

Individual Giving Manager Recruitment Pack April 2026



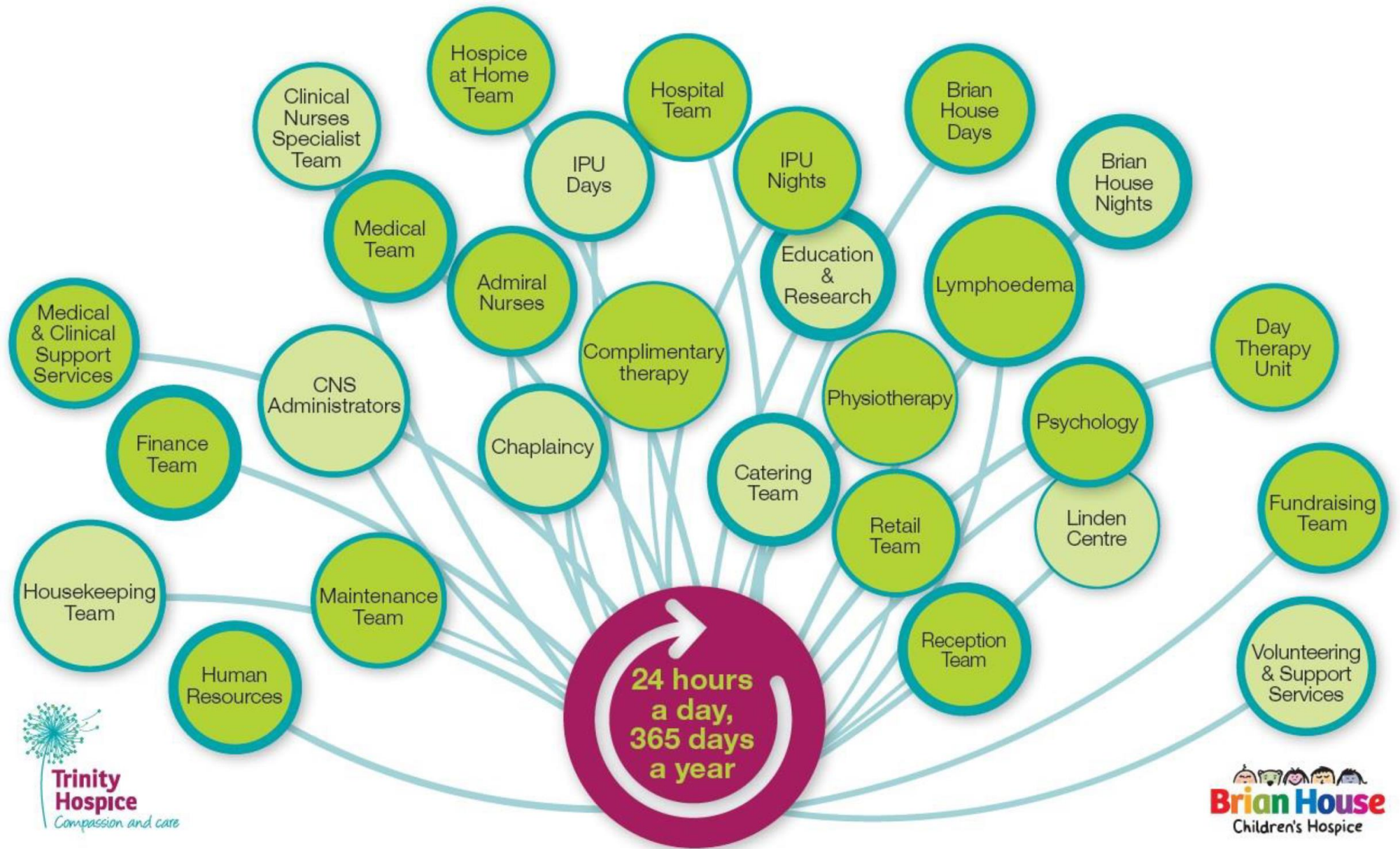
A hospice
without
walls



Trinity Hospice is a registered charity
providing **excellence in palliative care** across
Blackpool, Fylde and Wyre

www.trinityhospice.co.uk
Registered Charity 511009
Low Moor Road, Bispham, Blackpool, FY2 0BG

Trinity Hospice - a hospice without walls



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“

Across our community people work tirelessly to raise vital funds to support our work. Because of their incredible support we are able to be there for all those who need us along the Fylde coast. Our supporters are an extension of our hospice team and are very much appreciated by everyone at Trinity.

