage external agency and supplier relationships in conjunction with fundraising marketing and ensure all work delivered by third party organisations remains on brand and in line with our charity values.
- Keep up to date with developments and trends in fundraising and use this insight to develop our portfolio to ensure it is engaging and competitively positioned.

### **Expectations**

- Work flexible hours including evenings and weekends when required.
- Ability to travel to external meetings
- Ability to work across both hospice sites
- Assist at fundraising events and activities where appropriate and necessary
- Undertake any other duties as may be required by the Senior Fundraising Manager and/or Income Generation Director.

## **General Duties**

### **Confidentiality**

- All employees are required to uphold the confidentiality of all information records in whatever format, encountered in the course of employment and after it.
- All employees are bound by the requirements of the General Data Protection Regulations when, in the course of their employment, they deal with information records relating to individuals

### **Equality and Diversity**

- The Hospice is committed to promoting an environment that values diversity. All staff are responsible for ensuring that they treat individuals equally and fairly and do not discriminate on the grounds of age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex and sexual orientation. The Hospice expects all staff to behave in a way that recognises and respects diversity in line with the appropriate standards.

### **Health and Safety**

- All employees have a responsibility under the terms of the Health and Safety at Work Act 1974 to protect and promote their own health and that of others in the workplace
- All employees must comply with all Hospice Health and Safety Procedures

### **Infection Control**

- The prevention and control of infection is the responsibility of everyone who is employed by the Hospice. Employees must be aware of infection control policies, procedures and the importance of protecting themselves and their clients in maintaining a clean and healthy environment.

### **Information Governance**

- All employees are responsible for ensuring they undertake any training relating to information governance, read the Hospice's policies, procedures and guidance documents relating to information governance, and understanding how this affects them in their role.

### **Professional Development**

- All employees must participate in an annual appraisal and develop a personal development plan with their Line Manager
- All employees are responsible for maintaining their statutory and mandatory training.

### **Safeguarding Children, Young People and Vulnerable Adults**

- The Hospice is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. All employees and volunteers are therefore expected to behave in such a way that supports this commitment.

**The job description is not exhaustive and may be amended following appropriate consultation in the light of business needs**

## PERSON SPECIFICATION

<b>Job Title:</b>	Individual Giving Manager
<b>Department:</b>	Income Generation & Marketing
<b>Band:</b>	E

Requirements	Essential	Desirable	How identified
<b>Education and Qualifications</b>	<ul style="list-style-type: none"> <li>• Educated to A level or equivalent in a relevant area or</li> <li>• Specialist underpinning theoretical knowledge supported by extensive relevant practical experience.</li> <li>• Evidence of CPD</li> </ul>	<ul style="list-style-type: none"> <li>• IoF Fundraising qualification</li> <li>• Marketing qualification</li> </ul>	C, A
<b>Knowledge and Experience</b>	<ul style="list-style-type: none"> <li>• Significant fundraising experience in individual giving, in-memory fundraising or supporter experience</li> <li>• Line management experience which includes experience of setting and monitoring objectives, KPI's and conducting 1 to 1's and appraisals</li> <li>• Experience of data segmentation and analysis</li> <li>• Experience of running fundraising appeals or direct marketing campaigns</li> <li>• Demonstrable experience of setting and delivering an income target and expenditure budget</li> <li>• Significant experience of donor stewardship</li> <li>• Knowledge of fundraising databases</li> </ul>	<ul style="list-style-type: none"> <li>• Previous use of DonorFlex database</li> </ul>	A, I

	<ul style="list-style-type: none"> <li>• Awareness of third sector fundraising streams and the complex charity fundraising climate</li> </ul>		
<b>Personal skills and attributes</b>	<ul style="list-style-type: none"> <li>• Ability to manage multiple, sometimes conflicting, priorities.</li> <li>• Advanced IT skills</li> <li>• Impact focused and results driven</li> <li>• Evidence of highly developed written and verbal communication skills</li> <li>• Numeracy skills to manage budgets and targets</li> <li>• Ability to manage a complex and demanding workload</li> <li>• Operate with high levels of integrity</li> <li>• Listens to and shares information, opinions and ideas</li> <li>• Has personal resilience and emotional intelligence to deal with occasional exposure to the emotional situations of our patients, families and carers before and after bereavement.</li> <li>• Some flexibility around work location and hours in order to support the wider fundraising team across both hospice sites</li> </ul>		A, I

**A= Application form**

**I=Interview**

**T=Test**

**C=Certificate**