

Job Description and Person Specification

Job Title:	Individual Giving & Lottery Manager
Line Manager:	Head of Fundraising
Professionally Accountable to:	Director of Fundraising and Communications
Hours of Work:	37.5 hours. Flexible working hours, which may include some working at weekends and evenings. A maximum of one day p/w working from home.

JOB PURPOSE

As a senior member of the Fundraising team, the Individual Giving & Lottery Manager will drive Individual Giving for Weston Hospicecare and will be responsible for acquiring, developing and increasing income from new and existing donors. This includes maximising income through regular giving, individual donations, campaigns, appeals and direct marketing initiatives. Utilising excellent research and relationship building skills, this varied and interesting role will lead on donor development, supporter acquisition and retention and the post holder will combine a target driven approach with a caring and empathetic manner. Line managing the Supporter Care Officer the post holder will also oversee lottery, supporter care and database management.

RESPONSIBILITIES

FUNDRAISING

- Manage all relationship-based fundraising for the hospice, monitoring and analysing performance and using data to drive decision making and increase income in all areas.
- Lead on the creation of an individual giving strategy for Weston Hospicecare to maximise income streams and increase donor stewardship.
- Inspire a range of supporters through compelling direct mail appeals for the Hospice, including the annual Christmas Appeal. Devise, manage and implement all aspects to increase income.
- Motivate individuals through a targeted and compelling annual programme of donor communications to boost fundraised income and cultivate supporter relationships. In consultation with the communications team, develop inspiring marketing materials in line with Weston Hospicecare brand guidelines.
- Reinvigorate and run the regular giving programme, focusing on donor profiling, acquisition retention and stewardship strategies to inspire support from a wide range of people and develop this income stream. Alongside, identify potential Major Donor supporters to the Head of Fundraising.
- Devise and develop a lapsed donor strategy to reengage supporters, ensuring excellent stewardship and donor care.
- Maximise retention of supporters through an inspiring year-round donor care programme, amplifying the work of the Hospice and promoting further ways to engage with our work.
- Manage all aspects of Weston Hospicecare's mature lottery, working closely with our third-party Lottery company, with a focus on short-term gains from direct mailing campaigns and longer-term recruitment of players.
- Lead on the review of our current lottery providers, analyse the cost effectiveness of face-to-face canvassers for the lottery and cost a long-term acquisition strategy.

- Work closely with the Supporter Care team to monitor, analyse and segment the fundraising database for fundraising / mailing purposes, and ensure all donor stewardship is maintained and developed.
- Instigate regular research and intelligence gathering activity to inform and strengthen the individual giving programme at Weston Hospicecare.

ORGANISATION & MANAGEMENT

- Motivate and develop the Supporter Care team as line manager, ensuring they are supported and trained to perform well in their roles and through sharing ideas and best practice.
- Work with the Supporter Care team to strengthen administrative systems and effectively manage the Fundraising Database.
- Work with the Head of Fundraising, to regularly analyse performance to ensure that targets are met and that learning is recorded so that improvements can be made.

GENERAL

- Work closely with other members of the Fundraising and Communications team, supporting colleagues, and to actively participate in the wider activities of the team.
- Participate in the annual planning and budgeting process.
- Keep informed of sector-wide developments, attending external training and conferences where appropriate.
- Keep up to date on legal, health and safety and insurance requirements and developments to safeguard Weston Hospicecare.
- Undertake any other duties considered to fall within the scope of the position as directed by the Head of Fundraising or Director of Fundraising and Communications
- Represent Weston Hospicecare fundraising locally or nationally either in support of or on in the absence of the Head of Fundraising and Director of Fundraising and Communications

ADDITIONAL JOB FACTS

There will be times when you may be required to work at weekends and in the evenings. This is recorded and redeemable as Time in Lieu.

CONFIDENTIALITY

The post holder must maintain the confidentiality of information about donors, patients, staff and other Hospice business. The work is of a confidential nature and information gained must not be communicated to other persons except in the recognised course of duty.