”

Welcome

Dear Candidate,

Thank you for your interest in our current vacancy for an Individual Giving Manager to join the fundraising team at Trinity Hospice and Brian House Children's Hospice.

Trinity has been at the heart of the Fylde coast for more than 40 years, providing compassionate care for people on their journey towards the end of life. Our dedicated teams of specialist nurses, doctors and healthcare professionals touch the lives of thousands of patients and families each year, with one vision - that everyone across Blackpool and the Fylde coast has access to high-quality and consistent end-of-life care.

As a local charity, we are committed to supporting the emerging needs of our community, investing in our services, our teams and enhancing the delivery of our care. Our fundraising team is pivotal to providing the much needed funds to deliver our ambition.

Following a recent review of our individual giving activities and investment to grow the team, we are seeking an experienced Manager to lead our Individual Giving Team to plan, deliver and evaluate an ambitious and effective development programme for in memory giving, individual donations, appeals, regular giving, raffles, lottery, legacy marketing. Maximise supporter recruitment, development, and maintain long-term donor engagement to drive income growth.

This role will suit a natural relationship builder with a successful track record of individual giving/legacy/lottery fundraising. You'll be a brilliant leader and team player who thrives in a collaborative environment. You'll be target-driven, comfortable and confident working with achievable targets as well as supporting and developing your team to reach theirs.

We are looking for someone with creative flair, an expert communicator, with the ability to inspire action through creating effective appeal letters, emails, and newsletters. Someone who loves data and is keen to try new things, always scanning the horizon for innovative ways of working.

I hope you find this recruitment pack useful in helping you decide whether you are the right person for this role. If you are interested in this rare fundraising opportunity on the Fylde coast and believe you have the skills, experience and qualities we are seeking, I look forward to receiving your application, which will be given careful consideration.

If you are interested in discussing this role further, please contact Berry D'Arcy, Fundraising Consultant, at berry.darcy@nhs.net

Yours sincerely



Linzi Warburton
Head of Fundraising

Our services

We touch the lives of around 8,000 people every year, supporting patients and their families physically, emotionally and spiritually.

We have a wide range of services to help people where they're at, based on both the hospice building, but also, and increasingly so, outside the hospice either in the community or in people's own homes.

Our services are tailored to each person's individual needs to improve their quality of life and relieve the stress serious illness brings. Trinity patients come from all backgrounds, all faiths and from all parts of the Fylde coast. We never forget that each of our patients has a unique history and we always see the person, not their illness.

Trinity's Family of Services

- In-patient care from our team of specialist doctors, nurses and healthcare professionals on a 14-bedded unit - 24 hours a day, every day of the year
- Supporting people through our Living Well Service to help patients maintain independence and supporting physical, psychological and spiritual wellbeing
- Extending our care beyond our building with our Community Palliative Care Team, providing care and support at home and in care homes, as well as in hospital with our Hospital Palliative Care Team
- Supporting patients at home with bed-side monitoring through our new Virtual Ward
- Providing hospice care during the night in people's homes through Hospice at Home
- Supporting some of the Fylde coast's most vulnerable children and their families through our dedicated children's hospice, Brian House
- Empowering patients to live well with Dementia through our Admiral Nurse Team
- Specialist treatment and advice through our Lymphoedema clinic
- Counselling and bereavement support through the Linden Centre, supporting patients and those they love through very difficult times



Our business objectives

Enabling compassionate care and support:

we will work with our partners to make sure palliative patients know their choices and receive only the best care from us

Improving our effectiveness:

we will comply with all quality standards while making sure that we continue to reach all who need us using donated funds wisely

Investing in our people:

we will do everything we can to make our staff the most skilled professionals in their areas of work and ensure they know their value to our organisation and in our community

Financing our future:

we will continue our work to grow our income so that we can ensure we are able to care for all who need us on the Fylde coast today and in the future





Job Description

Individual Giving Manager Job Description

Job Title:	Individual Giving Manager
Department:	Fundraising & Communications Team
Accountable to:	Head of Fundraising
Salary:	£37,000 increasing to £39,500 after 12 months
Hours of work:	37 hours per week with 0.8 hours considered
Location:	Blackpool, with some opportunity to work from home. We are seeking a minimum of 3 office-based days per week

Job Summary:

Lead on the creation and implementation of the Individual Giving, Lottery and Legacy strategies to increase income and donor engagement. Managing a team of four to plan, deliver and evaluate an ambitious and effective Individual Giving development programme across in memory giving, individual donations, appeals, regular giving, raffles, lottery, legacy marketing, including the effective use of digital and online supporter journeys. Using supporter insight and data analysis to drive strategic decision-making, segmentation, strengthening targeting across acquisition, retention and development to increase income and supporter lifetime value.

