

Role Profile



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 and In Memory Fundraiser
Department	Fundraising
Reports to	Individual Giving Manager
Location	Bury St Edmunds Head Office and Clinical Site

Background Information

This post holder will be a key member of the Individual Giving team within the Income Generation and Marketing Directorate, responsible for leading defined areas of the Individual Giving and In-Memory fundraising programme. Working with the Individual Giving Manager, the post holder will develop and deliver operational plans that contribute directly to agreed income targets, supporter acquisition, retention and long-term sustainable income growth. The role will lead individual giving campaigns, appeals, in-memory fundraising initiatives and related events, ensuring activity is insight-led, compliant, sensitively delivered and aligned to the wider fundraising strategy.

Through fundraising the income generation team need to raise approximately 70% of the running costs to provide patient care and family support.

Job Summary

The Individual Giving and In-Memory Fundraiser is a key role within the Individual Giving team, with responsibility for leading and developing defined areas of the individual giving and in-memory fundraising programme. The role will develop the Hospice's in-memory offering, creating meaningful opportunities for bereaved supporters to remember someone special through online giving platforms, events, dedications, tribute funds and in-memory products. This requires a high level of care, sensitivity and judgement, ensuring that each supporter receives personalised stewardship at a particularly sensitive time.

Key components of this role will include designing and managing donor journeys, developing compelling campaigns and supporter stories, and delivering excellent stewardship that builds long-term relationships and increases lifetime supporter value. The role will use data, insight and evaluation to inform decisions, identify opportunities for growth and improve campaign performance. It will also require creative communication and effective collaboration across teams to grow one-off and regular giving through a coordinated, multi-channel approach.

Key Accountabilities & Responsibilities

Strategy

The post holder will be accountable for the planning, delivery, monitoring and evaluation of agreed Individual Giving and In-Memory fundraising activity, ensuring campaigns and supporter journeys are delivered to a high standard, meet income and engagement objectives, comply with relevant regulation and contribute to long-term sustainable income growth.

- Contribute insight, recommendations and operational plans to support the development of the Individual Giving Strategy and the wider income generation strategy, ensuring individual giving and in-memory activity supports agreed income, engagement and stewardship objectives.
- Develop operational plans and proposed budgets for in-memory activities and campaigns, ensuring activity is planned, resourced, evaluated and aligned to agreed income targets and supporter engagement objectives.
- Lead the implementation of agreed Individual Giving and In-Memory activity plans, taking responsibility for delivering income targets for allocated projects and contributing to overall team income targets.
- Evaluate the viability and performance of existing activity and new opportunities, using return on investment, delivery against objectives, key performance indicators, supporter engagement and income growth potential to inform recommendations for future activity.
- Maintain up to date knowledge of fundraising trends, opportunities and risks and attend key events/seminars focusing on In-Memory and Individual Giving trends and knowledge sharing across the sector.
- Undertake market research projects to identify trends, supporter motivations, opportunities for growth and areas for improvement within Individual Giving and In-Memory fundraising, using findings to inform planning and recommendations.

Individual Giving & In Memory Operational Delivery

- Lead the planning, delivery and evaluation of Individual Giving and In-Memory appeals, campaigns and events that acquire new supporters, retain and deepen engagement with existing donors, grow income and improve return on investment.
- Develop compelling, sensitive and evidence-based fundraising communications, supporter stories and campaign materials in collaboration with hospice teams and Marketing and Communications, ensuring messages are accurate, appropriate, engaging and aligned to the Hospice's case for support.
- Design, manage and review segmented donor journeys and stewardship programmes for new supporters, existing donors, regular givers, tribute fund holders and in-memory donors, ensuring timely, personalised and meaningful engagement that supports retention, repeat giving, upgrading and long-term supporter value.
- Develop the Hospice's In-Memory giving offer through events, tribute and dedication products, online platforms, funeral collections and engagement pathways that enable bereaved supporters to remember someone special while remaining appropriately connected with the Hospice.
- Build and manage effective relationships with internal colleagues and external stakeholders, including clinical, spiritual care, patient and family support teams, Funeral Directors, crematoria, venues and local partners, to identify opportunities, develop referral pathways and promote appropriate fundraising activity sensitively.
- Act as the fundraising lead and source of specialist guidance where supporter motivation is linked to bereavement, remembrance or In-Memory giving, ensuring activity reflects hospice values and the needs of supporters in sensitive circumstances.
- Use CRM data, segmentation, supporter insight, testing, feedback and evaluation to optimise campaign performance, improve supporter experience and inform recommendations for future activity.

