

**JOB DESCRIPTION:****REPORTS TO:****ACCOUNTABLE TO:****BASED AT:**

**IN MEMORY & INDIVIDUAL GIVING  
FUNDRAISER  
INDIVIDUAL GIVING MANAGER  
HEAD OF FUNDRAISING  
ST ELIZABETH HOSPICE**



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**JOB SUMMARY:**

This post holder will work as a member of the Individual Giving team within the Income Generation and Marketing Directorate. The post holder is responsible for working with the Individual Giving Manager to implement the individual giving strategy to grow income within this area. Income streams included in this are direct mail appeals, in-memory, regular giving, donations and In memory events.

The role will support the generation of funds across east Suffolk and Great Yarmouth and Waveney.

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**RESPONSIBILITIES:**

- To work with the Individual Giving Manager to implement the individual giving strategy and operational plan.
- To be responsible for specific internal and external fundraising appeals and campaigns to promote individual giving working closely with the marketing and communications team.
- To work with the marketing & communications team to review and appraise the marketing materials used to promote individual giving and In memory products.
- To plan and co-ordinate a programme of in-memory events allowing bereaved family and friends to remember loved ones and support the hospice across east Suffolk, Great Yarmouth and Waveney
- To work with Individual Giving Manager to devise a stewardship plan and recognition programme for tribute fund holders and in-memory donors including making timely thank you calls to acknowledge support and feedback on how their donations are helping.
- Comply with Data Protection Act 2018 and GDPR requirements in all working practices. Maintaining confidentiality, integrity, accuracy and security of information as appropriate.
- To encourage, work with and assist the work of the fundraising, marketing and retail teams in promoting all elements of giving.
- Work within the codes of practice set out by the Fundraising Regulator
- To participate in the induction of all new staff, and volunteers to promote individual giving
- To develop relationships with funeral directors to help raise awareness of Tribute Funds and donations from funerals.
- Support bereaved families who wish to send funeral donations to St Elizabeth Hospice ensuring their experience is fully supported and seamless.
- Ensure all Individual giving materials are in stock and up to date
- To present a favourable and helpful image of the charity to outside contacts such as solicitors, Funeral directors, trust corporations and the public, including offering advice by telephone to individuals and solicitors seeking specific advice.
- To become a recognised ambassador for Individual Giving and In Memory at the hospice and at external events.

- To support the Legacy officer to increase the understanding of the importance of legacies throughout the hospice and where possible enlighten and engage with staff and volunteers on the proposition.
- With the Individual Giving Manager, constantly review and evaluate all activity to make sure that it is being delivered to achieve the mission and objectives as detailed in the Individual Giving Strategy
- Any other duties as may reasonably be required from time to time
- To deputise for the Individual Giving Manager where required.

**PERSONNEL RESPONSIBILITIES:**

- To actively promote the core values of St Elizabeth Hospice whilst working towards achieving the strategic objectives of the charity.  
To monitor staff wellbeing and be aware of signs of stress and intervene when necessary
- Recognise the value of volunteer contribution and develop and support them within the income generation team.

**EDUCATIONAL RESPONSIBILITIES:**

- To participate in the hospice education programme. Monitor completion of mandatory training by your team
- To give feedback from attended education programmes/study days

**PERSONAL DEVELOPMENT:**

- To devise, with your line manager, a personal development plan in line with the hospice objectives and personal needs.
- To maintain and increase personal professional skills.

**ORGANISATIONAL RESPONSIBILITIES:**

- To work within the policies of the hospice and act within Care Standards at all times.
- 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 postholder 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.

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## PERSON SPECIFICATION

### IN MEMORY & INDIVIDUAL GIVING FUNDRAISER

Requirement	Essential/Desirable
<p><b>Qualifications &amp; Training</b></p> <ul style="list-style-type: none"> <li>• Educated to GCSE level or significant equivalent proven work experience</li> <li>• Event management</li> <li>• Member of the Chartered Institute of Fundraising</li> </ul>	<p>Essential</p> <p>Desirable</p> <p>Desirable</p>
<p><b>Knowledge &amp; Experience</b></p> <ul style="list-style-type: none"> <li>• Knowledge of GDPR</li> <li>• Experience of working with volunteers</li> <li>• Proven experience of working in fundraising, sales or marketing</li> <li>• Experience of creating a fundraising or sales campaign</li> <li>• Knowledge and experience of using a Customer Relationship Marketing (CRM) database such as Donorflex or Raisers edge</li> <li>• Knowledge of regulatory environment for fundraising from individuals including data protection, Gift Aid and fundraising codes of practice and regulation</li> <li>• Previous experience of working in a fast paced /multi-faceted role</li> <li>• Familiarity of working with budgets to achieve best outcome for least cost</li> <li>• Experience of working with bereaved families</li> <li>• Experience of delivering events including preparation of risk assessments</li> </ul>	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Desirable</p> <p>Desirable</p> <p>Desirable</p> <p>Essential</p> <p>Desirable</p> <p>Desirable</p> <p>Desirable</p>
<p><b>Specific Skills</b></p> <ul style="list-style-type: none"> <li>• IT literate – fully conversant with all Microsoft packages including Outlook</li> <li>• Ability to work across teams and departments in a collaborative manner and to proactively engage colleagues on projects and initiatives</li> <li>• A keen eye for detail and to ensure high standards whilst working under pressure</li> <li>• Event management</li> <li>• Experience of working with bereaved people</li> </ul>	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Desirable</p> <p>Desirable</p>
<p><b>Personal Qualities</b></p> <ul style="list-style-type: none"> <li>• Confident and mature attitude</li> <li>• Dynamic and driven, outcome focussed</li> <li>• Creative and adaptable to changing environment</li> <li>• Resourceful and self-motivated</li> <li>• Flexible, a team player and prepared to work flexibly outside of office hours, where necessary</li> <li>• Prepared to travel across East Suffolk , Great Yarmouth and Waveney when required to deliver fundraising activities</li> <li>• Strategic and creative thinker to identify opportunities to work efficiently</li> <li>• Excellent time management, able to multi task</li> <li>• High level of enthusiasm and demonstrable interest in the work of St Elizabeth Hospice and a career in the charity sector</li> </ul>	<p>All Essential</p>