

Job Description

Job title:	Individual Giving Manager
Department:	Fundraising
Responsible for:	To generate funds for Barnsley Hospice through Individual Giving, legacy promotion and management
Reporting to:	Fundraising Manager
Role summary:	
<p>The post-holder will be an experienced Individual Giving fundraiser who will develop and deliver Barnsley Hospice's Individual Giving programme, increasing the value and length of support from existing and new supporters across a range of in-person, print and digital channels. The Individual Giving Manager will be responsible for acquisition campaigns including direct mail appeals and regular giving retention. The post holder will maximise In Memory giving and test new fundraising products and supporter journeys.</p>	
Organisation summary	
<p>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.</p> <p>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.</p>	

Key duties & responsibilities

- Developing and implementing a multi-channel Individual Giving programme.
- Analysing and segmenting the charity's supporter base, developing appropriate supporter journeys and propositions, and the effective use of supporter data for campaign purposes.
- Developing a pipeline of legacy giving, introducing legacy- specific materials, campaigns and messaging.
- Working with Marketing and Comms to create all aspects of appeals, from creative brief, copywriting, print & fulfilment management through to digital promotional and thanking
- Monitoring campaign effectiveness and producing regular reporting on performance against self-set targets.
- Preparing, testing, and delivering supporter journeys for new and existing supporters that promote retention and increase value.
- Developing effective systems for organisational relationship management.
- Collaborating with the Fundraising manager and Fundraising Team in the creation, development and delivery of the promotion of legacies and campaigns within the fundraising business plan and long-term strategy.
- Ensuring accurate financial data and information is compiled and available in reports as required by the fundraising manager.

Marketing

- To work with the Marketing department as required ensuring that fundraising activities are widely promoted in line with Barnsley Hospice brand guidelines.
- To market campaigns and legacies through a wide-range of offline and online channels.

General Responsibilities

- To undertake detailed and accurate research to support fundraising activities.
- To ensure that all records on the database are accurate, developed and maintained according to the Barnsley Hospice Information Governance procedures.
- To ensure all fundraising activity complies with all relevant legislation, codes of conduct and adheres to best practice.
- To ensure that all monies are accounted for and handled in accordance with Barnsley Hospice Cash Handling policy.

Other Responsibilities:

- To act as an ambassador of the Hospice, maintaining honesty, integrity and trustworthiness at all times.
- The post holder will be expected to maintain strict confidentiality at all times.
- The post holder will ensure that they are aware of and apply health and safety and fire precautions across the practice.
- The post holder is to ensure data protection is maintained at all times.
- The post holder will be flexible in terms of working hours in order to meet service needs.
- The post holder will support the Hospice as required, across the range of his/her 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 Giving and In Memory Manager
Department:	Fundraising
Reporting to:	Fundraising Manager
	To generate funds for Barnsley Hospice through Grants & Trusts applications, with a focus on legacy promotion
Role summary:	
<p>The post-holder will be an experienced Individual Giving fundraiser who will develop and deliver Barnsley Hospice's Individual Giving programme, increasing the value and length of support from existing and new supporters across a range of in-person, print and digital channels. The Individual Giving Manager will be responsible for acquisition campaigns including direct mail appeals and regular giving retention. The post holder will maximise In Memory giving and test new fundraising products and supporter journeys.</p>	

Qualifications	Essential	<ul style="list-style-type: none"> Educated to degree level or equivalent experience
	Desirable	<ul style="list-style-type: none"> A relevant fundraising qualification
Experience	Essential	<ul style="list-style-type: none"> At least three years' experience in an Individual Giving role, with legacy experience. Proven record of successful campaign fundraising. Demonstrable ability to develop and refine supporter engagement and data. Experience of data management within a CRM. Experience of legacy campaign management. Working within a charitable environment.
Skills and Competencies		<ul style="list-style-type: none"> Excellent written skills. High standard of computer literacy (Excel, Word, Power Point, Outlook, databases). Meticulous attention to detail. Demonstrable ability to plan and prioritise own workload with minimum supervision. Excellent communication skills required to build relationships. Ability to demonstrate initiative and work well under pressure. Ability to understand budgets.

		<ul style="list-style-type: none"> • Ability to plan ahead and work within agreed timeframes. • Willingness to work occasional evenings and weekends as required.
	Desirable	<ul style="list-style-type: none"> • Experience of working with a database, preferably Donorflex.
Knowledge and Skills	Essential	<ul style="list-style-type: none"> • Excellent written and verbal communication skills • High level of attention to detail. • Well-developed verbal and written communication skills. • Exceptional organisational skills with the ability to prioritise tasks, manage workloads and meet deadlines. • Skilled in developing and growing income streams.
Personal qualities	Essential	<ul style="list-style-type: none"> • Target and results- driven. • Proactive. • Team-player. • Professional and approachable with strong interpersonal skills. • High level of commitment to the Hospice and its mission. • Full driving licence and use of own car, willing to travel as necessary to meet the needs of the role.
	Desirable	