Key Responsibilities:

- Lead the development and delivery of the Individual Giving, Lottery and Legacy strategies to increase income and donor engagement, through the creation of annual plans and budgets aligned with the Fundraising Department's action plan, departmental strategy and organisational business plan.
- Responsibility for achieving income targets, budget management and forecasting across Individual Giving, Lottery and Legacy income streams.
- Lead and inspire team members, supporting training and development, agreeing objectives, reviewing performance and addressing line management matters in line with policies and procedures.
- Deliver against programme KPIs and use data, insight and testing to monitor performance, respond effectively to shortfalls, and optimise activity across digital and offline channels to ensure income targets and budgets are achieved.
- Monitor, evaluate and optimise campaign performance using data, testing and reporting, generating actionable insight to drive continuous improvement, forecast income and support evidence-based decision making.
- Brief and manage suppliers, external agencies and internal colleagues as required, ensuring projects are delivered to brief, on time and within budget.
- Continually evaluate activity and produce detailed end-of-campaign reports, ensuring learning and insight inform future planning and budgets.
- Confidently write, review and shape engaging and emotive copy for appeal letters, emails, newsletters and digital fundraising content, with a strong focus on supporter experience and long-term stewardship.
- Work with the Lottery Administrator to ensure external fundraising agencies are informed, motivated and compliant, with a strong understanding of Trinity Hospice and the weekly lottery and operate in line with relevant legislation and the Code of Fundraising Practice.
- Work closely with the Communications Manager to ensure the effective use of case studies, photography, statistics and organisational information, and that all communications, including digital communications and online journeys, are consistent with Trinity Hospice brand guidelines.

- Take responsibility for ensuring the operation of the Lottery complies with current gambling legislation and data protection requirements, keeping up to date with and implementing regulatory changes as required.
- Work with the Database & Donor Care Manager to develop effective welcome, stewardship and thank-you processes and supporter journeys, including digital journeys and touchpoints, and the transition from early engagement into longer-term In Memory support.
- Contribute to Fundraising Department objectives by sharing ideas, supporting all income streams and promoting positive team working.
- Ensure all fundraising activity complies with relevant legislation, regulation and best practice, including the Fundraising Regulator Code and data protection requirements.
- Keep abreast of sector trends, best practice and learning, including developments in digital fundraising and supporter engagement, and apply relevant insight to improve performance.
- Develop a strong understanding of the ethos and work of the hospice in order to act as an effective ambassador to the public and local community when required.
- Act in accordance with Trinity Hospice values and ways of working at all times.

This job description is not exhaustive and is subject to review in conjunction with the post holder and according to future changes/developments in the service.

General Responsibilities

- Be a cooperative and supportive member of the Fundraising Team, ensuring your line manager is aware of workload pressures that may affect other members of the team.
- Undertake mandatory training as required by Trinity Hospice & Palliative Care Services and participate in relevant in-service training.
- Maintain strict confidentiality at all times, particularly in relation to patients, staff, donors and volunteers.
- Participate in annual appraisal and personal development reviews and take responsibility for ongoing professional development.
- Manage volunteers within your area of responsibility and maintain effective working relationships, providing regular feedback.
- Ensure compliance with all organisational policies, procedures and new systems or technologies introduced.
- Provide cover for colleagues where required.
- Ensure all activities comply with relevant legislation and best practice.
- Take responsibility for compliance with Health and Safety policies and procedures.

