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| Role Profile  Senior Fundraiser (In Memory and Legacies) | | Logo-black |
| **Reports to:** | **Head of Individual Giving** | |
| **Accountable to:** | **Director of Income Generation** | |

**Direct reports: Fundraiser (In Memory and Legacies)**

Main purpose of the post

As Senior Fundraiser (In Memory and Legacies) you will raise funds for St Gemma’s Hospice through the effective development and management of fundraising appeals and initiatives aimed at supporters who make donations in memory.

You will be responsible for attracting new In Memory supporters, increasing overall income and to retain existing supporters. You also will take the lead on building relationships with these key supporters, delivering excellent supporter care.

Working with the wider Supporter Engagement team, you will help to promote legacies to our in memory supporters, answering any queries they may have.

You will line manage the Fundraiser (In Memory and Legacies) ensuring that they are fully supported to deliver on their objectives, KPI’s and income targets.

1. Key responsibilities
   1. Manage a challenging income and expenditure budget for In Memory Giving.
   2. Plan, develop, deliver and review our In Memory offering/promotion in line with objectives agreed with the Head of Individual Giving.
   3. Work with the Head of Individual Giving on the In Memory giving strategy to increase engagement and income. This will include exploring, researching and developing new methods of engaging supporters and building relationships between them and the Hospice, keeping pace with, or ahead of, the marketplace.
   4. Oversee the delivery of multiple appeals and initiatives aimed at In Memory and Legacy prospects, using a variety of channels (including digital, direct mail, telephone and events) from planning through to post-appeal analysis. Ensure that a programme of testing is included in every campaign to maximise potential results and successfully acquire new supporters.
   5. Develop and manage digital fundraising initiatives for In Memory Giving, including our ‘tribute funds’ site for supporters who would like to engage with us across several income streams.
   6. Analyse financial and non-financial performance of initiatives and appeals, including spotting trends, issues, and opportunities and amending future campaign plans in line with these.
   7. Develop and deliver In Memory and Legacy workshops for teams across the Hospice who have contact with the next of kin and other family members and friends, to help raise awareness of different ways to support the Hospice.
   8. Work closely with other teams such as bereavement, spiritual care and clinical teams when developing new In Memory initiatives or ideas.
   9. Develop and lead on new ways to integrate In Memory Giving into all teams across Income Generation. This will include implementing processes for teams to use in order to gather data and insight into in memory supporters, as well as developing materials such as ‘in memory fundraising packs’ for event participants or community supporters.
   10. Review existing processes to see where improvements can be made.
   11. Manage the relationship with Legacy Foresight and lead on our participation in the annual In Memory and Legacy Insight Projects.
   12. Organise annual In Memory fundraising and thank you events to keep supporters up to date with Hospice developments and show them the impact that their support has on patients and families being cared for by the Hospice.
2. Supporter Experience and Insight
   1. Ensure supporters are appropriately thanked to build on their loyalty and commitment to St Gemma’s.
   2. Regularly review communications with In Memory and legacy supporters and ask for feedback on ways in which we can improve.
   3. Implement effective supporter journeys to build relationships with new supporters and maximise lifetime value.
   4. Develop audience insight-led initiatives and ideas designed to improve experience, grow engagement and increase donations.
   5. Continuously horizon scan for fundraising trends and use external learning to benefit activity.
   6. Develop and report on KPI’s, including non-financial measures.
3. Management and Development
   1. Line manage the Fundraiser (In Memory and Legacies) through regular 1-1 meetings, support with personal development, performance review and coaching, enabling them to meet and exceed their performance objectives.
   2. Offer support and guidance to the Fundraiser (In Memory and Legacies) to ensure that all initiatives and appeals perform well, while also focusing on longer term planning and lifetime value of supporters.
   3. Develop and monitor KPIs for In Memory and Legacy Giving and provide regular analysis of performance.
4. Cross Team Working, Compliance and Reporting
   1. Working with the Supporter Care Manager and other Finance and Administration staff, contribute to the maintenance of the donor database, ensuring that all records are fully and accurately maintained and that new contacts are added on a regular and timely basis.

### Be aware of the overall activities of the Hospice and occasionally provide informed speeches and presentations to the local community and represent the Hospice at functions when required. Occasionally represent the Hospice at seminars, conferences and networking initiatives to build up awareness and increase income.

* 1. Work collaboratively with colleagues across the Income Generation department to assist in maximising income and support for the Hospice from all sources. Assist with department fundraising activities as required and attend Hospice and public initiatives.
  2. Provide the Head of Individual Giving with regular activity reports and attend 1:1 and group meetings.
  3. Develop knowledge of best practice in standards in the sector and commercial environments.
  4. Ensure all fundraising activity complies with St Gemma’s Hospice policies and procedures and also the legislative requirements of fundraising, including the Code of Fundraising Practice, Charity Commission requirements, the Charities Act, the Data Protection Act and GDPR.
  5. Ensure the security of Hospice donations at all times and supply accurate supporting documentation to the Finance Department for processing. Ensure swift acknowledgment of contributions and work to ensure that all donations are given in as tax effective way as possible.
  6. Provide information and articles for Hospice publications, e.g. newsletter, bulletin and social media as well as external publications.
  7. Maintain and develop good relationships with all Hospice volunteers.

**VALUES AND BEHAVIOURS**

St Gemma’s has a set of values and behaviours to improve the experience for our patients and our staff. This means that in undertaking this role the post holder is expected at all times to behave in a way that demonstrates commitment to the delivery of thoughtful care to all and continual improvement in line with the values detailed below.

**Caring** – Treating each person with kindness, empathy, compassion and respect.

**Aspiring** – continually learning and developing; striving for excellence in everything we do

**Professional** – Delivering high standards through team work, a skilled workforce and good governance.

**GENERAL DUTIES AND RESPONSIBILITIES**

All St Gemma’s employees are required to abide by the Health and Safety at Work Act, attend annual mandatory training sessions and ensure that they comply with Hospice policies and procedures at all times.

Employees must demonstrate commitment to their own personal development and are required to make a positive contribution to fundraising and raising the profile of the Hospice locally and nationally.

Strict confidentiality applying to all aspects of Hospice business must be observed at all times.

*This role profile is not exhaustive and it will be subject to periodic review. The post holder may be required to perform any other duties as may be deemed reasonable.*