



## Individual Giving Fundraiser

Contract:	Permanent
Hours:	Full-time, 35 hours per week
Department:	Fundraising
Reports to:	Individual Giving Manager
Accountable to:	Head of Fundraising
Location:	The Community Hospice 185 Bostall Hill, Abbey Wood, London SE2 0GB
Salary:	Band 4, £27,456 – £31,346

### Working at the Community Hospice

If you've worked at a hospice before, you'll know just how special a place they really are. And if you're exploring a hospice career, you won't find a job that's more rewarding.

Yes, the work is challenging, and it can be emotional.

But what other job gives you opportunities every day to make someone's last days matter? At the Community Hospice we believe in making every moment count. We're here to support people to live as well as they can, for as long as they can. And we can't do this without incredible people like you.

There is nothing else quite like working for a hospice. Hospice care is about creating memories with loved ones, support when facing difficult choices and it's about living to the fullest. Your talent and expertise will bring this very special kind of care to families when they need it most and you will see the impact of your work on a daily basis.

In our hospice, every role makes a difference.

We aspire to reflect the communities that we serve, and we welcome applications from people of all ages, backgrounds and experiences. We value diversity and believe our differences enrich the care we provide to local people. They also help us as colleagues by encouraging us to challenge ourselves, learn, innovate, and adapt.

## INTRODUCING OUR VALUES

Our three values capture what we care about and how we care for other people. They guide and shape our identity at work, informing how we behave and how people will experience us.



## Make an impact as our Individual Giving Fundraiser!

With an established brand and a relationship-focused fundraising strategy at the heart of our work, this is a fantastic time to join our Fundraising Team. You'll have the opportunity to build meaningful connections with our supporters, strengthen long-term relationships and help grow the vital income that enables us to support people and families across our community.

The Individual Giving Fundraiser is a key role within a busy fundraising team, responsible for maximising engagement and income through one-off donations, regular giving and in-memory fundraising. You'll play a central role in creating thoughtful supporter journeys, delivering excellent stewardship and ensuring every supporter feels valued and connected to the difference they make.

This varied role combines relationship building, supporter care and fundraising activity — from being the first point of contact for our individual giving supporters, to developing in-memory campaigns and events that celebrate and honour the lives of loved ones. You'll work collaboratively across the hospice to create meaningful experiences that inspire continued support.

You'll be a proactive and organised self-starter who understands what motivates supporters and enjoys turning ideas into action. With excellent communication skills, a calm approach under pressure and a passion for building relationships, you'll help us create lasting connections that make every moment matter.

## Job description

### Key Responsibilities

- Take ownership for the delivery and growth of Individual Giving activity, working closely with the Individual Giving Manager to develop and deliver campaigns, appeals and initiatives that maximise supporter engagement and income.
- Plan, manage and deliver a varied calendar of Individual Giving campaigns, ensuring activity is well-coordinated, delivered within agreed budgets and timescales, and evaluated to understand impact and opportunities for growth.
- Develop and deliver in-memory fundraising initiatives, including Memory Tree and tribute funds, identifying opportunities to increase participation, income and supporter engagement.
- Create meaningful supporter journeys that build strong relationships, encourage long-term loyalty and ensure supporters feel valued and connected to the difference they make.
- Act as a key point of contact for Individual Giving supporters, delivering exceptional supporter care and building relationships that encourage continued support of the hospice.
- Manage and develop stewardship activity for regular givers, identifying opportunities for meaningful engagement, personalised communication and deeper supporter relationships.
- Identify opportunities to grow regular giving by understanding supporter motivations and developing appropriate approaches to encourage increased commitment.
- Lead the delivery of Individual Giving and in-memory events linked to campaigns and initiatives, including the annual Lights of Love service, ensuring supporters receive a meaningful and well-planned experience.
- Create detailed campaign and project plans, including objectives, KPIs, budgets, marketing activity, risks, contingencies and stewardship approaches.
- Manage supporter communications and enquiries, ensuring timely, personalised and professional responses across email, letters and other channels, while delivering excellent supporter care at every stage of the relationship.
- Use insight, data and supporter feedback to evaluate campaign performance, identify opportunities for improvement and strengthen future fundraising activity.
- Monitor Individual Giving trends, competitor activity and sector developments to identify new opportunities and inform fundraising plans.
- Build and maintain relationships with external partners, including funeral directors and local solicitors, working with colleagues across Fundraising to maximise opportunities.
- Develop and maintain links with other Individual Giving professionals to share knowledge, gain insight and apply best practice.
- Coordinate volunteer support where required, providing clear guidance and ensuring volunteers feel supported and valued.
- Manage own workload, prioritising competing deadlines and using effective planning and organisation skills to deliver high-quality work.
- Monitor income and expenditure, report on campaign performance and identify actions to address underperforming income streams.

