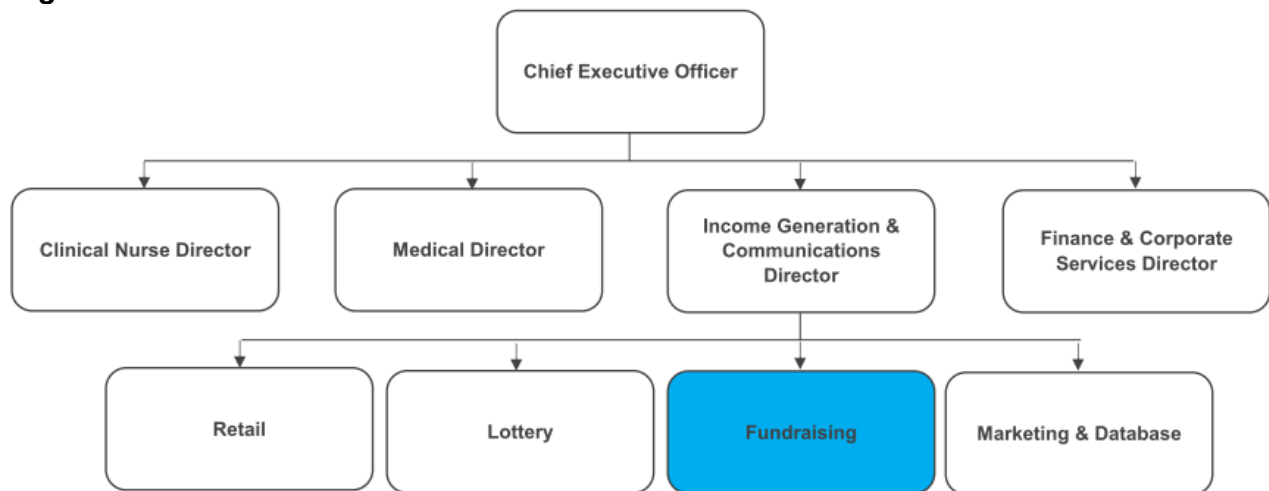


JOB DESCRIPTION

| | |
|-------------------------|---|
| Job Title: | Fundraiser - Individual Giving & Trusts Lead |
| Department: | Income Generation & Communications |
| Post Holder: | tbc |
| Grade: | Admin 3 |
| Reports to: | Fundraising Manager |
| Responsible for: | None |

Organisation Chart:



The duties and responsibilities of this post have been assessed as levels of competence required and reflect the skill and knowledge needed to satisfactorily perform the duties of the post.

| | |
|-----------------------------------|--|
| Job Purpose: | <p>To develop and deliver comprehensive plans to continually grow income from individuals and trusts, and meet legacy giving KPIs to achieve set targets, in line with the hospice's overall income generation strategy.</p> <p>To support the Fundraising Manager in the delivery of activity across other fundraising income streams in a flexible, supporter-centred way.</p> |
| Key Working Relationships: | <p>Fundraising Manager</p> <p>Income Generation & Communications team</p> <p>Key clinical and other hospice staff</p> <p>Donors, supporters and volunteers</p> |

Role Responsibilities:

- Act as the first point of contact for individuals wishing to donate to support the work of the hospice.
- Be proactive in generating income from individuals, through the development of plans to attract, retain and grow support for the hospice.
- Plan, deliver and evaluate direct mail appeals including the hospice's annual Light up a Life Appeal.
- Manage and maximise income from the hospice's In Memory Giving Programme, incorporating funeral donations and the tree of life.
- Manage all elements of the hospice's regular giving scheme, incorporating effective administration, managing relationships with donors and actively recruiting new donors.
- Work with the Fundraising Manager to develop and manage relationships with a portfolio of existing and prospective charitable trusts and write applications to them.
- Research potential new trust funders and assess the hospice's eligibility.
- Ensure grant monitoring reports are written in a timely manner.
- Establish and maintain up-to-date and accurate records of trust applications and reporting deadlines.
- Work with the Fundraising Manager and Marketing & Database Manager to implement the hospice's legacy promotion strategy to deliver agreed KPIs.
- Act as a flexible member of the Fundraising Team, supporting the Fundraising Manager in the delivery of activity across other fundraising income streams as required.
- Work closely with the Marketing and Database Team to achieve appropriate marketing support for relevant income streams and to ensure fundraising processes are supporter-centred and data-driven.
- Assist in the identification of potential major donors.
- Identify potential new opportunities and fundraising activities and assist in the preparation of business cases for investment.
- Work closely with the Volunteer Co-ordinator to recruit, train and supervise volunteers to support fundraising activities.
- Continually monitor, review and develop activities to ensure maximum profitability.
- Be proactive in keeping up to date with ideas and best practice from across the sector, including through networks with other fundraisers from hospices and other charities.
- Develop and manage relationships with individual supporters to maintain their engagement with the hospice and maximise income.
- Ensure supporters are provided with high levels of donor care and strive to continually improve the supporter experience, to foster a high level of trust and long-term support.
- Utilise the supporter database to maintain accurate records and for income and other KPI reporting purposes.
- Work closely with the Marketing & Database Manager to ensure donation acknowledgment and administration is effective, and income from gift aid is maximised.
- Ensure that all fundraising activity complies with best practice, relevant codes of practice and legislation.
- Work within agreed hospice policies, procedures and guidelines.
- Work as an integral part of the team, being sensitive to the needs of the whole team and supportive of other team members.

