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| **Employee Specification – Senior Fundraiser**  **(Individual Giving)** |  |

St Gemma’s Hospice is an equal opportunities employer and endeavours to recruit the best person for each vacancy regardless of gender, race, religion or belief, age, sexual orientation, disability or any other factor irrelevant to the ability to do the job. Employees are required to follow the Personnel policies and procedures supporting recruitment and selection.

| **Key skills, knowledge and competencies** | **Essential** | **Desirable** |
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| An ability to plan, schedule and prioritise a very diverse workload and assist others in doing the same. | ✓ |  |
| Experience of delivering the highest quality supporter care and communications. | ✓ |  |
| Experience of using internal performance data and insight to inform future plans | ✓ |  |
| Well-developed inter-personal skills and the ability to empathise and interact with the bereaved and other supporters of the Hospice. | ✓ |  |
| Experience of relationship management and/or fundraising | ✓ |  |
| Excellent written and communication skills with the power to persuade, motivate and inspire whilst also delivering clear, concise messages. | ✓ |  |
| Experience of working towards and achieving financial and/or time related targets | ✓ |  |
| Ability to question business as usual ways of working and proactively suggest and implement improvements. | ✓ |  |
| Excellent IT skills including proficient use of Microsoft office programmes | ✓ |  |
| An understanding of how GDPR principles apply to individual giving, particularly where legitimate interest and contact preferences are concerned. |  |  |
| Experience of planning, implementing and evaluating Individual Giving campaigns across a wide range of media |  |  |
| Experience of Individual Giving Fundraising |  | ✓ |
| Experience and knowledge of a client/supporter database to input and analyse data and trends |  | ✓ |
| Ability to drive and use of a car |  | ✓ |