

<b>Job Description</b>
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<b>Job Title</b>	Individual Giving Officer
<b>Salary Range</b>	£35k
<b>Location</b>	Hybrid 3 days a week at St Luke's Hospice, Kenton Road London HA3 0YG 2 days a week working from home
<b>Reporting to:</b>	Individual Giving Manager, Fundraising Team

### **St Luke's Hospice – Caring for Harrow and Brent**

St Luke's Hospice cares for people approaching the end of their life in Harrow and Brent. We aim to give the people we care for the best possible quality of life, every day. Supporting local people and their families is at the heart of what we do – focusing on what matters the most to them is at the centre of our care.

The care we give is free of charge, available to all, and respects the cultures, religions and beliefs in our richly diverse community. Our care is given with compassion and dignity and involves not just looking after the patient but also includes supporting the people closest to them.

The NHS funds 40% of the cost of St Luke's services, which means the care of 6 out of 10 of our patients is funded by our community making donations, taking part in events, supporting our shops and making gifts in wills. Our local community is a vital partner in our care, kindly supporting us through their donations and fundraising alongside the dedication of over 800 incredible volunteers who give us their time to support the best possible end of life care for local people.

#### **Job Purpose and scope**

To lead the delivery and optimisation of St Luke's cash, regular giving and lottery programmes, driving acquisition, retention and income growth within these defined income streams, under the strategic direction of the Individual Giving Manager. Implement and optimise supporter journeys for cash regular giving and lottery supporters in line with the agreed Individual Giving framework, ensuring coordinated stewardship across income streams. Lead the operational delivery of multi-channel campaigns for cash appeals, regular giving and lottery, including briefing, data selection, scheduling and performance tracking. Ensure accurate and timely recording of cash, regular giving and lottery supporter activity within the CRM, working collaboratively with Supporter Care to maintain data integrity. Support the development and implementation of tailored supporter journeys to core individual giving supporter groups to maximise average lifetime value, improve retention rates and deliver outstanding supporter experience.

## **Main Duties & Responsibilities**

### Acquisition

- To support the Individual Giving Manager in the delivery of day-to-day cash and regular giving appeals, lottery campaigns and digital activity for new and existing supporters.
- To support production of campaign briefs, timing plans and KPIs against agreed budgets, across direct mail, digital channels and new acquisition and retention methods.
- To work collaboratively with colleagues across the organisation in support of programme deliverables.
- To work closely with Supporter Care and the wider team to support the management of response handling to campaigns.
- To check data files to ensure they are fit for purpose and imported to service level agreements.
- To support approval processes to ensure campaigns meet Governance and Brand Reputation compliance measures.
- To work with third-party agencies in the delivery of day-to-day programme actions and to ensure that all activity reflects the values of the charity.
- To confirm third-party invoices for approval, tracking against the expenditure log.

### Retention and stewardship

- To deliver supporter journeys, understand their impact and support optimising new journeys across all touchpoints, to maximise lifetime value and supporter experience.
- To support the creation of supporter journey principles and business contact rules to inform future targeting and build automated journeys.
- Identify and test improvements within cash, regular giving and lottery activity to enhance return on investment and supporter lifetime value.
- To establish ways to measure, track and report on supporter experience across different audiences.
- To support the development and implementation of impact reporting for a range of supporter journeys in collaboration with the supporter care and communications team.

### General

- Work closely with the supporter care team to ensure the CRM is updated with all relevant information.
- Work closely with the communications team to test and develop a range of digital marketing content, including individual giving and Hospice email communications, social media and website content to drive income from existing supporters and attract new supporters.
- Support the research and development of existing and new fundraising initiatives and take a data-driven approach to continually test, learn and improve individual giving activity.
- Operate within set budgets and support the Individual Giving Manager to achieve income targets as outlined in the fundraising plans.
- To contribute to the wider Fundraising team, taking a proactive approach to working in a collaborative environment.
- To seek out innovative and agile approaches to working, adopting lean processes and using supporter data to drive performance and supporter experience.
- To work collaboratively across the fundraising and comms teams to ensure programmes are integrated and that opportunities to maximise lifetime value of supporters are leveraged to achieve wider fundraising impact goals

<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Knowledge of digital and direct mail marketing project management</li> <li>• A working knowledge of fundraising regulation and standards, specifically in relation to public fundraising.</li> <li>• Understanding of data processes</li> <li>• An understanding of GDPR regulation</li> <li>• Understanding of Equality, Diversity &amp; Inclusion principles and a commitment to apply them</li> </ul>	E D E D E
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Project management skills, able to support the delivery of day to day tasks</li> <li>• Good interpersonal, communication and campaign delivery management skills to foster effective engagement with internal and external stakeholders and agencies</li> <li>• Able to brief data processes to meet supporter development programme needs</li> <li>• Able to support budget and forecast expenditure tracking, confident in your use of excel</li> <li>• Good copywriting skills, ability to write compelling text to inspire action</li> </ul>	E E E E E
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Experience in delivering direct mail and digital fundraising and off-line activity</li> <li>• Experience in project management</li> <li>• Some experience of tracking and reporting on performance</li> <li>• Confident in supporting the administration required to track expenditure</li> </ul>	D E E E
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• N/A</li> </ul>	

### **General Duties & Responsibilities**

This job specification may be modified in the light of development and changing circumstances, according to the needs of the service, and in consultation with the post holder. The post holder should be prepared to undertake any further duties that arise as the post develops.

### **Confidentiality**

The contractual relationship between the Hospice and its employees is founded on trust. Employees will treat as confidential all information regarding the business of the Hospice, information with regard to and agreements with suppliers, and information gained about other employees and consultants.

### **Health & Safety**

Employees must be aware of the responsibilities placed on them under the Health and Safety at Work Act (1974) to ensure that the agreed safety procedures are carried out to maintain a safe environment for employees and visitors.

### **Mission and Core Values**

All Hospice staff are expected to work in line with St Luke's Mission and Core Values as these precepts act as a value base which directly influences how all work activities are undertaken. The ethos of the Hospice should be apparent in the behaviours and attitudes of all employees as the work they undertake, whether it is direct or indirect care, is ultimately for the benefit of patients. The Mission and Core Values are an integral part of all job descriptions, the probationary period and performance and development reviews.

**Equal Opportunities**

St Luke's Hospice is committed to Equal Opportunities for all present and potential members of staff and patients. Therefore St Luke's Hospice expects all employees and volunteers to understand, support, and apply this policy through their working practices which requires all individuals to be treated with respect, dignity, courtesy, fairness and consideration.

**Employee signature:**.....

**Date:**.....

**Line Manager signature:**.....

**Date:**.....