



ellenor.^x
hospice care in your home or ours

Job Description

Senior Individual Giving Officer

ellenor.org



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Registered Charity No: 1121561

[@ellenorcharity](https://www.instagram.com/ellenorcharity)



Job Title: Senior Individual Giving Officer

Department: Income Generation

Contract Terms: 37.5 Hours Per Week

Salary: £26,761 – £30,094 (dependant on experience)

Location: ellenor, Gravesend, DA11 7HQ and Hybrid working.

Responsible To: Individual Giving Manager

Accountable To: Director of Income Generation

Manages: Individual Giving Officer

About

Us: ellenor is a Hospice charity in Gravesend supporting a core population of 270,000 people in North Kent and Bexley including over 45,000 adults aged 65 and above. Our Children's services extend to Bexley covering a population of around 250,000.

The organisation has an In-patient Ward, at the Hospice in Northfleet. The service also has adult, children and young people's community services and a range of out-patient and wellbeing services all supported and delivered through a multi-disciplinary team (MDT).

Our non-clinical teams play an essential role in supporting our charity. From our fundraising and supporter care team to our retail shops and warehouse operations, they help raise vital funds to further our mission. Our office teams ensure the smooth running of all departments, providing invaluable support to both staff and volunteers.

Our Vision: We are dedicated to enabling every person we support to have a seamless and personal experience, that meets their needs and wishes.

Our Mission: We are respecting patients' dignity and independence, providing quality care and supporting them and their families to live with life limiting illnesses in their homes or our Hospice.

Our Values: We are inclusive, we are caring, we are focused.



Scope and Job Purpose:

The postholder will build strong relationships within the community we serve, be a collaborative team player, and contribute to growing and developing ellenor's diverse Individual Giving programme.

Working closely with the Individual Giving Manager, the Senior Individual Giving Officer will lead several key fundraising activities. While the Individual Giving Manager holds overall budget responsibility, the postholder will work towards income targets and lead on cash appeals, raffles, and the in-memoriam appeal. They will also support the acquisition and retention of our valued lottery players and regular donors, ensuring fundraising asks and supporter journeys are well-timed and tailored to different audiences.

As this role involves line management of the Individual Giving Officer, the ideal candidate will welcome the opportunity to lead and support others, providing coaching, mentoring, and fostering a positive and collaborative work environment.



Main Duties and Responsibilities:

- Lead donor recruitment and development campaigns across print and digital, aligned with strategy, budget, and deadlines.
- Assist the Individual Giving Manager in planning and delivering the annual programme, including project management and recommendations.
- Coordinate daily with internal teams and external suppliers, from brief to final delivery.
- Monitor and report on campaign KPIs to guide planning and improve results.
- Support budgeting and reforecasting for the Individual Giving programme.
- Manage existing initiatives (e.g., appeals, in-memory) to maximise donor income.
- Deliver stewardship activities through mailings and digital engagement.
- Plan and run integrated direct marketing campaigns.
- Set and track KPIs, using data to optimise performance.
- Support donor phone campaigns (retention, upgrades, reactivation).
- Prepare data briefs for segmentation and collaboration.
- Lead key campaigns like the annual "Lights of Love."
- Develop campaign project plans with milestones and resource needs.
- Communicate with supporters via email and phone professionally and empathetically.
- Line manage the Individual Giving Officer, providing direction, objectives, and regular reviews.



Team Collaboration:

- Work with the Marketing and Communications team to develop and sign off messaging and marketing collateral.
- Liaise with co-workers within Income Generation where there are areas of crossover within areas of work and supporters.
- Acting as the first point of contact for face-to-face fundraising queries and donations within the hospice, as part of a shared rota.
- Manage the briefing and liaise with the supporter care team and Data and Insight officer to deliver complex and accurate data selections and reporting requirements.



Reporting and Insight:

- Provide regular reports driven by data to the Individual Giving Manager.
- Help identify opportunities to improve the donor journey using data insights to always ensure exemplary stewardship.
- Conduct assessments and evaluations on appeals, campaigns, etc, to continually monitor, review and improve our supporter engagement and retention.



Management and Leadership:

- Manage, support and lead the Individual Giving Officer, setting objectives and conducting regular reviews and appraisals.
- Work in partnership with other areas of fundraising to maximise the total lifetime fundraising potential of supporters, and awareness opportunities for **ellenor**.
- Drive innovation and stay up-to-date on sector trends, using this information to inform the development of projects.
- Work proactively to build positive, supportive and effective working relationships with colleagues across the team as well as within our donor community.

Development, Education and Training:

- Undertake mandatory training as ellenor requires and participate in appropriate education, learning and development.
- Undertake an appraisal annually and, through self-development, continuously update and improve knowledge and competencies.
- Co-operate fully, introducing any new technology and new methods of working as appropriate.
- Take on any other duties that may be reasonably requested.
- Actively contribute to a culture of resourcefulness and best practice to make the best use of time, skills and expenditure.

Governance:

- Always follow relevant governing bodies, including GDPR compliance. Keeping up to date on key trends and best practices.
- Maintain confidentiality of all information acquired. This includes supporters, patients, carers, staff, and volunteers.
- Take responsibility for staying up to date with current ellenor policies and procedures, adhering to these, and being aware of the guidelines stated in the staff handbook.
- Work with the Supporter Care Team to maintain high-quality data on the Donorflex database, ensuring information is collected and recorded in accordance with the requirements of the Data Protection Act. where possible.
- Work with the Supporter Care team and the Individual Giving Manager to identify the appropriate prospect segments for different campaigns.
- Ensure that we follow all regulations regarding Data handling and processing.

Health and Safety:

- The post holder has the responsibility to take reasonable care of themselves and others in relation to managing risk, health and safety and will be required to work within the appropriate policies and procedures. This job description is not intended to be restrictive but is an outline of the main duties. The job description will be reviewed periodically to consider developments in the organisation, department or role.

Person Specification:

(All criteria are essential unless stated otherwise)

Education / Qualifications:

- Educated to GCSE level or equivalent qualification, including Maths and English at Grade C or above.

Experience:

- Demonstrable experience in an Individual Giving or fundraising role.
- Proven experience in producing data-driven reports and insights for internal stakeholders.
- Experience in line management and leadership responsibilities.
- Proven experience in successful donor acquisition and direct marketing.
- Experience in devising and implementing campaigns, direct marketing copy and producing high-quality, successful marketing materials.
- Experience managing and maintaining accurate data or customer records.
- Experience of working within a charity, hospice or volunteer organisation (Desirable)
- Familiarity with data protection legislation and GDPR compliance in relation to personal data

Knowledge, Skills and Attributes:

- Able to work collaboratively as part of a team and independently when required, with good organisational and time management skills.
- A strong communicator with a solution-focused, collaborative approach
- Creative skills with the ability to tell compelling stories that connect emotionally with potential donors, showcasing the impact of their contributions.
- Build connections with a diverse range of people through exceptional interpersonal skills and empathy.
- Approach tasks with positivity and enthusiasm, inspiring others to get involved to achieve a positive relations environment.
- Strong administrative skills and ability to work independently.

