|  |  |  |
| --- | --- | --- |
| Role Profile - Senior Fundraiser  (Individual Giving) | | Logo-black |
| **Reports to:** | **Head of Supporter Engagement** | |
| **Accountable to:** | **Director of Income Generation** | |

**Main purpose of post**

As Senior Fundraiser (Individual Giving) you will be responsible for managing and delivering donor retention and acquisition appeals and campaigns. You will also be responsible for the development and growth of our successful regular giving and lottery programmes.

You will deliver high-level engagement and develop supporter journey experiences to increase the commitment and loyalty of donors; increasing the potential lifetime value of gifts.

Working closely with the Marketing and Comms Team you will develop creative appeals and eye-catching marketing materials that will inspire and motivate people to support St Gemma’s. You will use effective storytelling and innovative ideas to increase Individual Giving income.

**Regular Giving (Direct Debits and Standing Orders)**

* 1. Implementation and management of Individual Giving Acquisition and Retention campaigns including planning and scheduling campaign strategies with oversight from the Head of Supporter Engagement.
  2. Manage and ensure the effective administration of existing regular giving, including conducting monthly direct debit claims, in order to reach the annual budget.
  3. Develop and promote regular giving initiatives to attract new donors, including promoting paperless direct debits.
  4. Working with the Head of Supporter Engagement and Supporter Care Manager contribute to maximising the potential of the database, segmenting and targeting supporters who have the potential to give regularly or at a mid-range level. Identify and target in memory donors who have the potential to become regular, and/or mid-range donors.
  5. Liaise with internal and external stakeholders including agency management - building strong relationships and providing all required information for the successful delivery of campaigns and strategies.
  6. Plan to convert, retain and develop donors to deliver strong supporter engagement and income growth

1. **Regular Giving (Local Hospice Lottery)**
   1. Manage the relationship with Local Hospice Lottery to ensure that we are on track with plans and that all opportunities are being maximised.
   2. Analyse the numbers of new players, cancellations etc; taking action when necessary.
   3. Work closely with LHL when working on new regular giving initiatives to decide which approach is best for different audiences.
   4. Plan in a programme of marketing using St Gemma’s internal opportunities.
2. **Direct Marketing and Cash Appeals**
   1. Develop and deliver effective campaigns to successfully acquire new supporters in line with overall Individual Giving strategy, meeting objectives, ensuring a programme of testing is included in every campaign and growing the supporter base for St Gemma’s Hospice.
   2. Working with the Head of Supporter Engagement and other colleagues manage, develop and promote direct mail campaigns.
   3. Working with the Head of Supporter Engagement and other colleagues develop, manage and promote one-off cash appeals via the Hospice Newsletter and solus mailings.
   4. Develop, manage and promote online appeals such as Giving Tuesday.
   5. To carry out research through a range of sources, including the Internet, Intranet, publications and other external contacts, including other charities, in order to obtain relevant information that can contribute to proposals, mailings, applications, donor strategies and fundraising communications.
   6. Use supporter insight, data, and external trend analysis to spot opportunities for income growth or development.
   7. Work with colleagues in Marketing & Communications to develop engaging case studies and stories of patients and their families for use in acquisition campaigns.
   8. Devise inspirational and exciting ways to demonstrate the impact of donations on the lives of beneficiaries and ensure that timely and appropriate updates are provided to key supporters regarding the Hospice’s current activities and impact.
3. 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 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.
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.
   2. Be aware of the overall activities of the Hospice and provide informed speeches and presentations to the local community and represent the Hospice at functions when required. Represent the Hospice at seminars, conferences and networking events to build up awareness and increase income.
   3. Work collaboratively with colleagues across the Income Generation department in order to assist in maximising income and support for the Hospice from all sources.Assist with department fundraising activities as required, attend Hospice and public events and support the Hospice within the community.
   4. Provide the Head of Supporter Engagement with regular activity reports and attend 1:1 and group meetings.
   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 and social media as well as external publications.
   7. Work closely with the Marketing and Communications Team on promotions, publicity, public relations and advertising in relation to regular giving and one-off appeals. Manage the production and booking of all marketing, PR and other promotional activity for the initiatives included in the role.
   8. Maintain and develop good relationships with Hospice volunteers.
   9. 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. **St Gemma’s Hospice employee responsibilities**
   1. 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.
   2. Employees must demonstrate commitment to their own personal development and are required to make a positive contribution to Income Generation and raising the profile of the Hospice locally and nationally.
   3. Strict confidentiality applying to all aspects of Hospice business must be observed at all times.

**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.

***This Role Profile is not exhaustive. It will be subject to periodic review and may be amended following discussion between the postholder and employer.***