- Participate in an annual appraisal and undertake training to maintain and develop knowledge and skills as required.
- Any other duties as deemed necessary by the Fundraising Manager or Income Generation & Communications Director.

General Responsibilities:

Health and Safety

All employees have a duty to take reasonable care to avoid injury to themselves or to others and to co-operate with Bolton Hospice.

Confidentiality

All information relating to patients, patients' families, staff, volunteers, supporters and suppliers gained through your employment with Bolton Hospice is confidential. Disclosure to any unauthorised person is a serious disciplinary offence.

Infection Control

Prevent spread of infection. Comply with policies and procedures for correct disposal of waste, sharps and soiled linen.

Training

Managers are required to take responsibility for their own and their staff's development. All employees have a duty to attend training as required by the Hospice.

Safeguarding Vulnerable People (Children and Adults)

All employees have a responsibility to protect and safeguard vulnerable people (children and adults). They must be aware of child and adult protection procedures and who to contact within the Hospice for further advice. All employees are required to attend safeguarding awareness training and to undertake additional training appropriate to their role.

Disclosure & Barring Service Check

This post is subject to a Disclosure & Barring Service check.

Valuing Equality and Diversity

All hospice staff should carry out their duties in accordance with the values and principles of our Equality and Diversity strategy. It is the responsibility of all employees to support the hospice commitment to do all we can to ensure we do not exclude, alienate or discriminate in any way and to promote a positive attitude to equality and diversity in adherence to our Equality and Diversity policy.

The range of duties and responsibilities outlined above are indicative only and are intended to give a broad flavour of the range and type of duties that will be allocated. They are subject to modification in the light of changing service demands and the development requirements of the post holder.

This job description is an outline of the main responsibilities. It will be subject to periodic review and amendment.

| | | | |
|---------------------|--|-------|--|
| Employee Name: | | | |
| Employee Signature: | | Date: | |

| | | | |
|--------------------|--|-------|--|
| Manager Name: | | | |
| Manager Signature: | | Date: | |

PERSON SPECIFICATION

| | |
|--------------------|---|
| Job Title: | Fundraiser - Individual Giving & Trusts Lead |
| Department: | Income Generation & Communications |
| Grade: | Admin 3 |

The person specification sets out the qualifications, experience, skills, knowledge and personal attributes which the post holder requires to perform the job to a satisfactory level.

| | ESSENTIAL | DESIRABLE | METHOD OF ASSESSMENT |
|-----------------------|--|---|-----------------------------------|
| QUALIFICATIONS | Educated to GCSE level or equivalent. | Educated to degree level or with equivalent experience. Member of the Institute of Fundraising. Institute of Fundraising qualification. | Application Form Certification |
| EXPERIENCE | Previous experience working within a fundraising, marketing or relationship management role. | Experience of working to and achieving financial targets. Experience of working with volunteers. Experience of working within an individual giving, trust fundraising or donor development role. Experience of working with bereaved or otherwise vulnerable people. | Application Form Interview |
| SKILLS | Excellent interpersonal and relationship-building skills. Excellent written and verbal communication skills – able to communicate effectively at different levels and write persuasively. Excellent organisational skills. Excellent research skills. Strong attention to detail and accuracy. | Negotiation skills. Copywriting skills. Analytical skills. | Application Form Interview |
| KNOWLEDGE | Highly computer literate - Microsoft Office packages. | Knowledge of the Bolton area. Knowledge of data protection legislation in relation to fundraising, and fundraising regulation / codes of practice. Working knowledge of fundraising databases / CRM systems. | Application Form Interview |

Continued overleaf...

| | ESSENTIAL | DESIRABLE | METHOD OF ASSESSMENT |
|-----------------------------------|--|--|--|
| <i>PERSONAL ATTRIBUTES</i> | <p>Self-motivated and able to use initiative.</p> <p>Strong teamwork ethic.</p> <p>Able to plan, manage and prioritise own workload, and work on a number of projects simultaneously.</p> <p>Able to work under pressure and to deadlines.</p> <p>A full driving licence and access to a vehicle insured for business use.</p> <p>A commitment to the vision and values of Bolton Hospice.</p> | <p>Commitment to continuous professional development.</p> <p>Willingness to work very occasional evenings and weekends to fulfil the requirements of the post.</p> | <p>Application Form</p> <p>Interview</p> |