

## JOB DESCRIPTION

<b>Job Title</b>	Individual Giving Manager
<b>Reports to</b>	Head of Fundraising
<b>Salary spine point</b>	28

### Job Role

Reporting to the Head of Fundraising, the Individual Giving Manager is responsible for driving income from individual supporters across our County for Cornwall Hospice Care. Leading the Supporter Care Team, the individual Giving Manager will identify and reach new audiences who will support Cornwall Hospice Care's important work, develop, and build regular giving streams and take management responsibility of the department's database and data processing activities.

The role is responsible for developing and implementing our long-term individual giving strategy. This will include unlocking the potential held within our database through direct fundraising engagement. You will lead on a wide range of campaigns and utilise direct mail, telemarketing, and email marketing. You will also develop our regular income stream establishing this vital income line for the future of our charity. An appreciation of the value of data is to be expected in this role, looking for trends, developing preferences and supporting the development of individual givers.

Working with the Fundraising Management Team, you will focus on key strategic projects, developing new products and propositions, ensuring all activity is insight focused.

### Organisational responsibilities

**Values:** Our values underpin our purpose, and all employees are expected to ensure their behaviour and conduct is, always, in accordance with the values. Working together with a common goal and objective ensures we can continue to deliver the high-quality care our patients and their families have come to expect of us.

**Policies and procedures:** It is the responsibility of employees to ensure they are aware of and comply with the policies and procedures relevant to their job and employment. All employees must be familiar with and operate in accordance with confidentiality and safeguarding policies, at all times during their employment.

**Health, Safety and Wellbeing:** All employees are expected to conduct their work in a safe manner and with consideration to how others may be affected by their work activities. All activities must be in accordance with the Health & Safety Policy and guidelines.

**Ambassador:** We are all ambassadors for Cornwall Hospice Care and must ensure that whenever possible, we positively promote our purpose and values to the wider public.

### **Job specific duties and responsibilities**

1. To maximise unrestricted income for Cornwall Hospice Care by maximising the potential of our supporter base, through a series of planned appeals, engagement activities and prospecting.
2. To implement the Cornwall Hospice Care Donor and Supporter Journeys, regularly reviewing the campaign performance
3. To develop our existing regular giving products, owning the process of review, implementation, and evaluation. To also own and develop the acquisition strategies of these products to budget and to target. This is including Direct Mail and Telesales activities.
4. To test and evaluate new channels to reach target audiences, further diversifying the fundraising mix.
5. To work with others in the Fundraising Department to write, design and manage our email journeys.
6. To effectively manage the Supporter Care Team and Tin Collector, and hold their line management responsibilities, ensuring KPIs and objectives are achieved.
7. To manage, be responsible for and develop as per scheduled updates, the Raiser's Edge NXT database relied upon by Cornwall Hospice Care.
8. To manage income and expenditure budgets inline with expectations and supporting with reforecasting.
9. To be responsible for ensuring accurate consents and preferences are recorded and adhered to, as well as planning how best to utilise these for maximin income generation.
10. To work closely with the whole Fundraising Department and the PR & Communications Team to maximise the reach of Cornwall Hospice Care and support awareness campaigns as appropriate.
11. To maintain a current awareness of the Code of Fundraising Practice, the Fundraising Preference Service and the Information Commissioner's Office guidance on Direct Marketing.

### **Additional Information**

12. Flexible working hours are needed for this role and the post-holder will be expected to manage their own diary to ensure attendance at meetings and Cornwall Hospice Care led events, which may cover some evenings and weekends. Cornwall Hospice Care provides time off in lieu where the workload exceeds contractual hours.
13. This role will come with a three-month probation period together with an annual appraisal.
14. The post holder will be expected to conform to Cornwall Hospice Care brand guidelines and adhere to Cornwall Hospice Care Health & Safety policies, philosophy, and ethos at all times.

15. The post holder will be required to travel throughout Cornwall and occasionally outside of the County, for which, if a pool car is unavailable, mileage allowance or travel expenses will be paid in accordance with Company policy. Post holders must therefore be a car owner/driver.
16. Attendance may be required at various training events and meetings, which may be held outside of the County.

### **General**

This job description is intended to provide an outline of the duties and responsibilities of the post and is not exhaustive and may be amended periodically as necessary.

The post holder may be asked to undertake other duties within the general level and scope of the post and to work at other Cornwall Hospice Care sites as required.