- Maintain accurate supporter records within the fundraising CRM, ensuring all relationship activity and communications are recorded appropriately.
- Ensure Individual Giving information is accurate and up to date across relevant platforms, including the hospice website.
- Maintain effective administration, filing and record keeping in line with GDPR, hospice policies and the Fundraising Regulator Code of Fundraising Practice.
- Ensure all Individual Giving activity complies with relevant legislation, health and safety requirements and organisational procedures.
- Attend Individual Giving events as required, including occasional evenings and weekends.
- Undertake any other duties appropriate to the level and responsibilities of the post, as required by the Individual Giving Manager, Head of Fundraising or Director of Income Generation.

This job description is intended as an outline of the general areas of activity and will be amended from time to time in the light of the changing needs of the organisation. It will then be reviewed in association with the jobholder.

### Person specification

	Essential	Desirable
<b>Education/ Qualifications</b>	<ul style="list-style-type: none"> <li>• Good standard of education to A level/ NVQ level 3 or equivalent</li> </ul>	
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Experience of working in a supporter, customer or relationship-focused environment, with the ability to provide excellent care and build positive relationships.</li> <li>• Experience of managing your own workload, prioritising competing tasks and delivering work to deadlines.</li> <li>• Experience of working towards targets, identifying opportunities and contributing to improvements and growth.</li> <li>• Experience of administrative processes within a busy working environment, with excellent attention to detail.</li> <li>• Experience of using databases or CRM systems to accurately record and manage information.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working in a fundraising environment, particularly Individual Giving or supporter-focused fundraising.</li> <li>• Knowledge and understanding of the not-for-profit sector and the role fundraising plays in supporting charitable services.</li> <li>• Experience of working with volunteers and providing guidance or support.</li> <li>• Experience of working with bereaved individuals or in an environment where empathy and sensitivity are essential.</li> <li>• An understanding of hospice care and the services provided to patients, families and the wider community.</li> </ul>

	<ul style="list-style-type: none"> <li>• Excellent computer literacy, including confidence using Microsoft Office applications.</li> <li>• Understanding of the importance of personalised communications and thoughtful stewardship when engaging supporters.</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of data protection legislation, confidentiality and how this applies to supporter relationships.</li> <li>• Knowledge or interest in Individual Giving, supporter engagement and fundraising trends.</li> <li>• Interest or experience in using digital channels and social media to engage audiences.</li> </ul>
<p><b>Skills/ Abilities</b></p>	<ul style="list-style-type: none"> <li>• Excellent written and verbal communication skills, with the ability to create engaging and appropriate communications for different audiences.</li> <li>• A warm, empathetic and compassionate approach, with the ability to communicate sensitively with supporters, including those affected by bereavement.</li> <li>• Ability to work independently, take ownership of responsibilities and use initiative, while also working collaboratively as part of a team.</li> <li>• Strong organisational skills, with the ability to manage multiple priorities and deliver high-quality work within agreed timescales.</li> <li>• Excellent attention to detail and commitment to maintaining accurate records.</li> <li>• Ability to remain calm and professional under pressure, with a positive and solutions-focused approach.</li> <li>• Willingness and ability to learn, develop and take on new challenges.</li> </ul>	