Measures of Performance

- Successful delivery of agreed action plans, projects and activities
- Achievement of financial targets and effective budget management
- Demonstrates strong creative judgement in individual giving campaign development, working with colleagues and suppliers to create and shape effective concepts, design and copy
- Quality of donor care and supporter experience
- Effective interpretation and use of data, results and sector trends
- Demonstration of Trinity's values and ways of working

Key Competencies

- Planning and organisation
- Creativity and innovation
- Time Management
- Communication

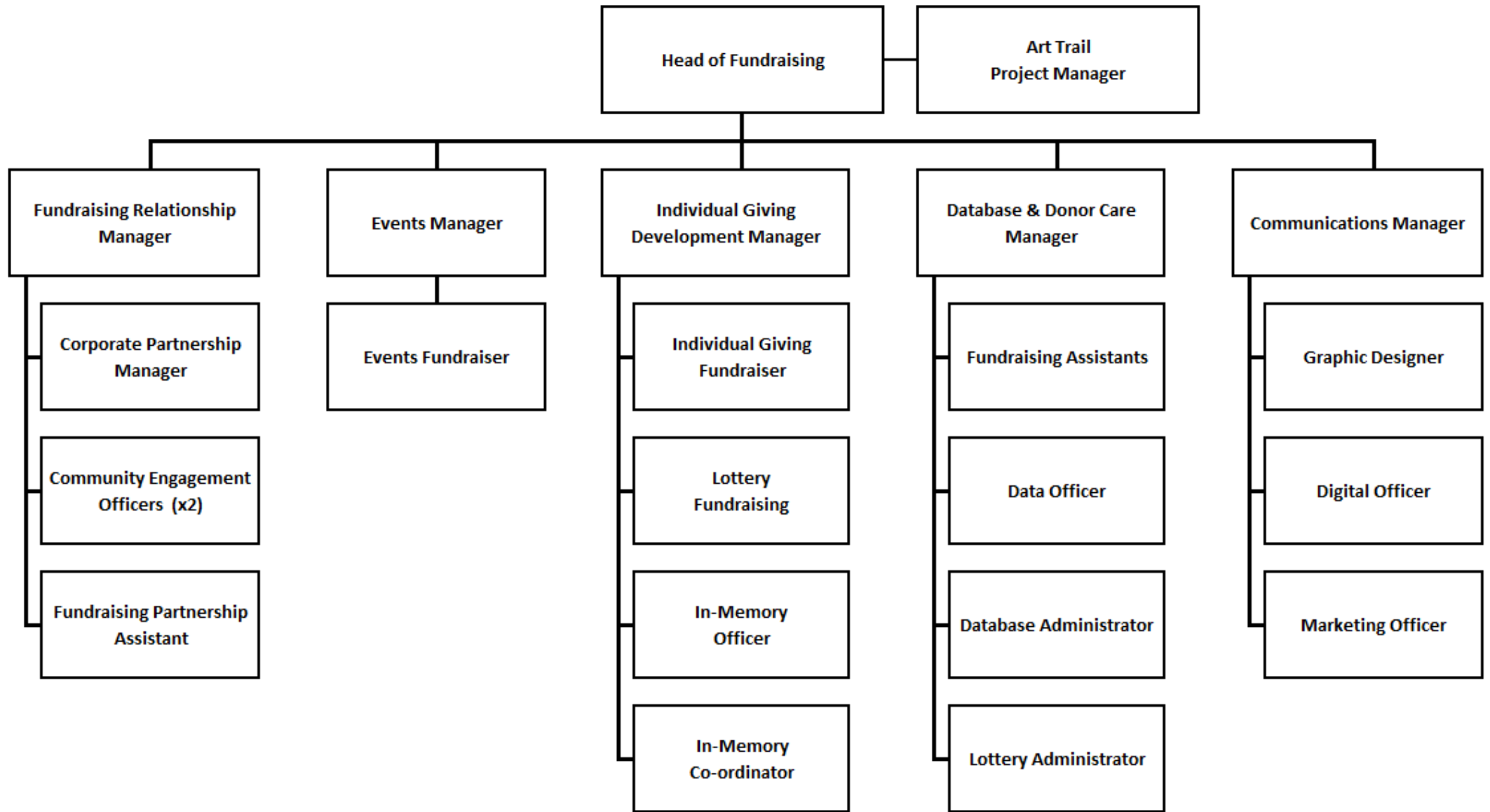
Special Conditions

- Travel regularly within Blackpool, Fylde and Wyre; mileage paid monthly.
- Work flexibly, including evenings and weekends at hospice-led events.
- Hold a full driving licence with access to a vehicle insured for business use.

