

**ST GILES HOSPICE
JOB DESCRIPTION**

1	Job Title: Legacy & In Memoriam Fundraiser
	Responsible to: Director of Fundraising
2	<p>St Giles Hospice</p> <p>St Giles Hospice is a registered charity offering high-quality specialist care free of charge for people living with diseases which may not be curable as well as providing support for their families and carers.</p> <p>Services include a team of community-based St Giles clinical nurse specialists, two state of the art in-patient facilities, Day Hospice, Hospice at Home, Bereavement and Family Support, and an internationally renowned Lymphoedema Clinic.</p> <p>Patients come from across the hospice's catchment area, which ranges from Ashby-de-la-Zouch and Atherstone in the east, to Cannock and Walsall in the west – and from Burton and Uttoxeter in the north, to Sutton Coldfield and Coleshill in the south.</p> <p>Care is offered at the hospice's centres in Whittington, Sutton Coldfield, Walsall and in patients' own homes across the region.</p> <p>St Giles spends over £9 million a year providing its specialist services and with little more than a third of this funded by the Government, the registered charity relies heavily on donations and income generation from the local community.</p> <p>We employ more than 400 people across a broad range of roles – from direct patient care to fundraising and administration as well as support from over 1500 volunteers to provide our services.</p> <p>The cost of this service is met by NHS grants, profit-making trading activities (through two subsidiary companies), and fundraising.</p> <p>Outline of Post</p> <p>This post has responsibility for the development and implementation of a St Giles Hospice Legacy programme as well as the delivery and management of existing In mem campaigns. This post will be of strategic importance to the future security of the hospice as well as ensuring current in mem campaign income is maintained and grown. The post holder will be responsible for financial budgeting, planning and for all campaign activity within their portfolio and work with the Director of Fundraising to devise and implement a legacy campaign</p> <p>St Giles launched its 5 year strategy in April 2017, has just successfully rebranded and is at an exciting point in its development. Fundraising will be key to its success.</p>

3	<p>Job Purpose:</p> <p>To develop and deliver all legacy and in mem campaigns for St Giles Hospice. The post holder will work with the Director of Fundraising to develop and test a legacy campaign and then implement a trust wide legacy programme with the aim of securing future legacy income for the Hospice - ensuring all fundraisers feel confident in speaking about legacy giving and it becomes a key part of all fundraising and hospice communications. They will work closely with the Supporter Care team and together be responsible for Legacy Administration to ensure an efficient and professional approach and reporting for all stages of legacies is efficient and punctual.</p> <p>The post holder will also be responsible for the delivery of existing In Mem campaigns and work closely with the Supporter Care team to ensure campaigns are managed efficiently and donors are given the best possible giving experience.</p>
4	<p>Job Activities:</p> <p><u>Main Responsibilities</u></p> <ul style="list-style-type: none"> • To work with the Director of Fundraising in the development and implementation of a legacy strategy and campaign programme that will help to ensure future legacy income for the hospice • To take responsibility for the development and delivery of all existing in memoriam campaigns, including but not exclusive to Light up a Life & Celebrate Lives Lived, Memory Tree, Tribute Funds and Make a Will Week • Research & develop new in memoriam income opportunities • Implement a legacy campaign plan and marketing as agreed with the Senior Team and wider hospice teams • To work alongside the Supporter Care team to ensure legacy administration and income is collated and recorded appropriately • To produce analysis and reporting for our Legacy programme and In Mem campaigns • To work with the wider fundraising team to ensure excellent supporter journeys for in mem donors being supported by different areas of the team and identify cross team working opportunities • To analyse legacy trends and in memoriam giving, and highlight opportunities and trends for further development • Collate relevant information to produce yearly summary report of legacy & trends when asked • To develop a marketing and communications plan for the in memoriam & legacy campaigns, to generate new income and develop additional income from existing support • Build and maintain strong working relationships with the Regional and Corporate teams to foster relationships with businesses, groups & supporters that link to in mem & legacy giving e.g. solicitors, legacy administrators, funeral directors, churches etc. • Work with the Regional Fundraising team to ensure cross proportional opportunities are considered for all aid of events organised 'in memory of' and wider 'in aid' of events • To develop good working relationships with Supportive Care, Clinical Teams and Community Engagement Managers in order to maximise opportunities within the in memoriam segment • To input, update and profile supporter details onto Donorflex and assist in administration

