



JOB DESCRIPTION	
Job Title:	Individual Giving Fundraiser
Hours of Work:	Full time (37.5 hours)
Base:	Barnsley Hospice
Department:	Fundraising
Accountable To:	Individual Giving and Lottery Manager
Responsibilities:	<p>In this role, you will be responsible maximising income generated by the Hospice's campaigns within the region, including, Legacy, In Memory, Lottery and Regular Giving, in accordance with the relevant legislation.</p> <p>You will plan and deliver campaigns and events to raise awareness of Legacy, In Memory, Lottery and Regular Giving, with a focus on developing long lasting relationships and excellent supporter stewardship.</p>
Job Purpose:	<p>As the Individual Giving Fundraiser, you will develop and oversee a strong portfolio of fundraising campaigns, including Legacy, Regular Giving, Lottery and In Memory donations.</p> <p>You will also continually develop all campaign product supporter journeys to ensure they improve supporter retention rates &amp; improve repeat gift rates, ensuring supporters feel valued, informed and connected to Barnsley Hospice.</p> <p>You will work closely with Marketing to create compelling and compassionate campaigns, and ensure sensitive message is used throughout.</p>
Organisational 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 &amp; 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>
<b>Main Duties &amp; Responsibilities:</b>	
<b>Key Duties and responsibilities</b>	

## General

- To support delivery of our campaigns within the region, with a focus on Legacies. Regular Giving and In Memory donations.
- To work with the Individual Giving and Lottery Manager to develop new fundraising campaigns.
- To work with our Marketing team to develop and enhance the way we inspire our supporters to engage in our campaigns.
- To continually develop the supporter journeys of those engaging in our campaigns to improve the supporters experience and to maximise income.
- To grow the number of Legacy, Regular Givers, and In Memory supporters within Barnsley Hospice.
- To help create, implement and oversee a sustainable legacy and in memory fundraising strategy in order to maximise these vital income streams.
- To help create, implement and oversee a sustainable Regular Giving campaign.
- To develop and maintain the supporter journeys of those who donate to Barnsley Hospice.
- Work alongside the Individual Giving and Lottery Manager to implement strategies to maximize the lottery income.
- To work with our Care team to ensure we support all families who choose to fundraise in memory.
- To continually develop all campaign product supporter journeys to ensure they improve supporter retention rates & improve repeat gift rates.
- Utilise our CRM database, create and edit records, manage mailings, record communications, produce reports and extract information as and when required.
- Use the CRM to accurately report the success & learnings of all campaigns.
- Represent the hospice at community and networking events, and contribute to wider income generation activities.
- Represent Barnsley Hospice in the community and at business events which may also include networking, public speaking and presentations.
- Provide event support and help at large Barnsley Hospice events on occasions where required. This will require working outside of contracted hours.
- Take proactive measures to remain up-to-date on latest compliance requirements (such as the Code of Fundraising Practice) and ensure these are embedded across all practices.
- Support the Individual Giving and Lottery Manager to develop and update all relevant policies and standard operating procedures.
- Be an active and supportive member of the wider Income Generation team. Share insights, skills, and knowledge to enhance all income generation activities.

### **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.

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

<b>PERSON SPECIFICATION</b>	
<b>Knowledge and educational achievements:</b>	
<ul style="list-style-type: none"> <li>• GCSE (C or above) in English and in Maths – <b>essential</b></li> <li>• Good understanding of the legacy and gift in wills process in the UK - <b>essential</b></li> <li>• Full UK driving licence and access to vehicle for business use – <b>desirable</b></li> <li>• Fundraising Diploma or similar qualification (level 5 or above) – <b>desirable</b></li> </ul>	Application and interview
<b>Experience and work achievements:</b>	
<ul style="list-style-type: none"> <li>• At least 2 years' experience working in Individual Giving Fundraising or similar role – <b>essential</b></li> <li>• Proven track record of stewarding supporters and managing pledges - <b>essential</b></li> <li>• Used to working in a fast-paced, busy office environment – <b>essential</b></li> <li>• Exceptional written and verbal communication skills with the ability to tailor messaging to audiences – <b>essential</b></li> <li>• Proficiency in tailoring engagement tools to the preferences of legacy supporters, including letters, emails, phone - <b>essential</b></li> <li>• Experience providing great customer and supporter experience – <b>essential</b></li> <li>• Experience working with creative teams to create persuasive and impactful marketing assets - <b>essential</b></li> <li>• Experience creating SOPs and policies – <b>desirable</b></li> </ul>	Application and interview
<b>Skills and abilities:</b>	

<ul style="list-style-type: none"> <li>• Good working knowledge of Microsoft Office, including Word, Excel and PowerPoint – <b>essential</b></li> <li>• Sound understanding of relevant fundraising legislation – <b>essential</b></li> <li>• Ability to work to deadlines with competing priorities – <b>essential</b></li> <li>• Excellent organisational skills – <b>essential</b></li> <li>• A keen eye for detail and a thorough approach to all aspects of workload – <b>essential</b></li> <li>• Experience supporting with the marketing of campaigns and events – <b>essential</b></li> <li>• Proficient at analysing data and using it to make informed decisions – <b>essential</b></li> <li>• Knowledge of using fundraising CRMs – <b>desirable</b></li> </ul>	
<b>Personal attributes:</b>	
<ul style="list-style-type: none"> <li>• Friendly and helpful demeanour – <b>essential</b></li> <li>• Self-motivating and ability to work under pressure – <b>essential</b></li> <li>• Excellent interpersonal and communications skills – both written and verbal – <b>essential</b></li> <li>• Compassionate and understanding when dealing with supporters, other key stakeholders and team mates – <b>essential</b></li> <li>• Great team player and supportive colleague – <b>essential</b></li> <li>• Ambitious and innovative – <b>essential</b></li> <li>• Diligent and attentive - <b>essential</b></li> </ul>	Application and interview

<b>Our Values and Behaviours:</b>	
<p><b>Ambition:</b> <i>We aim high and look for ways to improve ourselves, our services, reach more people and play a leading role.</i></p> <ul style="list-style-type: none"> <li>• We set high standards for ourselves and the services we provide.</li> <li>• We seek every opportunity to learn: from our successes and our mistakes.</li> <li>• We take a flexible and creative approach when seeking opportunities and solutions.</li> </ul> <p><b>Collaboration:</b> <i>We are inclusive and work in partnership with others to achieve shared goals and get the best outcome possible.</i></p> <ul style="list-style-type: none"> <li>• We value diversity in its broadest sense and take meaningful action to create an inclusive environment.</li> <li>• We seek out and nurture partnerships so we can achieve more together.</li> <li>• We are welcoming and friendly.</li> </ul> <p><b>Compassion:</b> <i>We are caring and treat everyone with kindness and respect.</i></p> <ul style="list-style-type: none"> <li>• We show empathy and consideration towards others.</li> <li>• We are genuinely caring and respectful in our interactions with others.</li> <li>• We are generous with our time and attention, and value the people around us.</li> </ul> <p><b>Integrity:</b> <i>We are honest, communicate clearly and openly, and take responsibility.</i></p> <ul style="list-style-type: none"> <li>• We are open and honest with ourselves and others.</li> <li>• We are trustworthy and reliable and deliver on our promises.</li> <li>• We are professional and take our responsibilities seriously.</li> </ul>	<p>Assessment method – application form and interview</p>