Events Fundraiser Personal Specification

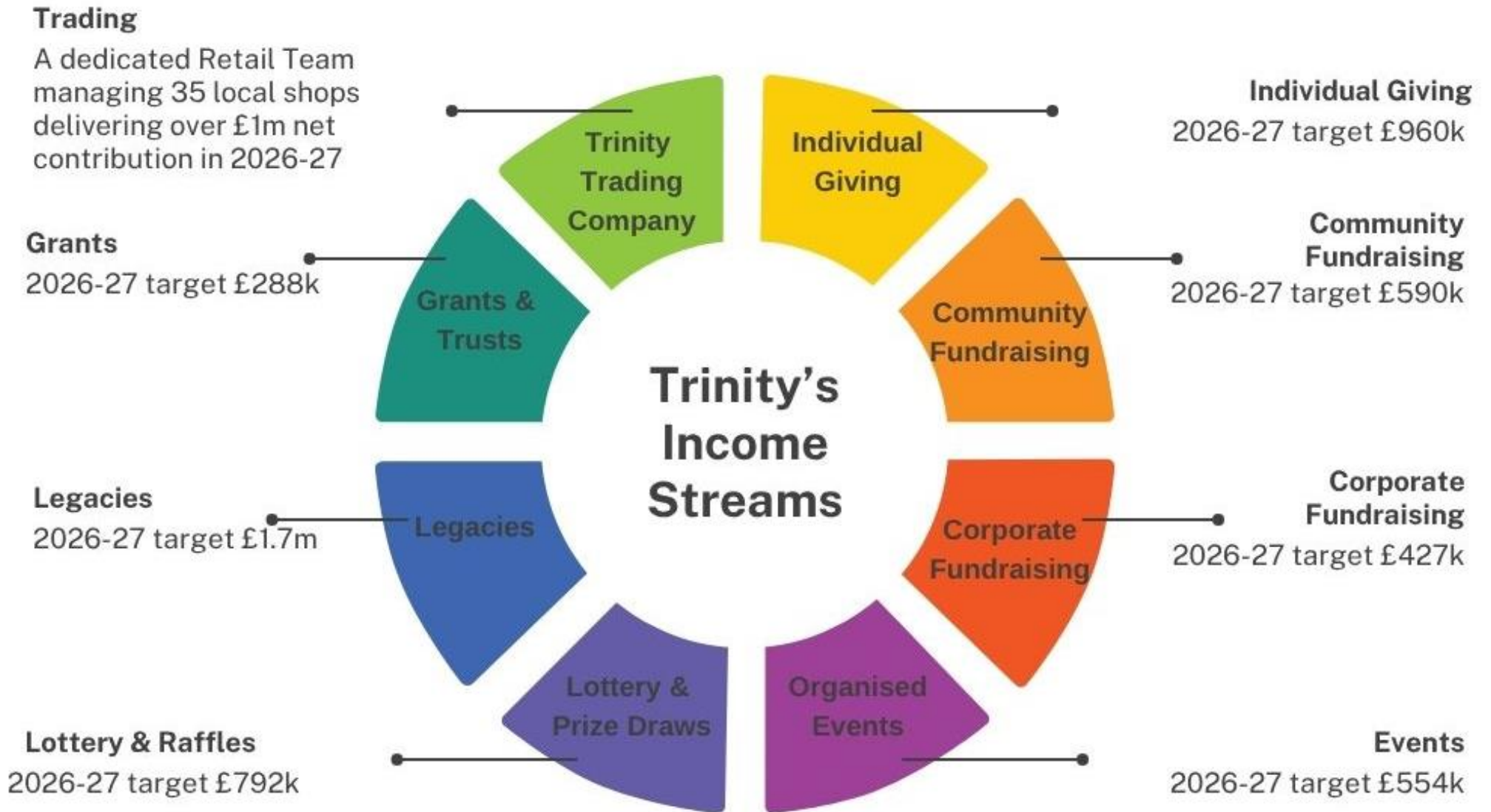
CRITERIA	E	D	ASSESSMENT
Qualifications			
▪ Fundraising or Marketing qualification		✓	
Experience			
▪ Proven experience, knowledge and understanding of individual giving, legacy and lottery fundraising	✓		
▪ Experience using data insights and analysis to drive strategic decision-making and segmentation	✓		
▪ Experience of developing and implementing a programme of individual giving activities.	✓		
▪ Marketing and promoting a wide range of activities to a range of different target audiences through varied media channels	✓		
▪ Proven ability to balance a demanding working load with multiple ongoing projects and meet tight deadlines	✓		
▪ Proven experience of meeting financial targets and managing expenditure budgets	✓		
▪ Using databases for marketing and promotion activities as well as donor care and financial reporting	✓		
▪ A proven track record of success in working with others, ideally with line management experience, to deliver high quality results and income growth.		✓	
▪ Knowledge of relevant regulations for fundraising, lottery and raffles, data protection, Gift Aid and the fundraising codes of practice.		✓	
Personal Skills and Characteristics			
▪ Excellent communication skills	✓		
▪ Excellent team working skills	✓		
▪ Creative and innovative	✓		
▪ Excellent organisational and time management skills	✓		
▪ Excellent attention to detail and accuracy	✓		
▪ Works well under pressure	✓		
Other			
▪ Full driving licence, with access to own car and appropriate business insurance	✓		
▪ Willingness and ability to work outside of office hours, including weekends.	✓		
▪ Willingness to attend courses and conferences to widen understanding and skills of fundraising and events.	✓		