- Track income, expenditure and performance against agreed targets and key performance indicators, providing reports, analysis and recommendations that support effective decision-making, income growth and continuous improvement.
- Ensure all Individual Giving and In-Memory activity is delivered in line with GDPR, hospice policy, relevant legislation and the Fundraising Regulator Code of Fundraising Practice.
- Act as a recognised ambassador for Individual Giving and In-Memory Giving within the Hospice and at external events, promoting the programme professionally, confidently and sensitively.

Key Working Relationships

- **Supporters, donors, bereaved families and the general public** — providing excellent supporter care, sensitive guidance and clear information about Individual Giving and In-Memory opportunities.
- **Fundraising, Marketing and Communications colleagues** — planning campaigns, developing supporter journeys, sharing insight, coordinating activity and identifying opportunities to grow income and engagement.
- **Clinical, spiritual care, patient and family support, reception, retail and wider hospice teams** — building understanding of In-Memory giving, gathering insight and promoting appropriate opportunities sensitively.
- **External partners** — including Funeral Directors, crematoria, venues, in-memory platform providers and local partners, developing relationships that support referral pathways, supporter experience and campaign delivery.
- **Volunteers and volunteer coordination colleagues** — briefing, supporting and involving volunteers effectively in fundraising activity and events.

Job Scope

This role carries responsibility for delivering allocated areas of Individual Giving and In-Memory fundraising activity from planning through to evaluation. The post holder will manage defined projects, coordinate internal and external stakeholders, monitor income and expenditure, apply fundraising and data protection compliance, and make recommendations to improve supporter experience, income generation and return on investment.

Decision making level	• Develop supporter-facing content, campaign materials and events, exercising judgement on tone, sensitivity, accuracy, risk, suppliers, timelines, volunteer requirements and post-activity evaluation, with escalation and approval through agreed processes. • Research, recommend and coordinate In-Memory product and event options, considering supporter experience, cost, quality, supplier reliability, income potential and alignment with hospice values.
Financial resources	• Contribute directly to agreed fundraising budgets by managing allocated Individual Giving and In-Memory activity, monitoring income and expenditure, identifying opportunities to improve return on investment and ensuring spending is planned, recorded and managed in line with approval processes and value-for-money principles.
Other resources	• Coordinate digital and printed fundraising materials, website content, suppliers, venues and external partners to support professional campaign delivery, supporter engagement, conversion, stewardship and value for money.
People management	• Coordinate, brief and supervise event and administration volunteers supporting office-based activity and events, including registration, marshalling, dedications

	and supporter engagement, ensuring volunteers are supported and activity is delivered safely and effectively.
Legal, regulatory and compliance responsibility	• Ensure campaigns, events and fundraising activity are delivered in line with relevant legislation, regulation and best practice, including fundraising compliance, gambling requirements, charity guidance, CQC standards, hospice policies, safeguarding responsibilities and the needs of vulnerable or bereaved supporters. • Apply GDPR requirements to supporter communications, data selections, stewardship, reporting and record keeping, ensuring data is used lawfully, accurately and appropriately.

