



JOB TITLE: Individual Giving Fundraiser

Salary: £24,000 per annum

RESPONSIBLE TO: Fundraising Manager

LOCATION: Zoë's Place Baby Hospice, West Derby, Liverpool, L12 9HH

JOB SUMMARY

Zoë's Place Baby Hospice provides 24 hour respite, nursing care and end of life care, for babies and children up to the age of five, with life limiting and life threatening conditions. We require an Individual Giving Fundraiser to join colleagues in the Fundraising team to develop and maintain fundraising processes for Zoe's Place Baby Hospice, Liverpool.

A talented and driven fundraiser will find there are solid foundations in place across individual giving fundraising activities to really make this role their own.

The post holder will be imaginative, persuasive and proactive to really inspire and encourage individuals to support Zoe's Place. You will be a key member of the fundraising team with specific responsibility for developing and delivering direct marketing and the charity lottery. You will also have a key role to play in supporting the Fundraising Manager with legacy, in-mem and tribute fund donations.

MAIN RESPONSIBILITIES

- Develop and implement an individual giving strategy in conjunction with Events, Corporate and Community Fundraiser colleagues, overseen by the Fundraising Manager. The aim will be to increase the number of direct marketing responders, legacy pledges, regular givers and tribute fund owners.
- Be strategic to ensure donors give more regularly, and more generously via campaigns, appeals and direct marketing initiatives
- To be a positive ambassador for Zoe's Baby Hospice, promoting and raising awareness of its service by creating and delivering inspiring content across a range of media
- Devise, implement and manage initiatives such as direct mail to attract new donors. Work with colleagues across Zoe's Place Hospices across the UK and potentially external partners to effectively co-ordinate a programme of scheduled

mailing throughout the year (such as supporter newsletters, lottery, campaigns, events and appeals).

- Effectively use the charity's existing Donorflex system to segment data, determine audiences, and create reports to share with the Fundraising Manager and other internal stakeholders across a range of income generation strategies.
- Set up and maintain effective and accurate recording systems for actual and potential supporters using the charity's existing Donorflex system.
- Work with wider staff team to develop a deep and current understanding of all services provided and challenges faced. Speak to families to understand individual case studies and then convey this in inspiring and thought-provoking messaging to potential donors.
- Ensure best possible supporter care from the first point of enquiry through to regular contact. Ensure correct and effective recognition and thank you communications are sent and followed up on.
- Work against tight budgets and under the supervision of the Fundraising Manager, formulate the annual income and expenditure budget for individual giving.
- Work collaboratively and flexibly to support colleagues across the fundraising and wider staff teams of Zoe's Place, including covering/standing-in for colleagues during very busy periods.
- Be active in the local and national charity networks to understand new process or concept innovations, with the potential of implementing new ideas to improve income generation at Zoe's Place.
- To provide support and guidance and allocate tasks to external groups/volunteers involved in supporting fundraising at Zoe's Place.
- At Zoë's Place employees are required to abide by the Health and Safety at Work Act, attend mandatory training sessions and ensure that they comply with Hospice policies and procedures at all times.

Employees must demonstrate a commitment to their own personal development is required to make a positive contribution to fundraising and raising the profile of the Hospice.

Strict confidentiality applying to all aspects of Hospice business must be observed at all times.

This role profile is not exhaustive. It will be subject to periodic review and may be amended following discussion between the postholder and employer.

PERSON SPECIFICATION

INDIVIDUAL GIVING FUNDRAISER

CRITERIA	ESSENTIAL	DESIRABLE
Qualifications	<ul style="list-style-type: none"> • Educated to A-level standard or equivalent. 	<ul style="list-style-type: none"> • Member of Institute of Fundraising • Degree level education or equivalent
Experience/ Knowledge	<ul style="list-style-type: none"> • Experience of working to targets in the charity sector, preferably individual giving fundraising • Experience of using an internal CRM database to maximise support for a charity or business • Experience of report generation, development, analysis and delivery to managers • Awareness of charity law in relation to fundraising e.g. data protection, and/or ability to stay abreast of latest developments • Working knowledge of Microsoft Office suite, especially Excel, PowerPoint and Word • The ability to research and acquire new potential funding opportunities • Knowledge of using social media to engage with stakeholders 	<ul style="list-style-type: none"> • Experience in managing a charity lottery in accordance with Gambling Commission regulations • Experience of working to tight budgets • Knowledge of Donorflex database management • Experience of working with volunteers • Experience of delivering training to colleagues or volunteers • Experience in using software to create aesthetically pleasing marketing materials
Skills and Attributes	<ul style="list-style-type: none"> • Excellent interpersonal skills • Excellent written/verbal communication skills • Excellent presentation skills • Budgeting and forecasting skills • Ability to maintain professional boundaries • Ability to manage external stakeholder expectations • Flexible and able to use your own initiative • Influencing and negotiation skills • Strong commercial awareness • Able to work autonomously and to delegate tasks effectively • Ability to work under pressure/tolerate stress within themselves and others • Pleasant telephone manner • Ability to work occasionally unsocial hours (TOIL offered in return) • Commitment to equal opportunities • Able to challenge in an appropriate and constructive manner • Is sensitive to the needs of the children and their families 	
Other	<ul style="list-style-type: none"> • Full clean driving licence 	<ul style="list-style-type: none"> • Access to a car