

# Working for St Ann's

We're proud to care  
We're proud to work together  
We're proud to make a difference



At St Ann's, there's one thing that motivates us, and that's providing excellent care and support to those living with or affected by life-limiting illnesses.

We're continuously developing our plans for delivering world-class, innovative care and to ensure St Ann's is in the best shape possible for future generations.

You'll be challenged, inspired and empowered to help us achieve our purpose and to play your part in making a difference.

**All of our team members will role model our core values...**

## *People matter*

People are at the centre of everything we do. We treat each other, and ourselves, with kindness and compassion. We value and celebrate diversity; recognising everyone as an individual.



## *Brave and bold*

We want to grow for the future, not settle. We're not afraid to do things differently, get creative, challenge ourselves and the status quo. We're ambitious in our aims, accountable for our actions and learn from our experiences and successes.



## *Lead and learn*

We're experts in what we do, and we don't stop there. We're always learning; informing and shaping the sectors we're in through education, training and research. We lead by example; sharing best practice, advancing in our fields and pioneering new approaches.



## *Together we are stronger*

Together, we're stronger and have a bigger impact than we could have alone. As a charity, we work in collaboration with supporters, partners and the communities around us. We think beyond traditional boundaries to make sure we're here for our communities for years to come.



# Job Role Profile

**Title:** Individual Giving Fundraiser

**Salary:** Band 6 (£37,127 per annum, pro rata)  
Competency Based Framework

**Location:** Cross site (Heald Green and Little Hulton) with some working from home

**Responsible to:** Fundraising Manager

## Core Purpose

To contribute to the income generation of the hospice by delivering direct mail campaigns, ensuring Information Governance compliance and supporting the fundraising teams with wider appeals and fundraising activity.



Your Manager: Lucy Leeming

Lucy has been working in the charity sector for over the last 10 years, leaving the newspaper industry to embark on a personal journey to help make a difference after dealing with a devastating diagnosis in her family. She previously worked for Marie Curie and then Make-A-Wish UK - where she became a line manager to a team of national Community Fundraisers. Lucy has spent the last 4 years as Fundraising Manager at the hospice, supporting and guiding a team of excellent fundraisers across all income streams. She has a passion for staff well-being, being a qualified Mental Health First Aider and advocate for the hospice Schwartz Rounds.

For an informal chat about the role please call 07766 777094 or email lleeming@sah.org.uk

## Job summary

St Ann's is looking for an Individual Giving Fundraiser with an eye for detail to support the fundraising income generation for the hospice. Taking the lead with individual giving supporter journeys and campaigns and the hospices annual direct mail campaigns.

You will define data marketing segments in conjunction with colleagues across fundraising, to support their strategies and with the communications team in relation to suggested promotional plans.

You will ensure Information Governance and Data Protection compliance is met at all times within the fundraising department.

You will take the lead in the use of our CRM for data quality and reporting, including financial codes and annual data audit.

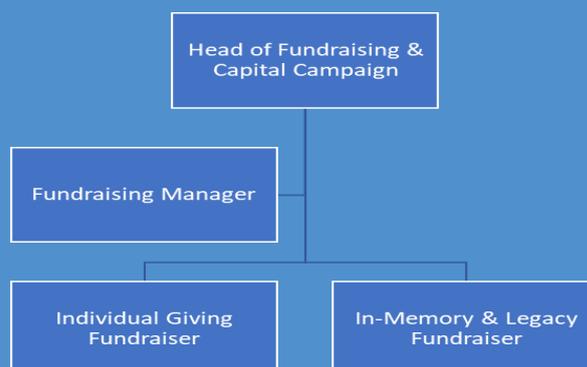
You will work closely with our In-Memory and Legacy Fundraiser as part of the wider Individual Giving team.

You'll be part of a vibrant fundraising team dedicated to making a difference to the lives of people living with life limiting illnesses.

