



Job Description

Job title:	Individual Giving and Supporter Care Team Manager
Department:	Income Generation
Reporting to:	Head of Fundraising
Responsible for:	We are seeking a dynamic and experienced Individual Giving & Supporter Care Team Manager to lead the development and delivery of our Individual Giving & Supporter Care programme, to regular giving and lottery, direct mail appeals, introduce an annual supporter appreciation campaign, legacy and in-memory income, income processing and ensuring that our supporters are being looked after in the best possible way.
Role summary:	
To lead the Individual Giving team to maximise income from campaigns, including Lottery, Direct Mails and regular giving. This role is responsible for creating an innovative and ambitious calendar of campaigns, with a focus on enhancing supporter engagement and supporter journeys. This role is also responsible for creating, implementing and overseeing a sustainable legacy and in memory fundraising strategy in order to maximise these vital income streams.	
Organisation summary	
Barnsley Hospice is a charity that provides specialist palliative and end of life care to hundreds of local people and those close to them each year. Our main priority is to achieve the best possible quality of life for people living with a life-limiting illness, whilst supporting those close to them during the period of illness and bereavement. As a specialist care provider, the range of skills we offer include, pain and symptom management, emotional support and end of life care. The hospice currently employs about 100 people and has a team of volunteers, based both at the hospice and within our Retail Hub. We are committed to Equality, Diversity & Inclusion in all that we do and welcome applications from all sections of the community. We particularly welcome applications from Black, Asian and minority ethnic candidates, LGBTQIA+ candidates and candidates with disabilities because we are committed to increasing the representation of these groups at Barnsley Hospice.	
Key duties & responsibilities	
1. To lead, manage and inspire the Individual Giving Team, by undertaking regular one-to-ones, appraisals and performance reviews of any team members, to ensure they meet their SMART objectives and income targets 2. To report monthly on Individual Giving income and expenditure to the Head of Fundraising, providing commentary and mitigation plans as required.	



3. To lead and manage a selection of fundraising campaigns to achieve and exceed set KPIs.
4. To continually develop all campaign product supporter journeys to ensure they improve supporter retention rates & improve repeat gift rates.
5. To develop and implement the Individual Giving fundraising campaign strategy which enables Barnsley Hospice to meet its strategic objectives.
6. Utilise our CRM database, create and edit records, manage mailings, record communications, produce reports and extract information as and when required.
7. To use the CRM to accurately report the success and learnings of all campaigns.
8. To lead on the implementation of the In Memory and Legacy strategy.
9. Maintain strong working relationships with all third party contacts, including Lottery and Direct Mail providers.
10. Lead the Barnsley Hospice lottery through transformational growth with a focus on retention and compliance.

Other Responsibilities:

1. To undertake any other duties, commensurate with the role as required by the Hospice.
2. To act as an ambassador of the Hospice, maintaining honesty, integrity and trustworthiness at all times.
3. The post holder will be expected to maintain strict confidentiality at all times.
4. The post holder will ensure that they are aware of and apply health and safety and fire precautions.
5. The post holder will ensure that clinical risk management and safeguarding procedures and relevant good practice guidelines are followed at all times.
6. The post holder is to ensure data protection is maintained at all times.
7. The post holder will be flexible in terms of working hours in order to meet service needs.
8. The post holder will support the Hospice as required, across the range of duties as appropriate within the grading of this post. In the context of rapid and ongoing change within the Hospice, the above responsibilities represent the current priorities and requirements for the post. These priorities will develop and evolve over time. Any significant changes will be the subject of full communication and consultation with the post holder.

Person Specification

Job title:	Individual Fundraising and Supporter Care Team Manager
Department:	Income Generation
Reporting to:	Head of Fundraising
Responsible for:	The role is responsible for setting direction, prioritising activity, and leading performance to deliver a focused, high-quality programme that builds sustainable income and long-term community support for the hospice.
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also responsible for creating, implementing and overseeing a sustainable legacy and in memory fundraising strategy in order to maximise these vital income streams.

Qualifications	Essential	• GCSE's (Grade A to C) or equivalent in English and Maths • Full UK driving licence and access to vehicle for business use
	Desirable	• Evidence of further education in this field
Experience	Essential	• Demonstrable experience of working in Individual Giving charitable fundraising role with strong understanding of campaigns including lottery, regular giving and direct mails. • Experience of leading teams through growth and change • Experience of producing budgets and strong financial management skills
	Desirable	• Demonstrable experience of working legacies
Knowledge and Skills	Essential	• An ability to manage and prioritise a number of relationships, working to deadlines and agreed targets • Strong people leadership skills • Excellent writing skills with a demonstrable commitment to high standards of presentation • Current knowledge of fundraising trends, and current fundraising legislation and regulation. • Excellent IT skills including advanced CRM analytical skills • A willingness and ability to operate in an open, honest, flexible way and at ease with being accountable
Personal qualities	Essential	• Proactive and willing to take ownership of tasks • Positive and flexible approach • Commitment to delivering excellent supporter experience • Passion for the work of the hospice • Willingness to work occasional evenings and weekends • Ability to travel locally where required • Act as an ambassador for Barnsley Hospice at all times

This job description is not an exhaustive list but it shows many of the aspects to this role.