

Job Description and Person Specification

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| 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

The post-holder will be responsible for acquiring, developing and increasing income from new and existing donors through regular giving, individual donations, campaigns, appeals, direct marketing initiatives and lottery. The role will encompass donor development, supporter acquisition and retention, through research and relationship building, combining a target driven approach with a caring and empathetic manner. Line managing the Supporter Care Officer the post holder will oversee all aspects of the lottery operation and fundraising database.

RESPONSIBILITIES

FUNDRAISING

- To manage all relationship based fundraising for the hospice, constantly analysing performance and striving to increase income in all areas
- To create an individual giving strategy for Weston Hospicecare to maximise all income streams and increase donor stewardship
- To devise, manage and implement all direct mail appeal for the hospice, including the annual Christmas Appeal
- To work closely with the Communications team to ensure all marketing materials are branded correctly and targeted to boost fundraising income and to produce an annual programme of donor communications, raising funds and cultivate supporter relationships.
- To review, develop and run the regular giving programme, focusing on donor profiling, acquisition retention and stewardship
- To devise and develop a lapsed donor strategy in the aim of donor reactivation, ensuring stewardship and donor care is maintained
- To develop and deliver a programme of exceptional donor care to engage and retain supporters

- To manage all aspects of Weston Hospicecare's mature lottery, with a focus on short-term gains from direct mailing campaigns and longer-term recruitment of players
- To analyse the cost effectiveness of face-to-face canvassers for the lottery, review our current providers and create and cost a long term acquisition strategy
- To 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
- To research, gathering intelligence from other hospice and charity sources to inform the individual giving programme at Weston Hospicecare

ORGANISATION & MANAGEMENT

- To line manage and develop the Supporter Care team, ensuring they are supported and trained to perform well in their roles
- To work with the Supporter Care team to maintain highly organised administrative systems, effective recording of activities and the maintenance of community records on the Fundraising Database
- Working 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

- To work closely with other members of the Fundraising and Communications 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 Head of Fundraising or Director of Fundraising and Communications
- To represent Weston Hospicecare fundraising locally or nationally either in support of or 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 either an Institute of Fundraising Introductory Certificate or the full Institute of Fundraising Certificate in Fundraising Management ▪ Hold a professional charity related qualification ▪ Member of the Institute of Fundraising | E D D D | A/C A/C A/C A/C |
| Knowledge, Skills and Experience | | |
| <ul style="list-style-type: none"> ▪ Experience working within a fundraising team ▪ 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 meeting financial targets ▪ Direct experience of individual giving and/ or lottery fundraising ▪ Experience of research and analysis ▪ Must be PC literate ▪ Experience of the hospice movement | E D D E E D 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 | | |

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| ▪ Responsible, hard-working and enthusiastic, self-motivated, highly personable, confident, flexible, organised, creative, sense of humour, honest | E | A/I |
| ▪ Ability to work effectively under pressure | E | A/I |
| ▪ Able to work as part of a team | E | A/I |
| ▪ Able to transport yourself within our catchment area | E | A/I |

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