as required for in memoriam campaigns and products

- Undertake other fundraising related duties as required
- To contribute pro-actively to enhanced team work within your team – supporting events and activities when required
- To contribute pro-actively to enhanced team work across the Fundraising Team – supporting wider events and activities when required

Financial Responsibilities

- Work with the Director of Fundraising and to be accountable for the efficient management of both income and expenditure for In mem and Legacy campaigns
- Be responsible for income generation from Legacy and In mem campaigns
- Ensure profitability of campaigns to achieve agreed fundraising targets
- Produce financial reports and analysis where appropriate and when requested by senior management

General Fundraising

- Ensure all of your fundraising practices are compliant with IOF, Charity commission, GDPR, and hospice policies and any other compliance bodies that may be appropriate depending on activity
- Follow income generation policies and procedures at all times
- Act professionally and within the St Giles Hospice Fundraising Charter to ensure donors receive a high standard of customer service at all times
- Be responsible for raising awareness of SGH throughout the community making it the general public's preferred choice
- Monitor and feedback competitor activity within the region
- Ensure all fundraising activities are in line with the mission and values of SGH
- Maintain and develop relationships with supporters and volunteers
- Be proficient on Donorflex in order to analyse data and ensure inputting standards are maintained
- Have an understanding on use of Marketing, Comms and Social Media in fundraising and how it supports the wider objectives
- Undertake tours of the hospice for supporters where necessary
- Assist the fundraising team at events and activities where appropriate and necessary
- Support fundraising project and appeals where necessary
- Ensure all fundraising marketing and communications are of a high standard and appropriately signed off as per processes and procedures

Working Relationships

- Effectively work with and across the fundraising team ensuring efficient communications and promoting cross team working within income generation and across the wider hospice teams
- Work closely with other regional and corporate fundraisers and team members to ensure all opportunities for income generation and increase in voluntary income are maximised
- Build strong relationships with donors and volunteers to mobilise communities to support the work of SGH
- Build strong working relationships with colleagues across the hospice including Marketing, Communications, Lottery, Retail, Community Engagement and Care teams

	<p><u>General Duties and Responsibilities</u></p> <ul style="list-style-type: none"> • All activity and duties to be undertaken in accordance with St Giles Hospice standard policies and procedures. • To comply with the data protection regulations, ensuring that information on clients, supporters, employees and volunteers remains confidential • To be responsible for personal learning and development, to support the learning and development of others and the whole organisation • To work in a manner that facilitates inclusion • To implement the Society's health and safety policy and procedures, ensuring that all practices and procedures are undertaken in accordance with a healthy and safe working environment and that all staff • To administrate and organise own work to ensure that it is accurate and meets quality targets, reasonable deadlines and reporting requirements. 		
e	<p>Terms and Conditions of Employment</p> <p>Scale of Pay: PP21 – PP 25 (£24,070-26,905) Tenure: 37.5 hours pw Holiday Entitlement: 27 days plus 8 Bank Holidays (Rising to 35 days with service)</p>		
6	Person Specification		Essential/ Desirable
	Qualifications	<ul style="list-style-type: none"> • Educated to 'A' level or equivalent • IOF Membership • Legacy Management qualification 	<p>D</p> <p>D</p> <p>D</p>
	Skills	<ul style="list-style-type: none"> • Excellent interpersonal skills • Excellent presentation skills • Excellent administrative skills • Demonstrable experience in building internal and external partnerships • Marketing campaign planning • Working to deadlines • Accuracy and attention to detail • Excellent numeracy skills • Full driving licence and access to a vehicle 	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>D</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>

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