
Job Description

Post: Relationship Fundraiser (Corporate Lead)
Salary: £28,018
Reports to: Head of Income Generation and Marketing
Accountable to: Director of Income Generation & Marketing
Hours: 37.5 hours per week (evening/weekend work as required, with a flexible/hybrid approach to working from home considered)

Job Purpose

- To work as an integral part of the fundraising team to meet agreed income and expenditure targets through all income streams with an emphasis on corporate fundraising, measuring cost effectiveness and ROI in order to contribute towards the overall income generation target of £4.9 million needed each year to keep the hospice services running
- To grow income and awareness across all fundraising streams through the successful delivery of an excellent stewardship programme measured against a range of KPI's, both financial and non-financial.
- To identify and grow new and build upon existing relationships with supporters, maximising opportunities for collaboration and engagement.

Specific Duties

- To assist in the creation of and deliver a range of campaigns, designed to increase supporter engagement leading to increased retention across all areas of fundraising with a focus on corporate fundraising
- Deliver effective donor journeys through excellent stewardship to ensure the hospice's future income is supported
- To manage bespoke supporter relationships across income streams, demonstrating impact and ensuring donors recognise their value
- Taking care and compassion in thanking effectively and in a timely manner.
- Understand donors motivations, showing impact to further stakeholders investments.
- Robustly evaluate campaigns and stewardship programmes against agreed KPI's to ensure effective and efficient working practise
- To use and update the CRM database (Donorflex) as required to ensure data is captured and individuals and groups are communicated with and developed as future supporters
- Operate within the hospice's policies around GDPR and Gift Aid ensuring compliance
- To proactively attend local events as the hospice's ambassador, including networking, cheque presentations and talks
- Work closely with the wider team to ensure all opportunities for communities to engage with and support the hospice are maximised
- To promote the work of the hospice and contribute to the overall fundraising goals of the team

Health and Safety

All employees have a duty to take reasonable care to avoid injury to themselves and others. They are to make themselves aware of the Eden Valley Hospice' Health and Safety Policy and procedures, thus ensuring a safe working environment. Line Managers are responsible to promote working safely and ensuring that their team are carrying out duties in a safe manner.

Data Protection and Confidentiality

All employees have a responsibility in line with information governance to maintain confidentiality and ensure the principles of the Data Protection Act 1998 are applied to patients, clients, staff, volunteers and hospice business information, including electronic information. Only information required to fulfil the duties of the role should be accessed by the post holder.

All employees have a responsibility to use electronic systems in a way that preserves the dignity and privacy of people, helps to ensure services of the highest quality, and is compliant with the law and hospice policies and procedures

Training

All employees are expected to keep their mandatory training up to date. Line Managers are responsible for ensuring their team have adequate time and resources to ensure all mandated training requirements are completed. Annual appraisals are to be completed in a timely manner, in which relevant development and training requirements are identified.

The range of duties and responsibilities outlined above are indicative only and are intended to give a broad flavour of the range and type of duties that will be allocated. They are subject to modification in the light of changing service demands and the development requirements of the post holder.

Person Specification

Qualifications	Essential	Desirable
Educated to A-level or equivalent, or relevant proven experience	✓	
Relevant fundraising/event management qualification		✓
Knowledge and experience		
Experience of working in relationship/account management, providing excellent customer care	✓	
Working with and managing volunteers		✓
Working knowledge of databases/CRM systems		✓

Managing, forecasting and budgeting efficiently		✓
Previous experience in a not for profit environment		✓
Skills and abilities		
Excellent communication skills	✓	
Strong analytical skills	✓	
Self motivated and diligent	✓	
Effective negotiating and influencing skills	✓	
Strong project planning and time management skills	✓	
Creative thinker with the ability to respond quickly to opportunities	✓	
Excellent networking and relationship management skills	✓	
Excellent presentation skills that will inspire and motivate	✓	
Ability to empathise and be sensitive in difficult situations	✓	
Personal qualities		
Willingness to work some evenings and weekends to fulfil the requirement of the post	✓	
A positive, self-motivated and enthusiastic attitude to work.	✓	
Able to work under pressure and to deadlines	✓	
Commitment to the vision and values of Eden Valley Hospice and Jigsaw, Cumbria Children's Hospice	✓	
A full driving licence and access to a vehicle insured for business use	✓	

***Additional Information**

The Job description though comprehensive is not intended to be a complete list of responsibilities. To meet the ever-changing needs of the hospice and the role that fundraising plays within it you may be required to perform other duties within your capacity at times, appropriate with your grade, competency and level of responsibility within the organisation.