

KEECH HOSPICE.♥

Individual Giving Manager

Job information pack

Polly Symondson Recruitment



Contents list

- ♥ Introduction
- ♥ Job purpose
- ♥ Role responsibilities
- ♥ Person specification
- ♥ Terms of employment
- ♥ How to apply
- ♥ Organisation chart



Dear Applicant,

Thank you for your interest in the role of Individual Giving Manager at Keech Hospice.

You will be coming into a busy, varied and high-impact role at the heart of the fundraising team. As the Individual Giving Manager you will lead a diverse portfolio of activity, balancing ambitious income targets with the opportunity to shape and deliver a wide range of projects that will fund specialise hospice care throughout the community.

As Individual Giving Manager, you will play a key role within the Personal Giving team, working alongside colleagues across In Memory Giving, Gifts in Wills and Major Donor fundraising. The structure offers scope to work collaboratively with the Personal Giving team and wider fundraising team to create joined-up supporter journeys that strengthen engagement, improve stewardship and maximise income.

We are at the beginning of a period of focus on the supporter and donor experience, ensuring that all fundraising is donor-centric, where every interaction with donors is personal and meaningful. The IG Manager will play a key role in shaping the donor experience and contribute ideas to ensure donors feel value, connected and motivated to continue their support for Keech Hospice.

You will be joining the hospice at an exciting time. With significant investment in the fundraising team, this is an opportunity to build on firm foundations to increase donor engagement and income leading IG and lottery work (including fundraising appeals and the Big Give Christmas challenge).

Beyond fundraising, this role works closely with colleagues across the hospice, including adults and children's clinical teams, supportive care colleagues and the volunteering, retail and marketing teams. This is a chance to embed yourself in activity at every level of the hospice.

If you are an ambitious fundraiser with a passion for creating the best supporter experience possible, enjoys variety, thrives on collaboration and wants to make a lasting difference to the lives of local families I would love to hear from you. This is your chance to build on strong foundations, contribute to the future direction of our fundraising programme and most importantly, help ensure that Keech can continue to provide specialist hospice care to children, adults and their families when they need it most.

Our Values

Making the difference when it matters most
together

We can be trusted and are respected for our professionalism

- I can be trusted with your information and your care.
- I can be relied upon to use your donation or gift wisely.
- I have integrity and am accountable for my decisions and actions.
- I act in a way that is fair and transparent and clear for all to understand.

We deliver better outcomes by working together

- I value the contribution of my colleagues wherever they work or volunteer.
- I look for ways to be more inclusive and welcoming of all.
- I seek opportunities to work with others.
- I readily share my knowledge and expertise.

We are committed and innovative

- I respect our resources and use them carefully.
- I approach change with an open mind.
- I look for ways to increase productivity and improve quality.
- I am dedicated to what I do because the work of Keech inspires me.

We take care of each other

- I think about how my actions and words impact on those around me.
- I listen to and value the contribution of others.
- I act with compassion and kindness at all times.
- I offer and receive feedback so that we can grow and develop together.

About us

Keech Hospice provides free specialist end-of-life care hospice care for people of all ages, caring and supporting adult patients across Bedfordshire and children and their families across Bedfordshire, Hertfordshire and Milton Keynes. At Keech our mission is to lead the way in providing excellent care, supporting children and adults with life-limiting conditions and those affected by death and dying, helping them to live well and make every day count.

About the role

- ♥ Responsible for developing and implementing strategies to acquire, retain, and engage individual donors through various activities, including regular giving and appeals and through a variety of channels.
- ♥ Manage lotteries and raffles ensuring gold standard stewardship and full compliance with gambling regulations.
- ♥ Assist with the development and execution of digital and automated strategies to enhance donor experience.
- ♥ Drive the growth of individual giving, to optimise income and the donor experience.
- ♥ Responsible for building, cultivating and maintaining strong relationships with individual supporters, ensuring excellent stewardship and donor care.
- ♥ Responsible for digital fundraising, including the creation of digital strategies to develop and deliver successful integrated online campaigns, and email marketing.

Role Responsibilities

Income Generation:

- ♥ To support the fundraising strategic plan, leading on operational planning for the individual giving team, to achieve agreed budgets.
- ♥ Develop and execute a comprehensive individual giving plan and KPIs, with a focus on retention and income growth through tested supporter journeys, digital channels and automation.
- ♥ Plan and manage lotteries and raffles to diversify income streams and maximise revenue.
- ♥ To grow income through fundraising appeals, ensuring a strong proposition, optimal data selection, segmentation and personalisation and associated comms to grow income, tracking growth through metrics such as response rate, ROI and average donations.

Digital Fundraising:

- ♥ Design and implement online fundraising activity, working closely with the Marketing & Comms team to utilise multiple channels including email marketing, social media, and website optimisation.
- ♥ Utilise CRM systems and marketing automation tools. Maintain accurate records for all activity to enhance donor engagement and retention.

Data Analysis and Reporting:

- ♥ Analyse key CRM (Microsoft Dynamics) metrics, including donor retention, LTV and ROI for all individual giving activity, to inform reporting and decision-making.
- ♥ Analyse fundraising data to track performance, identify trends, and inform decision-making.
- ♥ Prepare and present reports on campaign performance, donor metrics, and financial outcomes.
- ♥ Champion the effective use of data and segmentation to inform decision-making and continuously improve fundraising performance.

Collaboration and coordination:

- ♥ Coordinate with other departments to align fundraising efforts with organisational goals.
- ♥ Partner with fundraisers in the high-net-worth space to align mid-value and regular giving activity with major donor strategy, ensuring a joined-up supporter experience across giving levels.