PROFESSIONAL RESPONSIBILITIES

- To maintain confidentiality
- To work within the policies and guidelines of Weston Hospicecare
- To be familiar with fire, emergency and safety regulations, ensuring attendance at statutory updates
- To maintain good working relationships with all members of the hospice staff and volunteers

- To undertake any in-service training in line with Weston Hospicecare policies

EDUCATIONAL RESPONSIBILITIES

- To participate in the orientation and development of new staff members and volunteers.
- Continue to keep up to date with legislation, custom and practice with regard to gift aid and other tax effective methods of giving.
- To keep up to date with current practice and legislation.
- To maintain and extend personal knowledge and expertise in all aspects of the role and to share information.
- To attend all statutory and mandatory training as required.

HEALTH AND SAFETY

Under the provision of the Health and Safety at Work Act 1974, it is the duty of every employee:

- To take reasonable care of themselves and others at work.
- To co-operate with the hospice as far as is necessary to enable them to carry out their legal duty.
- Not to intentionally or recklessly interfere with anything provided, including personal, protective equipment for health and safety or welfare at work.

DATA PROTECTION

You are required to obtain, process and/or use information held on computer. This must be undertaken in a lawful way. Data held must not be disclosed in a way that is incompatible with such a purpose. Breaches of confidentiality in relation to data will result in disciplinary action, which may result in dismissal.

SCOPE OF JOB DESCRIPTION

This job description reflects the immediate requirements and objectives of this post. It is not an exhaustive list of the duties, but gives a general indication of work undertaken which may vary in detail in the light of changing demands and priorities. Substantive changes will be carried out in consultation with the post holder.

This job description is subject to periodic review and amendment

PERSON SPECIFICATION – INDIVIDUAL GIVING & LOTTERY MANAGER

Criteria	Essential/ Desirable	How Evidenced & Assessed
Qualifications and Training		
<ul style="list-style-type: none"> ▪ Educated to HND level or have equivalent professional experience in a related field. ▪ Hold a professional Fundraising related qualification. 	E D	A/C A/C
Knowledge, Skills and Experience		
<ul style="list-style-type: none"> ▪ Experience working within a fundraising team ▪ Experience of meeting financial targets ▪ Direct experience of individual giving and/ or lottery fundraising ▪ Must be PC literate ▪ Experience of working on individual giving campaigns and related fundraising ▪ Experience of supporter development and relationship management ▪ Experience of income and expenditure budget management ▪ Experience of research and analysis ▪ Experience of the Hospice movement 	E E E E E E E E E D	A/I A/I A/I A/I A/I A/I A A/I A/I A/I
Communication and people skills		
<ul style="list-style-type: none"> ▪ Excellent verbal and written communications skills 	E	I
Organisational Skills		
<ul style="list-style-type: none"> ▪ Proactive and highly organised ▪ Ability to manage a wide-ranging and fluctuating workload which encompasses complex logistical project management and other related tasks ▪ Able to plan activities and manage own workload to ensure goals and targets are met ▪ Ability to monitor, analyse and segment data and contacts for fundraising purposes 	E E E E	A/I A/I A/I A/I
Special Knowledge		
<ul style="list-style-type: none"> ▪ Knowledge and understanding of the Charities Act and laws which are relevant to fundraising practice ▪ Knowledge of Institute of Fundraising Code of Practice ▪ Knowledge and understanding of Gift Aid and other tax issues and how these apply to donors 	D D D	A/I A/I A/I
Other Requirements		
<ul style="list-style-type: none"> ▪ Responsible, hard-working and enthusiastic, self-motivated, highly personable, confident, flexible, organised, creative, sense of humour, honest ▪ Ability to work effectively under pressure ▪ Able to work as part of a team ▪ Able to transport yourself within our catchment area 	E E E E	A/I A/I A/I A/I

Key: E = Essential D = Desirable A = Application Form I = Interview C = Certificate