

JOB DESCRIPTION: INDIVIDUAL GIVING MANAGER
REPORTING TO: HEAD OF INDIVIDUAL GIVING AND SUPPORTER CARE
ACCOUNTABLE TO: DIRECTOR OF INCOME GENERATION & MARKETING
BASED AT: ST ELIZABETH HOSPICE



JOB SUMMARY

To work with the Head Individual Giving and Supporter Care to provide leadership and direction for Individual Giving team at the Hospice; incorporating the areas of legacies, in-memory & tributes fund development, regular giving, and donor stewardship at all levels .

To support in the development, planning, implementation and delivery of the individual giving strategy and activities. To meet, and where possible exceed, the income and other deliverable targets.

RESPONSIBILITIES

- To support Head of Individual Giving and Supporter Care to implement, monitor and evaluate the Hospice's individual giving and legacy strategy.
- Ensure that all individual giving and legacy fundraising is undertaken in an effective and efficient way, maximising the return on investment.
- Prepare and be accountable for the delivery of individual giving and legacy operational plans.
- Identify mid to high level donors suitable for the Giving Circle and assist with the stewardship of some key donors
- Develop a culture of stewardship within the Individual Giving team , working with the Supporter Care Manager build a robust way of recording the donor stewardship in the database
- Create a donor-centric culture within the team, implementing accurate and robust Systems to ensure the relationship with our supporters is stewarded effectively.
- To contribute to the development an individual giving and legacy strategy that allows the Hospice to successfully achieve its strategic goals and meet/exceed income targets.
- Work with marketing and communications team to maximise results across all individual Giving activity
- Deliver events for in memory, stewardship and cultivation across east Suffolk, Great Yarmouth and Waveney to grow awareness and income
- To lead, motivate and inspire the individual giving teams to deliver excellence for the organisation.
- To foster a culture of enablement and a strong team working ethic, alongside a commitment to individual responsibility.
- Ensure a system of clear objective and target setting, performance management and appraisals, ensuring every member of the team understands their role in the broad strategy, their own objectives as well as team objectives and works in a focused way.
- Create a positive working environment, be visible, energetic and participative, encouraging cross team working and initiative.
- Development of relationships with key stakeholders including supporters, external agencies, patients and carers.
- To attend occasional events and activities outside normal working hours and weekends and Bank Holidays when required.
- To develop and maintain a sound understanding of all facets of the work undertaken by St Elizabeth Hospice and the hospice movement.
- To provide regular information / reports to the Head of Individual Giving and Supporter Care as required.

MANAGEMENT RESPONSIBILITIES

- To deputise for the Head of Individual Giving and Supporter Care where required.
- To manage the income and expenditure budget for Legacies and Individual Giving
- To lead, manage and develop the members of the Individual Giving team to maximise their potential
- To hold monthly staff 1-1s and regular planning and de-briefing meetings.
- To ensure that existing/new fundraising development opportunities are researched, planned and implemented in a timely and cost effective manner.

EDUCATIONAL RESPONSIBILITIES

- To maintain membership of the Institute of Fundraising.
- To identify the training needs of self and others within the Individual Giving team.
- To ensure that feedback from educational programmes attended is made available to other members of the income generation and marketing team.

PERSONNEL RESPONSIBILITIES

- To recognise indications of staff stress and facilitate staff support.
- To participate in the induction of all new staff as required.
- To recognise the value of volunteer contribution and play an active part in their support and development where appropriate.

ORGANISATIONAL RESPONSIBILITIES

- To work at all times within the policies and guidelines of the Hospice.
- To uphold the Hospice and individual team values at all times.
- To ensure effective use of resources.
- To respect at all times the confidentiality of information covering patients, staff and volunteers.
- To play an active part in the development and maintenance of good relationships with all who have business with the Hospice.
- To promote the Hospice philosophy of care towards patients, relatives and visitors.

Because of the special nature of the Hospice and its work the post holder may on occasion be asked to undertake other duties to help maintain our high standard of care.

THIS JOB DESCRIPTION IS NOT NECESSARILY EXHAUSTIVE AND MAY BE SUBJECT TO REVIEW BY THE LINE MANAGER IN CONJUNCTION WITH THE POSTHOLDER.



stelizabethhospice.org.uk

**PERSON SPECIFICATION
INDIVIDUAL GIVING MANAGER**

Requirement	Essential/Desirable
<p><u>Qualifications & Training</u></p> <ul style="list-style-type: none"> • Educated to degree level or equivalent proven work experience/transferable skills • Fundraising, legacy or marketing qualification 	<p>Essential</p> <p>Desirable</p>
<p><u>Knowledge & Experience</u></p> <ul style="list-style-type: none"> • Proven work experience in fundraising or marketing • Knowledge and experience of using Donorflex, or other CRM database. • Previous experience of working in a busy, fast paced environment with constant changing priorities and no day being the same • Proven experience of successful project delivery in a sales, marketing, fundraising or administrative role meeting objectives and targets • Proven experience of managing budgets and working to achieve best outcome for least cost • Proven experience of leading, managing and motivating staff and volunteers to meet targets • Proven experience of generating income across a range of different income streams within the area of individual giving • Experience of event organisation • Knowledge of fundraising and direct marketing regulations 	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Desirable</p>
<p><u>Specific Skills</u></p> <ul style="list-style-type: none"> • IT literate – fully conversant with all Microsoft packages including Outlook. • Ability to relate to and communicate with a wide range of audiences • Ability to prioritise own workload and work to tight deadlines • Ability to understand, exhibit and implement excellent customer care, often in sensitive situations 	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p>
<p><u>Personal Qualities</u></p> <ul style="list-style-type: none"> • Confident and mature attitude • Dynamic and driven, outcome focussed. • Creative and adaptable to changing environment • Resourceful and self-motivated • Flexible, a team player and prepared to work outside of office hours, where necessary • Strategic and creative thinker to identify opportunities to maximise income • Excellent time management, able to multi task • High level of enthusiasm • Demonstrable interest in the work of St Elizabeth Hospice • Full vaccinated against Covid 	<p>All Essential</p> <p>Desirable</p>