Person Specification

Knowledge, qualifications and experience

Essential	Desirable
• Good standard of written English, equivalent to GCSE English Grade C/4 or above, with the ability to produce accurate, sensitive and engaging supporter communications. • At least two years' experience in fundraising, supporter engagement, marketing, customer relationship management or a comparable income-generating role. • Experience of supporter care, relationship management or stakeholder engagement, including building positive relationships with individuals, colleagues, volunteers or external partners. • Experience of working to financial targets, performance indicators or income objectives, with the ability to monitor progress and take action to improve results. • Experience of planning, coordinating, delivering and evaluating campaigns, events, supporter engagement activity or projects to agreed deadlines. • Good IT skills, including Microsoft Office, with experience of using a CRM database or supporter/customer records to manage activity and communications. • Confident and sensitive communicator, able to handle conversations with supporters, donors or families in a professional and compassionate way.	• Professional fundraising, marketing or project management qualification, or evidence of relevant continuing professional development. • Experience of working in the hospice, healthcare, charity or bereavement sector, including sensitive engagement with bereaved people or families. • Experience of developing or delivering In-Memory giving, Individual Giving, regular giving, direct mail, legacy, digital fundraising or stewardship activity. • Experience of using data insight, segmentation, testing, reporting or evaluation to improve supporter communications, campaign performance or income generation. • Experience of managing budgets, preparing risk assessments, working with volunteers, developing marketing plans or applying fundraising compliance and data protection requirements.

Skills and abilities

Essential	Desirable
• Excellent communication and relationship-building skills, with the ability to adapt style across donors, bereaved supporters, colleagues, volunteers and external stakeholders. • Strong organisational and time management skills, with the ability to manage competing priorities, maintain attention to detail and deliver high-quality work under pressure. • Ability to work collaboratively across teams, proactively engaging colleagues, influencing support and coordinating contributions to projects and initiatives. • Strategic, creative and outcome-focused, able to identify opportunities to improve supporter engagement, grow income and strengthen stewardship. • Sound judgement, resilience and diplomacy when handling sensitive, challenging or unplanned situations. • Values-led approach, with empathy for the work of St Nicholas Hospice Care and sensitivity to people affected by dying, death and grief.	• Ability to maintain up-to-date sector knowledge and identify trends, risks and opportunities in Individual Giving, In-Memory giving or supporter experience. • Experience of leading by example, motivating others or encouraging colleagues and volunteers to support fundraising activity.

Other

- Occasional evening, weekend and off-site working is required to support meetings, events and activity across West Suffolk and Thetford.
- Recognise, value and support volunteer contribution within fundraising activity.
- Review and evaluate activity to ensure it supports the mission and objectives of St Nicholas Hospice Care, achieves agreed outcomes and provides a positive supporter experience.
- Full driving licence and access to a vehicle for work purposes.

Standards and Expectations

Policies and Procedures

All Hospice employees are expected to follow relevant policies, procedures, guidance, professional standards and statutory requirements.

Confidentiality / Data Protection

Employees must protect confidential information relating to patients, carers, relatives, staff, volunteers and supporters, and comply with data protection requirements and hospice procedures.

Health and Safety

Employees must take reasonable care for their own health and safety and that of others, comply with statutory regulations, hospice policies and safe working practices, and attend required training.

Safeguarding and Mental Capacity Act

All employees are responsible for recognising and acting on safeguarding concerns in line with hospice policy and training, including acting in the best interests of any person lacking mental capacity.

Infection Control

Employees must comply with relevant infection prevention and control policies and training to minimise avoidable infection risk.

Equality and Diversity

Employees must treat all individuals fairly, respectfully and without prejudice, recognising the value of diverse backgrounds and experiences.

Volunteer Assistance

Where volunteers support activity, employees retain responsibility for role requirements and must treat volunteers with respect and value their contribution.

Job Description

This job description reflects the broad nature of the role and may change to meet the needs of the job and the Hospice.

Values

Our values — **Compassion, Accountability, Respect and Equity** — guide how we work together to care for our people and support their loved ones.