	<ul style="list-style-type: none"> <li>• Self-awareness and confidence to ask for support when needed.</li> <li>• Ability and willingness to work flexibly in line with the requirements of the role, including occasional events outside normal working hours.</li> <li>• A valid full UK driving licence and access to own transport.</li> </ul>	
--	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--

## Agile working

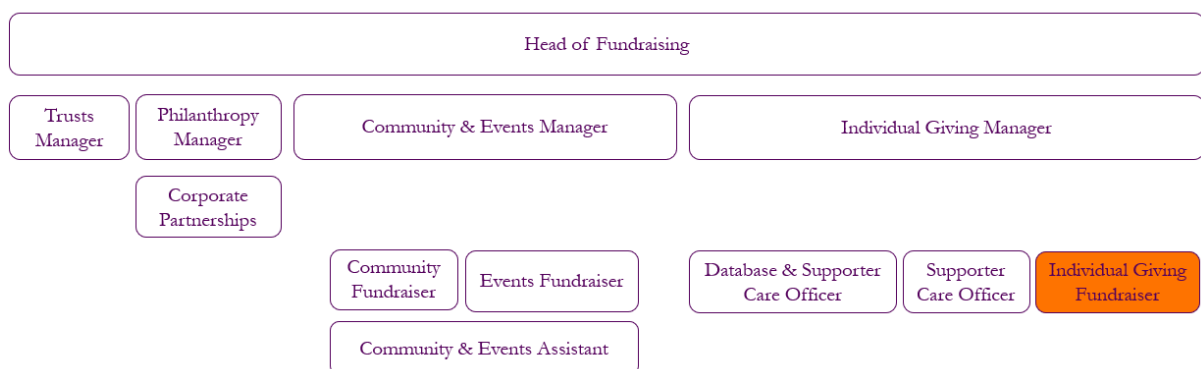
Working agile means we have changed from having a culture where people are expected to be in the office from 9am to 5pm, to one where we're much more focussed on what they deliver. We have built a positive culture where autonomy, trust, wellbeing and flexibility allow us to recruit and retain the best people.

This approach also means better work-life balance, and helps make sure that brilliant people who work with us want to stay. And becoming more focussed on the results will mean we deliver more for the people of Greenwich and Bexley.

Please talk to us about this if you'd like to discuss how it might work for the role you are applying for, either before you apply or as part of the application process.

## Our Fundraising Team

Now you've read about the role, here is a brief overview of our fundraising team to help you get a better feel of where this role sits in our team:



## Key benefits

At the Community Hospice we know it is our people who make us the outstanding organisation we are. We want to value you and the contribution you make and as such we offer our team a variety of benefits and rewards:

- Family friendly policies and opportunities for flexible working
- Generous holiday entitlement
- Company Pension scheme including access to the NHS Pension Scheme for those already enrolled
- Tailored induction process
- Excellent training and development opportunities with a track record of career progression in the hospice for many staff
- Health and wellbeing opportunities designed by our staff
- Discounts in our charity shops
- Staff awards programme and long service recognition
- Access to occupational health and employee assistance programme
- Access to Blue Light Discount Card scheme
- Bostall Hill site has free car parking and high quality meals at a subsidised rate, changing and shower facilities, multi-faith prayer room

## Shortlisting and interviews

The Community Hospice is an equal opportunities employer and we are committed to making sure all applications are treated fairly. If you're shortlisted for a role, you will be invited to interview, which might be either a virtual meeting via Microsoft Teams, or a face-to-face interview. We will send you all the details you need. We usually have a maximum of a two-stage process if you're shortlisted. Typically, our second-stage process is an informal face-to-face coffee and chat.

If you require reasonable adjustments to be made as part of the application process, please email us and we'll discuss this further with you.

## To apply

Please submit your CV and a supporting statement. In your supporting statement, we'd like to know why you're interested in working with us at the Community Hospice. It's also helpful if you tell us why you think you are a great candidate for this role.

We use a blind shortlisting process for initial applications. This means that when you apply, the hiring manager cannot see any of your personal details, for example, your name or contact details.

**Join us and be part of a team that makes every moment matter.**