Team Structure



** Department structure subject to change to meet the experience of appointed candidate*

Income Streams & Fundraising Activities



Our impact

We cared for more than **3,155** patients and **465** carers/loved ones across our family of services.

WITH AN
AVERAGE OF...
admissions



356 patients were admitted to the **In-patient Unit**

HOSPICE AT HOME



OUR HOSPITAL TEAM

supported **2,102** patients making **6,126** visits by the Hospital Palliative Care Team to inpatients in Blackpool Victoria Hospital

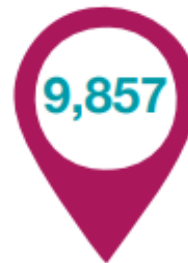
TRINITY HOSPICE'S COMMUNITY PALLIATIVE TEAM

supported
1,671
PATIENTS



81 children were given support at **Brian House** with 30 new children referred

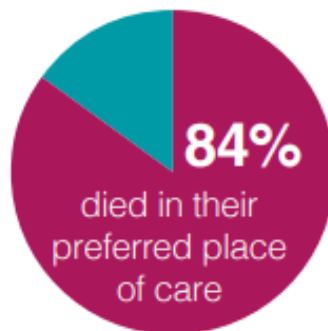
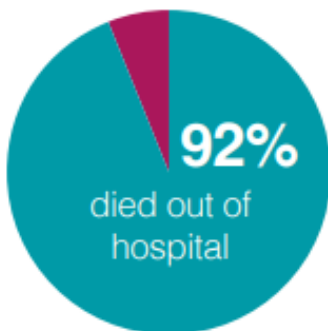
Total number of face-to-face Lymphoedema appointments 798



VISITS

were made to people at home

Of those **patients** known to the community service...



had a **non-cancer** diagnosis

Bereavement
Counselling

497

Butterfly Suite used for

25
days

That's much more than the national average

We ran a total of **2,206 Adult One-to-One** Counselling Sessions and **407 groups**



We ran a total of **243 Child One-to-One** Counselling Sessions



Terms and Conditions

These terms and conditions of employment are a brief outline of the contract.

Job Title	Individual Giving Manager
Contract	Permanent
Salary	£37,000 increasing to £39,500 after 12 months
Annual Leave	38 days (inclusive of Bank Holidays)
Hours of Duty	37 hours per week with some evenings & weekends required

Sick leave entitlement		
Period of Continuous Service	Months at Full Pay	Months at Half Pay
Less than 4 months	1	NIL
Over 4 months and up to 12 months	1	2
During second year	2	2
During third year	4	4
During fourth and fifth year	5	5
After 5 years	6	6

Probationary Period	Three months
Appointment	Subject to satisfactory medical examination, references, enhanced DBS, copy of qualifications where relevant and proof of eligibility to work in the U.K.
Benefits	<ul style="list-style-type: none">- Free onsite parking- Subsidised onsite canteen- Time off in lieu- Generous annual leave entitlement- Purchases through salary sacrifice scheme- Access to training and development opportunities- Access to a free confidential employee helpline- Investment in your wellbeing- Eligibility for NHS Blue Light Care
Pension Scheme	NHS Superannuation Scheme where applicable, Group Personal Pension Scheme

Our commitment

- People feel valued, supported and listened to, with open channels for feedback and a leadership culture that promotes psychological safety and compassion.
- People grow and develop throughout their careers, with access to meaningful development opportunities, clear progression and high-quality support.
- People work in an inclusive, safe and flexible environment, where equity is actively championed, wellbeing is prioritised, and flexibility enables balance.
- People are proud to contribute to our shared mission, motivated by purpose and connected to the impact they make on patients, families and the wider community.



