



## JOB DESCRIPTION

### Job Summary

We're looking for a hard-working, empathetic, creative and organised Relationships Ambassador to join our Fundraising Team. You'll build on the great work we've achieved to date by enhancing and growing our legacy and in memory income streams through exemplary engagement.

The role focuses on inspiring and nurturing a portfolio of supporters, ensuring strong relationships and long-term engagement to help achieve the hospice's strategic goals and deliver exceptional care to patients and their families within the Cornish community.

Previous experience in the charity sector is desirable. You will need to be an excellent and empathetic ambassador and a confident communicator with excellent IT skills and impeccable time-management.

This role will be based at our income generation office in St Austell, with frequent visits to our two hospices. As this role requires flexibility, there may be occasions where you will be required to work evenings and weekends.

## Key Responsibilities and Duties

### Relationship Management:

- Develop and maintain relationships with current supporters and start new relationships with the public to promote legacy and in memory support, stewarding current supporters to further engage them.
- Be the first point of contact for Legacy Pledgers and in memory donors, responding to their enquiries and keeping them engaged with the impact that their support has.
- Further develop our donor communications journey for current Legacy pledgers and in memory donors, including bespoke communications, hospice tours and meetings.
- Organise a series of annual events to engage current legacy pledgers and solicit new pledges by promoting the impact of legacies, engaging the Executive Management Team to further engage supporters with the work of Cornwall Hospice Care.
- Build on existing relationships with local Solicitors and Will Writers to further develop our free Will programme. Similarly, build on existing relationships with local Funeral Directors, to increase in memory giving through funeral collections.

### Legacy and In Memory Promotion:

- Build on current legacy and in memory messaging, looking at new and creative ways to promote these ways to support the hospice. This includes ownership of the Memory Tree, increasing visibility within our hospices, briefing teams internally and collecting supporter stories.
- Deliver legacy and in memory specific direct mail products to solicit new legacy pledges, working collaboratively with the Relationships Partner.
- Prepare and deliver compelling presentations to engage supporters and show the impact of Legacy and In Memory giving.
- Build on the work done to date on Tribute Giving, developing a new opportunity for people to remember their loved ones and to support Cornwall Hospice Care.
- Work with key colleagues in the Fundraising team to further develop our Light Up A Life event, specifically growing In Memory and Legacy engagement. Attend on the day to represent the charity and to develop relationships with key donors.

### Collaborative Working:

- Work closely with the Fundraising team to identify opportunities for collaboration and to improve donor communications.

- Work closely with clinical, operational, and communications teams to gather stories, data, and other resources to demonstrate the hospice's impact effectively.
- Represent the hospice at networking and fundraising events, acting as an ambassador to raise the charity's profile and build trust with stakeholders.
- Support the development and delivery of impactful donor recognition programs to acknowledge and celebrate supporter contributions.
- Ensure all team members are aware of your events, activities and areas of focus ensuring the highest levels of cross-team collaboration.
- Support the Relationships Partner with Corporate and Major Donor fundraising when required.

### **Monitoring, Evaluation & Reporting:**

- Responsible for updating and maintaining the legacy and in-memory giving promotional content on the Cornwall Hospice Care website and in printed materials, keeping it current and accurate at all times.
- Report regularly to the Relationships Partner to update on progress against the Fundraising and Legacy strategies, departmental financial objectives and role specific KPIs.
- Maintain effective recording of all activities, pledges and supporters on our Raiser's Edge database and to ensure all communications are sent out promptly in conjunction with the Supporter Care team.
- Ensure compliance with relevant fundraising regulations, ethical standards, and best practices. |

### **General**

This job description is not exhaustive and may be amended as necessary. You may be asked to undertake other duties within the general level and scope of the post.

This role requires travel throughout Cornwall and occasionally outside of the county, for which, if a pool car is unavailable, a mileage allowance or travel expenses will be paid in accordance with Company policy. Post-holders must therefore have a valid driving licence and own a car.

## PERSON SPECIFICATION

### Person Specification

#### Essential

- **Experience:** Proven track record in relationship management, legacies, in memory, celebration/tribute fundraising or a similar role.
- **Skills:**
  - Excellent communication and interpersonal skills with the ability to engage and inspire diverse stakeholders.
  - Strong proposal writing and presentation skills.
  - Strategic thinking with a results-oriented mindset.
- **Knowledge:**
  - Understanding of the principles of legacy giving, fundraising regulations, and GDPR compliance.
  - Awareness of the hospice and palliative care sector, with a commitment to its values.
- **Personal Attributes:**
  - Empathy and sensitivity, especially when interacting with individuals impacted by end-of-life care.
  - Proactive and self-motivated, with a collaborative approach to teamwork.

#### Desirable

- Experience in the healthcare or hospice sector.
- Familiarity with fundraising CRM systems (e.g., Raiser's Edge, Donor Perfect).
- Membership of professional bodies such as the Chartered Institute of Fundraising.

### Organisational responsibilities

**Values:** Our values underpin our purpose, and all employees are expected to ensure their behaviour and conduct is, always, in accordance with our values. Working together with a common goal and objective ensures we can continue to deliver the high-quality care our patients and their loved ones 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 our colleagues and the wider public.