Donor Acquisition and Retention:

- ♥ Work with the Head of Personal Fundraising to develop and implement the acquisition strategy for all individual givers, including engagement/second gifts approach.
- ♥ Champion a donor-centric approach for all individual giving activity, developing a gold standard approach to thanking and stewardship, and tracking retention rates and LTV.
- ♥ Develop and implement strategies to acquire new donors and retain existing ones including the creation of and strategic plans for lapsed and mid-value donors and regular giving.
- ♥ Work with the Head of Personal Giving to create personalised supporter journeys for individual donors – including first-time donors, lottery donors, regular givers and mid-level donors – to increase engagement and income.

Role Responsibilities (cont...)

Innovation and Continuous Improvement:

- ♥ Stay updated on the latest trends and technologies in digital fundraising and automation.
- ♥ Test and implement new fundraising channels and methods to improve efficiency and effectiveness.
- ♥ Work with the fundraising team, leading on individual giving and lottery to develop new ideas and best practices to improve donor retention and increase annual gift amounts with a clear focus on digital and automation.
- ♥ Explore new ways to increase lottery donor lifetime value, including conversion to regular gifts, testing and learning from engagement preferences to inform future strategy.

Compliance and Administration

- ♥ Ensure all individual giving fundraising activities comply with UK fundraising regulations and best practices.
- ♥ Build, monitor and control the growth of budget plans, reforecasting when necessary, ensuring all resources are used effectively.
- ♥ Ensure compliance for all lottery activity, including timely returns to the Gambling Commission, updates to policies and internal audits.

Line Management

- ♥ Provide strong direction and performance management within the individual giving team. Create clear objectives and personal development plans for the individual giving team.



Person Specification

Experience

- ♥ Experience of generating income through individual giving within the charity sector, or in a sector with transferable experience.
- ♥ Demonstrated ability to build and maintain relationships with individual donors, clients or customers.
- ♥ Excellent written and verbal communication skills to engage & inspire.
- ♥ Understanding of supporter/customer engagement strategies and how data and automation can optimise acquisition campaigns and retention.
- ♥ Experience in donor segmentation and personalised marketing.
- ♥ Experience of digital fundraising and automation to build engagement and increase income.
- ♥ Experience of line managing or supervising team members, including setting objectives and supporting development.

Skills & Competencies

- ♥ Project management skills, including the ability to manage multiple campaigns simultaneously ensuring timely delivery and alignment with strategic goals.
- ♥ Ability to fully manage budgets and financial reporting.
- ♥ Strong understanding of the charity sector and fundraising regulations and best practice in the UK ensuring compliance in fundraising projects.
- ♥ Analytical mindset with a focus on improving performance and achieving measurable outcomes.
- ♥ Proficiency in using data to inform fundraising strategies and improve donor engagement through digital automation.
- ♥ Experience with digital fundraising tools and platforms.
- ♥ Creative thinking and innovation in fundraising approaches.
- ♥ High-level of proficiency in CRM systems and marketing automation tools.
- ♥ Understanding of lottery and raffle fundraising, including awareness of Gambling Commission compliance requirements.

Personal Attributes

- ♥ Creative with an ability to build, develop and grow innovative fundraising ideas and campaigns.
- ♥ Excellent problem-solving skills, proactive and self-motivated.
- ♥ Detail orientated with excellent attention to detail to ensure accuracy and integrity.
- ♥ Passionate about the charity's mission and values.
- ♥ Adaptable and open to continuous learning and improvement.

Terms of Employment

Position:	Individual Giving Manager
Reporting to:	Head of Personal Giving
Direct reports:	Individual Giving Fundraiser
Location:	Hybrid/ minimum of 2 days a week from Hospice
Salary:	£43,863 - £47,235
Hours:	Full time (37.5 hours)
Annual leave:	29 days (rising to 30 days after 5 years service) plus bank holidays, with options to buy or sell holidays.
Maternity allowance:	Up to one year's leave
Pension:	Employer contribution of 5% to employee minimum contribution of 3% within our workplace pension scheme.
Any other benefits:	Healthcare Plan (HSF), Eye Test vouchers, access to Employee Assistance Programme, Cycle-to-work scheme.



How to Apply

Please provide a CV detailing your skills and experience and a supporting statement outlining how your experience matches the person specification and why you are the right person for the job. We recognise that some of your experience may be from unpaid roles as well as paid employment – please include any voluntary work if it helps to show why you are the right candidate for the job.

At PSR we do understand that Artificial Intelligence platforms can be a useful tool in assisting with research for an application, however we request that your supporting statement is not written using AI to ensure that your authentic voice and communication style is present. Any personal statements found to be AI generated will be discounted and a new version requested in order to progress an application. Please email your supporting statement and CV to info@pollysymondsonrecruitment.co.uk quoting ref: **2674**

Application deadline: **18th September**

Initial interviews with Polly Symondson Recruitment will take place online on **21st September**

Shortlisted candidates will be invited to an interview on **30th September (in person)**

We actively encourage applicants from diverse backgrounds especially from ethnically diverse, LGBTQ+ and disabled communities as well as those with lived experiences of tackling inequalities, as we believe diverse voices are instrumental in creating transformational change.

Keech Hospice, in compliance with the Equality Act 2010, will seek to make reasonable adjustments to overcome barriers to employment caused by disability and/or neurodiversity, and encourages applications from these candidates. If you need any reasonable adjustments please contact PSR on 01242 691683. We guarantee to offer an interview to those with a disability who meet the minimum criteria.

Recruiting Applicants with Criminal Records: Applicants with criminal records are welcome to apply for roles at Keech Hospice. Advice and guidance on disclosing a criminal record can be obtained from Unlock. Successful appointment is subject to DBS checks appropriate to the post and references.

Organisational Chart

