

Role Profile

because
you matter

St Nicholas
Hospice Care

A Registered Charity No. 287773

St Nicholas Hospice Care is a local charity providing help, advice and support to people in West Suffolk and Thetford, who are facing dying, death and grief.

Job role	Individual Giving Manager
Department	Fundraising
Responsible to	Income Generation Director
Reports to	Interim Deputy Director of Income Generation
Location	Bury St Edmunds Head office and Clinical Site (with some possibility of remote working)

Background Information

The Individual Giving Manager forms part of the Fundraising Management team within the Income Generation directorate.

The purpose of the Fundraising team is to inspire, engage and retain supporters to maximise voluntary income for the Hospice.

We put our beneficiaries at the heart of what we do and strive to build lasting, value-driven relationships with our supporters. We do this by delivering a portfolio of activities to engage people, families and organisations to donate and get involved in fundraising for the hospice.

Job Purpose

To work closely with the interim Deputy Director of Income Generation to grow our income from Individual Giving (currently cash donations, appeals, raffles, regular giving, gift aid, in-memory giving, mid-value donors and legacies/gifts in wills), across a range of in-person, print and digital channels and campaigns.

To lead and develop the individual giving and legacy team to deliver on specific income targets through a range of activities including direct mail appeals, regular giving, retention campaigns including stewardship communications and events. Develop our Gifts in Wills and In Memory giving opportunities as well as our Mid-and High Level Giving Programmes.

To work with the Supporter Care Manager to deliver exceptional supporter care, ensuring that our donors and supporters feel valued and engaged, in order to maximise retention and their lifetime value.

Key Accountabilities & Responsibilities

Strategy:

- Work closely with the interim Deputy Director of Income Generation to design and deliver an Individual Giving programme to drive supporter acquisition and increase retention across Appeals, Regular Giving, Raffles, Mid and High level programmes as well as In-Memory and Legacy fundraising
- Maintain up to date knowledge of fundraising trends and challenges, proactively seeking opportunities to continuously improve and innovate.
- Engage in market and supporter research to inform decision-making and development of new activity.
- Develop a sound understanding of our supporter base, their motivations and behaviours. Maximise the use of our CRM database and use data analysis and insights to inform the development of new fundraising campaigns and products.
- Work closely with the Supporter Care Manager and wider fundraising and marketing colleagues to develop effective supporter journeys.

Operational delivery:

- Produce annual plans and support the interim Deputy Director of Income Generation in the production of budgets, forecasts and monthly reporting. Monitor and report on KPIs to track performance. Contribute to the overall Individual Giving Strategy and team development.
- Work with the interim Deputy Director of Income Generation to set and manage Individual Giving fundraising budgets, targets and KPIs. Report on progress, trends and take action, as required. Analyse results and evaluate activity to inform plans and campaigns.
- Manage external partners and agencies involved in fundraising delivery, ensuring due diligence, high quality and cost effectiveness.
- Ensure the highest possible standards of supporter care, in order to make the most of every interaction.
- Ensure accurate capture and management of supporter data on the database. Develop a sound understanding of supporter activity and motivations, making use of insight to inform fundraising tactics.
- Work closely with the interim Deputy Director of Income Generation, Legacy and In-mem lead and Marketing team on the development and delivery of a legacy-marketing programme.
- Develop products and stewardship tailored to In Memory supporters, including making the most of online tribute funds.
- Manage the promotion and stewardship of all regular giving and prize led fundraising activity

- Effective use of key metrics and KPI's to continually test, analyse and learn to improve performance and ROI.
- Develop creative and inspiring donor communications
- Work along external suppliers and in-house marketing teams to develop and manage direct mail campaigns, including segmentation to ensure campaigns are carefully targeted to maximise income.
- Manage a growing portfolio of legacy enquirers developing tailored stewardship plans, including hosting pledger events and communications.
- Manage the stewardship and development of the Regular Giving programme including uplift campaigns and acquisition of new donors in addition to the mid-level donor programme.

Leadership

- Drive a positive, ambitious and solution-focused culture within the team, coaching and motivating where needed. Ensure that team members have the skills and attitude needed to succeed and deliver against income targets.
- Be an effective and supportive line manager to direct reports, currently comprising of Legacy and In-Memory Lead and Philanthropy Officer.
- Build positive working relationships with all internal and external stakeholders.
- Be part of the of the Fundraising Management team working with the other managers to provide leadership and direction for the fundraising team.
- Provide management information for the interim Director of Income Generation as requested
- Develop and maintain a sound understanding of St Nicholas Hospice Care's Vision, Mission, Values and strategic aims, and be responsible for developing our case for support.
- Act as an ambassador for St Nicholas Hospice Care, demonstrating professionalism and living our values. Represent the Hospice at local, regional and national meetings and events, as required.
- Engage with the wider hospice and charity sector, learning from peers and sharing best practice.
-

Key Working Relationships

- Donors and supporters – with a particular focus on individual donors and peer-to-peer fundraisers
- Volunteers – with particular reference to supporting income generation activities
- Patients and families - providing excellent supporter care to our beneficiaries and demonstrating our impact especially to those giving in memory
- General public – provide information, support and guidance on giving and fundraising
- Fundraising team colleagues – providing leadership, directing activity and sharing best practice and legal requirements
- Marketing team colleagues – working collaboratively on communications for fundraising activities
- Wider hospice colleagues – to brief internal stakeholders on the work of the Individual Giving (IG) team and to also enable understanding of the scope of our work and to build case for supports

