



JOB TITLE:	Individual Giving Officer
RESPONSIBLE TO:	Individual Giving Manager
SALARY:	£24,003
Location	Hospice in Gravesend (Flexible with WFH)
Hours of work:	Full Time – 37.5 hours per week Requirement to work evenings and weekends as necessary, with time off in lieu.

Role overview:

Supporting the Individual Giving team, the postholder will work to grow income from **ellenor's** Individual Giving, Lottery and In Memory fundraising programme.

Working closely with the Individual Giving Manager and Senior Individual Giving Officer, the role will deliver on a number of elements of **ellenor's** Individual Giving programme and fundraising activities, including regular giving, lottery, cash appeals, general donations, in memoriam giving and legacies, and to increase income from these sources.

The Individual Giving Officer will be responsible for delivering keys elements across the Individual Giving program with a focus around supporting the team's acquisition and development plans around Regular Giving and Lottery income streams and contribute to the annual income target.

Main duties and responsibilities:

Income Generation:

1. Play a measured role in achieving the team's annual targets agreed in areas of Individual Giving, In Memory, Regular Giving and Lottery Fundraising.
2. Support appropriate existing fundraising activities in Individual Giving in order to maximise returns from existing donor base e.g In Memory stewardship and Lottery retention.
3. Work with the Individual Giving team to evaluate and adapt the new strategy for increasing income across all individual giving streams and then implement it in a timely and to budget manner.
4. Work with the Senior and Individual Giving Manager to support the implementation of a stewardship programme including segmented and targeted communications and mailings.
5. Work collaboratively across fundraising, marketing and clinical teams to ensure appropriate stewardship and development of our supporters.

Fundraising responsibilities and financial management

1. Support the implementation of a Regular Giving stewardship plan for new and existing supporters to achieve and grow annual targets.
2. Work with the Senior Individual Giving Officer to deliver and execute the strategy for In-Memory and Legacy supporters.
3. Work with external agencies and canvassing companies where appropriate for acquisition and cash appeal projects.
4. Support all telephone fundraising campaigns, including retention, upgrade and reactivations.
5. Deliver excellent supporter care and relationship management for our supporters.
6. Assisting with the delivery of our Individual Giving events across all areas including Lights of Love and In Memory activities.
7. Support the Individual Giving Manager with the delivery of the annual campaign schedule.
8. Input into the development of creative communications to maximise lifetime value and continued financial support.

Data management

1. Work with the Supporter Care team and Database and Insights Manager 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.
2. Ensure that we follow all regulations regarding Data handling and processing.

General Responsibilities

1. To follow the Fundraising Regulator Code at all times.
2. To undertake mandatory training as required by **ellenor** and participate in appropriate education, learning and development.
3. Ensuring that all Health and Safety requirements, including risk assessments are carried out for all fundraising activities and **ellenor's** own events.
4. Maintain confidentiality of all information acquired. This includes supporters, patients, carers, staff and volunteers.
5. To undertake an appraisal annually and, through self-development, continuously update and improve knowledge and competencies.
6. To respect and guide all volunteers utilised in your area and to develop effective working relationships including, when requested by management, providing regular feedback on their performance.-
7. To take responsibility for being up to date with current policies and procedures and to adhere to these.
8. Co-operating fully in the introduction of any new technology and new methods of working as appropriate. Strive to have a high level of IT literacy.

9. To promote at all times **ellenor's** aims and values.
10. To be aware of guidelines stated in staff handbook and all relevant policies and procedures
11. Keeping up to date on key trends, best practice and fundraising law.
12. Any other duties that may be reasonably requested.

Person Specification for Individual Giving Fundraiser		
	Essential	Desirable
EDUCATION AND TRAINING		
Good standard of education to A Level Standard	X	
EXPERIENCE		
Demonstrable experience of Individual Giving or Direct Marketing in a Fundraising environment		X
Proven success of donor acquisition and development through Direct Marketing campaigns		X
Proven experience of devising and implementing campaigns to deliver results against agreed targets and objectives	X	
Experience of writing Direct Marketing appeal copy and working with creative teams to produce high quality, effective campaign materials		X
Experience of developing, documenting and supporting supporter journeys		X
Experience in working with a wide variety of contacts and maintaining relationships	X	
Experience in working to tight deadlines	X	
Experience in working with volunteers		X

Experience of creating data reports and analysis techniques		X
KNOWLEDGE AND SKILLS		
Knowledge of Individual Giving Fundraising methods and application	X	
Knowledge of CRM databases, ideally in a Fundraising environment	X	
Knowledge of the Fundraising sector, including the legal and best practice requirements relating to Direct Marketing and Fundraising.		X
Excellent analytic, interpersonal, organisational and administrative skills	X	
Excellent written and verbal communication skills	X	
Ability to co-ordinate a variety of tasks whilst working to agreed priorities and deadlines	X	
PERSONALITY AND DISPOSITION		
Highly motivated and can work well on their own or as part of a team	X	
Excellent organisational skills	X	
Positive and pro-active approach to tasks	X	
Self Motivator and able to motivate others	X	
A creative thinker and quick to respond to opportunities	X	
PHYSICAL REQUIREMENTS		
Driver with use of own vehicle		X
SPECIAL CIRCUMSTANCES		
Flexibility and a willingness to work evenings and weekends where appropriate		X