

JOB DESCRIPTION

Job Details:	
Job Title:	Individual Giving Fundraiser
Grade:	Band 5
Department:	Fundraising
Directorate:	Marketing & Engagement
Reporting to:	Head of Fundraising Engagement
Responsible for:	Fundraising volunteers as needed
Location	All flexibility considered

Job Summary / Main Purpose:

As part of the Fundraising Engagement Team, you will be responsible for the development, implementation & delivery of a wide ranging and diverse individual giving portfolio.

In line with the strategy set by the Head of Fundraising Engagement you will play a major part in ensuring we continue to achieve our team vision - "To create powerful, purposeful and relevant engagement that increases income"

We are a data led team and you will use data insight and evaluation to help drive both our campaigns and ongoing activity, but also, our supporter stewardship and experience to maximise lifetime value.

You will be responsible for the continued growth of our programme of appeals, new approaches to regular giving and prompted online giving, as well as our outsourced Hospice Lottery product.

You will be responsible for delivering a new digital strategy for Individual Giving, with a keen interest on the potential for maximising this area of continued development.

Principal Responsibilities:

- Be the first point for contact for our partner Local Hospice Lottery, in the delivery of our lottery product, monitoring activity, sharing reports and proactively leading the development of approaches to maintain growth from our current £500k+ base, with support from Head of Fundraising Engagement as appropriate.
- Develop and deliver a programme of Direct Mail and Online cash appeals that provide a stable and growing income stream for the charity, personally ensuring both analytic and creative approaches and liaising with internal teams and external suppliers as required.
- Develop and grow our Individual Giving digital offer across the full portfolio of appeals and activities.
- Work with the Brand Communications Team to deliver a programme of continually evolving communications for existing supporters which help deepen engagement with our work and maximise lifetime value
- Support the Head of Fundraising Engagement in reviewing the performance of current activities across DH's Individual Giving portfolio, offering detailed understanding of internal and external insight and working with the team to assess new opportunities and realising that potential
- Support the Head of Fundraising Engagement to develop and diversify our fundraising portfolio by testing and opening up new individual fundraising streams (e.g. monthly giving and subscription products). Help balance the adoption of tried and tested approaches with innovation to make them our own or where best practice examples are not available
- Support proactive approaches to secure new supporters in all sectors and grow the lifetime value of supporters.
- Work closely with the Supporter Care Team to ensure the supporter experience exceeds expectations, briefing and inspiring them about forthcoming activities and working collaboratively to resolve issues and improve processes
- Undertake administrative, data input and process and fulfilment tasks as required to maintain timely delivery of supporter communications
- To work alongside the Head of Fundraising Engagement in keeping informed and up to date with all new and existing fundraising regulations and legislation

- Maintain and monitor agreed KPIs, to include reforecasting as requested and benchmarking team performance against competitors and sector averages, metrics and ratios.
- Develop a growing understanding of our supporters and apply this to the development of future individual giving approaches

Special Note

This job description does not form a part of the contract of employment but indicates how that contract should be performed. The job description will be subject to amendment in the light of experience and in consultation with the post holder.

No Smoking Policy

Dorothy House operates a No Smoking Policy for all staff, volunteers and visitors in relation to promoting health. It applies to the Hospice premises and grounds at Winsley, all Dorothy House shops and when staff are on duty in patients' homes.

Confidentiality

All of the work relating to patients, carers, donors, staff and volunteers and any other information gained are of a confidential nature and must not be communicated to other persons except in the course of duty.

Health and Safety at Work Act

It is the responsibility of all employees to ensure that the requirements of the Health and Safety at Work Act are complied with safe working practices are adhered to and that hazards are observed and reported to the appropriate office.

Safeguarding

Dorothy House is committed to promoting the wellbeing of all adults and children who use our services, ensuring that they live a life that is free from harm, abuse and neglect. We work in an open and transparent way and encourage staff, volunteers, patients and families to raise any safeguarding concerns. All staff should ensure that they are aware of their responsibilities and attend the mandatory training as required.

Person Specification

Criteria	Essential	Desirable
Direct Marketing Experience	Y	
Excellent Analytical Skills	Y	
Understanding of IG fundraising market	Y	
Marketing Knowledge	Y	
Confident Communicator & Presenter		Y
Creative Thinker	Y	
Microsoft Excel, Powerpoint & Word	Y	