“ *In the 10 years I've been at Trinity, I have been supported to gain my professional qualifications which have then led to internal promotions. At every step, I feel wholly supported in progressing my career at Trinity, placing value not only on the work that I do, but also the potential I can achieve.* **”**

“ *Since starting at Brian House in 2018, my career has developed to meet the changing need of our children and their families. Covid changed a lot for Brian House, restrictions reduced the amount of children we could care for in the hospice and therefore we moved our care into their homes and wider community. As covid restrictions lifted, and we returned back to in-patient services we noticed the need to continue our community care. Due to this my career has been able to progress and develop and provide our community services.* **”**



“ *Having never worked in the third sector before, I had no expectations of an induction into Trinity. I thought that working in the database team would require me to hit the ground running, which is indeed what has happened. BUT I have been given the tools and support to do this all whilst taking in the role, getting to know the wider organisation and being made to feel inclusive and part of the team from day one. My induction process was comprehensive and fluent as was the recruitment, and I can already see the difference I make daily to this incredible charity.* **”**

“ *I'd been a District Nurse for 20 years before coming to Trinity Hospice. I knew I had the right skills to support our community at the end of life, and to lead our clinical teams to deliver exceptional care to people at the end of life. What I wasn't prepared for was the difference working for a hospice made to me and those around me. At Trinity, we get time to talk; to hold hands and offer our special hug – our Trinity Dust – and make a very sad and difficult time all the more easier for our patients and their loved ones.* **”**



Our values

Our values underpin not just what we do, but how we do it! In every part of Trinity our Values speak volumes about the services we provide to patients and their families and about our relationships with supporters, suppliers, members of the public and each other.

We are always:

Caring

Adaptable

Responsible

Excellent

Socially engaged

In other words: Trinity CARES

"Enabling Compassionate Care on the Journey to End of Life"

Caring

We always

- Provide care with skill and compassion that is person and family centred.
- Truly listen in order to provide appropriate, warm-hearted and honest support.
- Place 'caring for patients and those important to them' at the heart of our actions.
- Respect and value individual differences.
- Support colleagues and volunteers at all times.
- Share our knowledge and expertise with others.

Adaptable

We always

- Respond positively and flexibly to challenges.
- Strive to ensure all we do is of high quality and compliant in accordance with changing regulations.
- Work across sectors (voluntary, public, and private) to maximise our impact.
- Develop effective collaborations based on mutual respect and trust.

Responsible

We always

- Clearly communicate expectations so that everyone knows what is required of them.
- Demonstrate a 'can do' attitude and are accountable for our individual actions.
- Investigate complaints carefully and honestly to ensure continuous improvement.
- Share compliments and celebrate successes to learn from good practice.
- Ensure effective teaching and provide exceptional learning opportunities around end-of-life care.
- Maximise our impact by effective team working.

Excellent

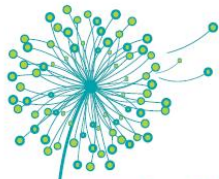
We always

- Develop and apply our professional expertise in palliative care.
- Encourage others to share ideas and learning.
- Aspire to provide exceptional professional performance in all roles.
- Promote learning and development for all
- Recruit competent individuals who share Trinity's values.
- Strive for improvement every day - as everyone makes a difference.
- Challenge assumptions and strive for cutting edge solutions.
- Add new knowledge through high quality audit and research.

Socially engaged

We always

- Work with our community to achieve high quality care at the end of life, for all who need it.
- Provide meaningful and satisfying employment and volunteering opportunities.
- Fund services through ethical and transparent fundraising.
- Share Trinity's expertise to benefit the wider hospice and Palliative Care community.
- Speak up for vulnerable individuals, or disadvantaged groups, who need palliative care.
- Endeavour to be environmentally and financially sustainable to benefit future generations.
- Use resources well, to maximise our shared compassionate cause.



**Trinity
Hospice**

Compassion and care



Reaching everyone who needs us

Our five year plan for hospice care
on the **Fylde Coast**

Low Moor Road, Bispham, Blackpool FY2 OBG
Tel: 01253 358881 www.trinityhospice.co.uk

Registered charity no. 511009