Job Scope

Decision making level	<ul style="list-style-type: none"> • Empowered to take decisions on all aspects of operational delivery of individual giving fundraising. • Sets and manages income and expenditure budgets. Agrees these with those directly responsible for achieving these within the team • Authority to delegate projects and tasks to Community Fundraiser. • Responsible for sign off marketing collateral to support individual giving fundraising activity. • Responsible for proposing new engagement opportunities and making recommendations on the viability of existing activity, referring final decision to interim Deputy Director of Income Generation. • Authority to delegate projects to all direct line reports.
Financial resources	<ul style="list-style-type: none"> • Responsible for multiple individual giving income streams, to achieve a gross income target of up to £1.8M (currently). • Manages annual expenditure budget up to £140K (currently) • Delegated authority to sign off up to £5,000 costs (within budget).
Other resources	<ul style="list-style-type: none"> • Oversight of the content and production of digital and printed collateral and communications for donors and supporters.
People management	<ul style="list-style-type: none"> • Management and, where necessary, recruitment of staff members within the IG team • Supervision of fundraising volunteers
Legal, regulatory and compliance responsibility	<ul style="list-style-type: none"> • Responsible for ensuring all Public Fundraising activities are carried out in line with relevant legislation and best practice guidance, including but not limited to Fundraising Regulator Code of Practice, Gambling Commission, Charity Commission, CQC standards.

Person Specification

Knowledge, qualifications and experience

Essential	Desirable
<ul style="list-style-type: none"> • A sound understanding of the principles of fundraising across individual giving, prize-led, in-memory fundraising and legacies • Proven track record of preparing successful programmes of activity and communications to engage, inspire and attract new supporters/customers as well as retain existing ones • Experience in a sales/marketing and/or fundraising role and working with volunteers • Knowledge of GDPR and other legalities and regulatory areas including Gift Aid, and the fundraising preference, fundraising codes of practise, etc • Experience with working with a CRM database and data segmentation. • Has led multiple fundraising streams and achieved sustainable income growth. • Has experience of successfully achieving fundraising / other financial targets • Has implemented operational plans, including creating and monitoring KPIs and budgets. • Has sound understanding of fundraising compliance and best practice. 	<ul style="list-style-type: none"> • Has experience of Individual Giving programmes within the charity sector. • Has worked in a Hospice or healthcare environment. • Has developed, tested and launched new fundraising products. • Has created and delivered digital fundraising campaigns and activities. • Has knowledge of legacy, in memory and HNW fundraising principles and techniques. • Has managed large, cross-team projects, engaging with stakeholders and driving progress. • Has line management experience, with a track record of coaching and developing team members.

Skills and abilities

Essential	Desirable
<ul style="list-style-type: none"> • Empathy with the work and values of St Nicholas Hospice Care. Sensitive to the issues and concerns facing those living with dying, death and grief. • IT literate and a keen eye for detail to ensure high standards • Excellent leadership skills, able to lead by example and motivate others. And work collaboratively across the team, the directorate and the Hospice as a whole • Displays integrity, honesty and respect for others. Builds positive relationships with key stakeholders. • An effective communicator, with good interpersonal skills and the ability to influence. Able to manage conflict and achieve solutions. • Good numeracy and analytical skills. Comfortable working with data and uses insight to inform decision making • Well-organised and able to manage a complex workload, multi-task and work to tight deadlines • Able to play a senior role within the Hospice and work with the wider management team to support organisational strategy. 	<ul style="list-style-type: none"> • Maintains an up to date knowledge of the sector, with the ability to spot trends and respond to opportunities. • Experience in working with bereaved people

Other

- The role will require flexibility and attendance at events outside normal working hours, including evenings, weekends and extended hours. Time off in lieu will be available, by agreement with the line manager.

- The role may require occasional lone working and/or responsibility for managing lone working of other team members.
- The role requires the post holder to have the ability to drive and may require occasional travel and overnight stays.

Standards and Expectations

Policies and Procedures

All Hospice employees are expected to follow policies, procedures and guidance as well as professional standards and guidelines.

Confidentiality/ Data protection

You should be aware of the confidential nature of the Hospice environment and/or your role. Any matters of a confidential nature, relating to patients, carers, relatives, supporters, staff or volunteers must not be divulged to any unauthorised person. You should make yourself aware of the requirements of the Data Protection Act and follow hospice procedures to ensure appropriate action is taken to safeguard confidential information.

Health and Safety

You are required to take reasonable care for your own health and safety and that of others who may be affected by your acts or omissions and you should ensure that statutory regulations, policies, codes of practice and safety and good house-keeping rules are adhered to, attending training as required.

Safeguarding and Mental Capacity Act

All employees have a responsibility to safeguard and promote the welfare of adults, children and young adults. It is essential that all safeguarding concerns are recognised and acted on appropriately in line with the policies and training. You must ensure you always act in the best interests of any person lacking mental capacity.

Infection Control

All employees have personal responsibility for Infection Prevention and Control practice. You should ensure you are familiar with, and comply with, all relevant Infection Control policies and training for minimising the risk of avoidable Infection.

Equality and Diversity

We recognise and encourage the valuable contribution that people from all backgrounds and experiences bring. You will treat all individuals on the basis of merit and without prejudice.

Volunteer Assistance

The Hospice has the advantage of being supported by many volunteers. If a volunteer is assigned to assist you at any time, you will still retain responsibility for the requirements of this job and at all times you will be expected to treat volunteers with respect and value their contribution.

Job Description

This job description is not intended to be restrictive and should be taken as the current representation of the broad nature of the duties involved in your job and needs to be flexible to cope with the changing needs of the job and the Hospice.

Values

Our core values guide the way we work together to care for our people and support their loved ones. Our values, which are rooted in the charity's early days, create our culture and are a combination of all our actions, behaviours and decisions. **Our values are Compassion, Accountability, Respect and Equity.**

August 2024