

JOB DESCRIPTION

1. JOB DETAILS

2. Job Title:	Individual Giving Fundraiser
Hours:	37.5 hours per week
Unit/Department:	Fundraising Department
Reports to:	Fundraising and Communications Manager
Tenure:	Permanent

3. JOB PURPOSE

To raise the funds needed to deliver and grow our patient care through the development and stewardship of the individual giving programme, including donor recruitment and retention, in memoriam fundraising, regular giving and Give As You Earn.

The success of this role will be dependent on developing effective donor relationships, aiming to convert one-off donors into committed supporters of the hospice. Key to this will be understanding donor motivations, identifying opportunities and developing a tailored approach to individual giving. Supporter care will also be a priority, as will sensitivity and tact, as many of the hospice's supporters will have had direct experience of the hospice's services.

Identifying major donors (individuals giving in excess of £5k per year, either as a single gift or annualised value) will feature within this role, and will require work with the team to develop strategies to encourage continued giving at this level.

This role will work closely with staff responsible for related areas such as the hospice's donor database, legacy marketing, events and community fundraising, lottery and shops.

4. DIMENSIONS

The charity needs to raise £3.75 million each year to support day to day work. Currently income from legacies funds up to £2 million of the hospice's revenue funding needs. This role will be tasked with maintaining and increasing vital legacy income whilst boosting income from other funding sources such as in memoriam fundraising to reduce the hospice's over reliance on legacies.

The Team

The post will be based within our fundraising and database department; a team of nine full and part-time staff that oversee fundraising, communications, donor

servicing and PR. The team was created in 2005 and has grown in line with our increasing need to diversify the range of income streams funding the hospice's work.

5. ORGANISATION CHART

(Please see attached)

6. PRIMARY DUTIES AND RESPONSIBILITIES

- To research and develop an individual giving strategy working in conjunction with the Fundraising Manager, Director of Income Generation and other relevant staff.
- To implement the individual giving strategy and undertake monitoring and evaluation.
- To steward the individual giving programme, ensuring high levels of donor care are extended to all donors and acknowledging donations
- Undertake prospect identification and donor research, ensuring the intelligent use of our database to maximise individual giving income.
- Promote the different forms of individual giving to both existing supporters and potential donors through external methods of communications such as advertising, PR, leaflet distribution and through our channels of communications including appeal mailings, thank you letters, the newsletter and website
- To take responsibility for recruitment and retention of donors within the regular giving and Give As You Earn programmes, welcoming donors, sending communications throughout the year and reactivating lapsed donors
- Working with relevant groups such as solicitors and funeral directors, to encourage and increase in memoriam giving
- Investigate appropriate products to generate in memoriam giving, including tribute funds and in memory tree planting.
- Maximise income through tax effective giving including the promotion of Gift Aid for higher rate tax payers, and gifts of shares, land and property.
- Maintain and develop an awareness of current legislation and trends relating to appropriate areas of fundraising, ensuring that all work maintains the highest levels of confidentiality and is compliant with the relevant legislation and best practice.
- Champion the cause, acting as an ambassador for us at all times
- Perform other duties as required by the Fundraising Manager.

7. KEY COMMUNICATIONS AND WORKING RELATIONSHIPS

- Fundraising & Communications Manager.
- Director of Income Generation
- Chief Executive
- Community Fundraising Manager
- Community Fundraiser
- Events Fundraiser
- Database Manager
- Trustees
- Donors and supporters.
- Media

9. PERSON SPECIFICATION

(Please see attached)

9. PERSON SPECIFICATION

Attributes	Essential	Desirable
<p>Qualifications, special training and general intelligence</p>	<ul style="list-style-type: none"> • Educated to A level or equivalent including Maths & English at GCSE. • Completed or working towards recognised qualification in fundraising or marketing, or a willingness to undertake such a qualification 	<ul style="list-style-type: none"> • Educated to degree level or equivalent • Professional fundraising/ public relations/marketing qualification or proven practical experience in similar field
<p>Knowledge and skills</p>	<ul style="list-style-type: none"> • Excellent written and verbal communication skills • Confidence and ability to lead face to face meetings • Ability to ask for funding using effective and appropriate language • Networking skills • Proven ability to work to a high standard and with an eye for detail, working under own initiative • IT skills including MS Office 	<ul style="list-style-type: none"> • Experience of using a fundraising database • Knowledge of fundraising regulations

<p>Experience</p>	<ul style="list-style-type: none"> • Relevant experience in a fundraising or similar commercial environment. • Successful demonstrable record of securing new donors/clients and donations/work • Experience of presenting to individuals and groups • Ability to develop and implement relevant strategies 	<ul style="list-style-type: none"> • Experience of fundraising in memoriam, with major donors and/or legacy fundraising • Writing engaging project proposals and reports • Writing and implementing fundraising strategies • Project management experience
<p>Personal requirements e.g. communication, interpersonal</p>	<ul style="list-style-type: none"> • Commitment to Rowcroft's objectives and vision • Ability to form and develop good working relationships with staff and supporters. • A high degree of tact and diplomacy • Flexible and able to prioritise workload to achieve deadlines. 	<ul style="list-style-type: none"> • Creative and imaginative in approach to ideas and opportunities.

<p>Other requirements, e.g. Rotas</p>	<ul style="list-style-type: none"> • To be able to undertake occasional evening or weekend work. • Ability and willingness to travel around the area. • To give support to fundraising colleagues as necessary i.e. during major fundraising events • Clean driving licence. 	
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Skills and Experience
Essential

- Two or more years working within a community fundraising or individual giving programme within a voluntary sector setting
- Experience of building and maintaining networks of support within local communities
- Familiarity with MS Office word and data processing packages
- Excellent written and oral communication skills, including face to face presenting to individuals and small groups
- Knowledge of Gift Aid and other tax considerations and their application to all aspects of individual giving
- Knowledge/awareness of requirements of Institute of Fundraising codes of practice and Charities' Act and their application to forms of fundraising from individuals

Desirable

- Experience of working with a health or academic setting
- Experience of organising fundraising events within the community fundraising team of a national UK charity

Education and Qualifications
Essential

- Good basic standard of education (4+ GCSEs at grade C or higher, to include English and Maths)

Desirable

- 2 A level/NVQ3 or equivalent

Personal attributes and qualities

Essential

- Highly self motivated and competent, able to work with minimal supervision
- Task orientated; able to get things done to timescales
- Organised, systematic and accurate
- Enthusiastic team player, willing to help to get things done
- Calm and positive under pressure, with a willingness to celebrate success and learn from challenges

- Persuasive verbal communicator/negotiator
- Happy and comfortable with cold calling/approaches