

## Job Description and Person Specification

Job Title:	Individual Giving Fundraiser
Line Manager:	Individual Giving Manager
Professionally Accountable to:	Director of Fundraising
Hours of Work:	37.5 hours per week. Flexible working hours, which will include some working at weekends and evenings.

### JOB PURPOSE

We are looking for a creative, organised, and compassionate Individual Giving Fundraiser to join our fundraising team. This role is central to growing and nurturing our community of supporters who donate in memory of loved ones, give regularly, participate in our hospice lottery, and respond to appeals.

The successful candidate will combine strong communication and storytelling skills with excellent administrative abilities to deliver and support engaging fundraising campaigns while ensuring donors receive exceptional stewardship.

### RESPONSIBILITIES

#### Supporter Stewardship & Relationship Management

- Build and maintain meaningful relationships with individual supporters across key income streams, including but not limited to:
  - In-memory giving, in particular our Memory Tree regular giving programme and donations from funerals.
  - Our new Sponsor a Nurse regular giving programme.
  - Our Hospice lottery weekly draw and twice yearly super draws.
  - Seasonal and emergency appeals.
- Deliver high-quality, personalised stewardship to thank, inform, and retain supporters.
- Communicate confidently and sensitively with donors via phone, email, letter, and in person.
- Respond to supporter enquiries in a timely and empathetic manner.

#### Campaign Delivery & Content Creation

- Support the Individual Giving Manager to develop and coordinate engaging fundraising campaigns across multiple channels
- Write compelling, engaging and sensitive copy for:
  - Direct mail packs and appeal letters.
  - Emails and e-newsletters.
  - Social media posts.
  - Quarterly stewardship newsletter.

- Support the design and production of campaign materials, working with internal teams and external suppliers (e.g. designers, printers, mailing houses).
- Ensure campaigns are delivered on time, on budget, and to a high standard.

### Administration & CRM Management

- Accurately record and update supporter information on the CRM database.
- Process donations and ensure timely acknowledgements, including thank you letters.
- Maintain clear and organised records of campaign activity and supporter interactions.
- Support data selection, segmentation, and reporting for campaigns.

### Income Development

- Support the growth of income from individual giving streams through effective stewardship and campaign delivery
- Monitor and report on campaign performance and supporter engagement
- Assist in identifying opportunities to improve supporter journeys and increase retention
- Support the Individual Giving Manager with Legacy fundraising activity and Major Donor cultivation and stewardship.

### Strategic Planning & Collaboration

- Contribute to the development and implementation of Individual Giving fundraising strategies that support income growth and long-term sustainability.
- Collaborate effectively with colleagues across the Fundraising Team and the wider hospice to maximise opportunities and deliver shared objectives.
- Demonstrate strategic thinking and initiative when identifying opportunities for growth, partnership development, and supporter engagement.

### Compliance

- Ensure compliance with GDPR, data protection legislation, fundraising regulations, and hospice policies.
- Gift aid
- Maintain confidentiality at all times.
- Work within Weston Hospicecare policies, procedures, values, and best practice guidance.

### GENERAL

- To work closely with other members of the Fundraising team, supporting colleagues, and to actively participate in the wider activities of the team.
- To participate in the annual planning and budgeting process.
- To keep informed of sector-wide developments, attending external training and conferences where appropriate.

- To keep up to date on legal, health and safety and insurance requirements and developments to safeguard Weston Hospicecare.
- To undertake any other duties considered to fall within the scope of the position as directed by the Individual Giving Manager.

#### 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, in accordance with statutory requirements, and to best charity fundraising and communications practices.
- 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.
- To keep up to date with sector best practices and legislation.
- To maintain and extend personal knowledge and expertise in all aspects of the role and to share information openly.
- 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 control and process data held on computer. This must be undertaken lawfully in compliance with the UK's GDPR and Data Protection Act. You are required to obtain, process and/or use information held on computer. Breaches of confidentiality in relation to data will result in disciplinary action, which may result in dismissal.

## ADDITIONAL JOB FACTS

- Maintain a smart, professional appearance at all times in line with Hospice policy.
- Conduct yourself in accordance with the Hospice values, and to be a good ambassador for the Hospice.
- Demonstrate a responsible attitude towards economy and care of equipment and other resources.

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

## 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 FUNDRAISER

Criteria	Essential/ Desirable	How Evidenced & Assessed
<b>Qualifications and Training</b>		
<ul style="list-style-type: none"> <li>▪ GCSE minimum Grade C/5 in English and Maths</li> <li>▪ Educated to HND level or have equivalent professional experience in a related field</li> <li>▪ Hold a professional charity related qualification</li> </ul>	E D D	A/C A/C A/C
<b>Knowledge, Skills and Experience</b>		
<ul style="list-style-type: none"> <li>▪ Experience in fundraising, marketing or a supporter facing role</li> <li>▪ Experience of working with a range of external partners</li> <li>▪ Experience of working in fundraising, the charity or not for profit sector</li> <li>▪ Direct experience of Individual Giving Fundraising</li> </ul>	E E D D	A/I A/I A/I A/I
<b>Communication and people skills</b>		
<ul style="list-style-type: none"> <li>▪ Creative storyteller</li> <li>▪ Strong written communication skills with the ability to create engaging and sensitive copy</li> <li>▪ Excellent interpersonal and relationship-building skills,</li> <li>▪ Compassionate and sensitive when working with hospice supporters</li> <li>▪ Experience of compiling newsletters and marketing materials for a targeted audience</li> <li>▪ Experience of designing fundraising or marketing campaigns</li> </ul>	E E E E D D	A/I A/I A/I A/I A/I A/I
<b>Organisational Skills</b>		
<ul style="list-style-type: none"> <li>▪ Proactive and highly organised with a strong attention to detail</li> <li>▪ Experience of managing multiple tasks and meeting deadlines</li> <li>▪ Able to plan activities and manage own workload to ensure goals and targets are met</li> <li>▪ Experience of using a CRM or Fundraising Database</li> </ul>	E E E D	A/I A/I A/I A/I
<b>Special Knowledge</b>		
<ul style="list-style-type: none"> <li>▪ Knowledge and understanding of the Fundraising Regulator Code of Practice, Charities Act and laws which are relevant to fundraising practice</li> <li>▪ Knowledge and understanding of Gift Aid and other tax issues and how these apply to donors</li> <li>▪ Knowledge and understanding of Gambling Commission legislation around lotteries</li> </ul>	D D D	A/I A/I A/I

Other Requirements		
<ul style="list-style-type: none"> <li>▪ Responsible, hard-working, enthusiastic, self-motivated, highly personable, confident, flexible, organised, creative, honest</li> </ul>	E	A/I
<ul style="list-style-type: none"> <li>▪ Ability to work effectively under pressure</li> </ul>	E	A/I
<ul style="list-style-type: none"> <li>▪ Able to work as part of a team</li> </ul>	E	A/I
<ul style="list-style-type: none"> <li>▪ Able to transport yourself within our catchment area</li> </ul>	D	A/I

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