You'll be at the heart of our fundraising success, helping to ensuring vital income streams are safeguarded and increased.

Your work will enable the hospice to provide world-class care to patients and family and will join us as an exciting time having recently launched our Capital Appeal for a brand-new hospice facility in Stockport.

## Individual Giving team chart



## Responsibilities

- ✓ Build on the hospice's successful direct mail campaigns for income, growth and excellent supporter journeys across all channels.
- ✓ Manage the hospice's Regular Giving programme, focusing on retention through effective stewardship, as well identifying and implementing new opportunities for donor recruitment.
- ✓ Provide the income and expenditure budget for these areas of work to the Head of Fundraising and Capital Campaign and Fundraising Manager.
- ✓ Produce detailed reports, analysing campaign progress as well as monthly reports for the Fundraising Manager detailing income progress and performance against non-financial KPIs.
- ✓ Take the lead in the use of CRM data management, analysis and reporting, including implementation of financial codes and annual data audits.
- ✓ Work closely with colleagues in fundraising, trading and communications to ensure all activities are aligned and achieve optimum success.
- ✓ Undertake projects for income growth or data management supporting the wider team as required by the Fundraising Manager or Head of Fundraising.
- ✓ Maintain awareness of sector trends and legislation that relate to St Ann's Hospice and its ability to grow its fundraising. Share and promote best practice, priorities and outcomes internally and externally.
- ✓ Ensure all activities across fundraising are compliant with the Fundraising Regulator, the Data Protection Act, St Ann's Hospice policies and the Chartered Institute of Fundraising best practice.
- ✓ Act as an ambassador for St Ann's at all times

## Requirements

### The Individual Giving Fundraiser will:

- ✓ Have working experience or education that demonstrates excellent communication skills, research, putting theories into practice and delivering results.
- ✓ Have direct marketing experience or transferable skills
- ✓ Have experience working with CRM databases and knowledge of data segmentation
- ✓ Have experience of developing and implementing a marketing plan to analyse the success of direct marketing initiatives
- ✓ Demonstrate excellent team working skills
- ✓ Be organised with a track record of delivering projects on time
- ✓ Have the ability to travel within the hospice catchment area
- ✓ Demonstrate a commitment to equal opportunities and diversity
- ✓ Show a flexible approach to work and be able to work out of hours as required (TOIL policy in place)
- ✓ Show commitment and motivation to the values and purpose of the hospice.

St Ann's Hospice is committed to safeguarding and promoting the welfare of adults at risk and children.

# Terms and conditions for the Individual Giving Lead Fundraiser

<b>Contract</b>	Permanent
<b>Work Pattern</b>	25 hours (we are open to accommodate the best hours/days that suit your schedule)
<b>Location</b>	Cross site (Heald Green and Little Hulton) with some home working
<b>Free Parking</b>	Free parking at our Heald Green and Little Hulton hospice sites.
<b>Holiday</b>	35 days, increasing to 37 days after 5 years' service and 41 days after 10 years' service (pro rata, inclusive of bank holidays). In addition, staff can buy up to 1 weeks' holiday per year via salary sacrifice, pro rata.
<b>Pension</b>	Contributory Stakeholder pension in which we match up to 7% of your gross salary. Or the ability to continue with a previously held NHS pension (subject to making contributions into the scheme in the previous 12 months).
<b>Life Cover</b>	All staff in the Scottish Widows Pension scheme (except for bank staff) are provided with life cover of three times their basic salary in the event of their death whilst employed by St Ann's Hospice.
<b>Health Cash Plan</b>	We offer access to an employee paid health cash plan. That allows employees to spread the cost of health expenses including dental, optical, physiotherapy and more.
<b>Employee Assistance Programme</b>	Employees can access telephone and online counselling 24 hours a day. Face to face counselling is also available and support on issues including debt, employment law, benefits and housing.
<b>Probation</b>	Six months.
<b>Notice</b>	8 weeks