

Job Description

St Cuthbert's Hospice



Making every day count since 1988

1. JOB DETAILS

Job Title	Supporter Engagement Coordinator – Appeals, Campaigns and Regular Giving
Department	Development
Grade	Hospice Grade 4 (Subject to job evaluation)
Responsible to:	Supporter Engagement and Data Manager

2. AIM

- To increase income from campaigns, appeals and regular giving income sources
- To conduct database analysis to better understand our supporters and steward donors effectively
- To promote and grow the number of regular givers which supports financial sustainability
- To mobilize lapsed donors with effective appeals and campaigns
- To provide effective donor stewardship to individual donors
- To promote campaigns across the portfolio

3. ORGANISATIONAL CHART

4. KEY RESPONSIBILITIES

Communication and relationships

- Work in collaboration with the Supporter Engagement and Data Manager and Communications and Marketing Manager to devise effective appeals and campaigns.
- Works with the Communications and Marketing Manager to ensure campaigns, appeals and regular giving are promoted through appropriate marketing and communication channels.
- Identifies opportunities to develop pay for a day across the fundraising portfolio in collaboration with the Development Team.
- Provides a high level of care and stewardship to regular givers.
- Work in collaboration with the Legacy and In Memory Supporter Care Coordinator to identify opportunities to convert individual and in memory donors to regular giving.
- Develops and implements donor pathways / journeys across the portfolio via various products/income streams.
- Use effective persuasion skills to encourage donations.
- Present fundraising activities to small and large groups of people to motivate participation and support.
- Work in collaboration with the Communications and Marketing Manager to provide information to promote appeals, campaigns and regular giving for digital media including website, intranet, e-mail, and social media platforms.
- Extract mailing lists from the database and produce targeted communications for external distribution to supporters.
- Build relationships within the Development Team and external departments and with all levels of seniority.
- Adhere to the communications strategy, brand guidelines and key hospice messages.

Analytical and judgement skills

- Uses the database to analyse and segment data – producing mailing files for direct mail appeals.
- Segment and analyse data from the database in relation to regular giving appeals and campaigns to promote these income streams and provide effective stewardship and development of donor pathways and processes.
- Monitoring and evaluation of campaigns appeals and regular giving. Test and measure different techniques to support acquisition and conversion (e.g AB testing)
- Work in collaboration with the Communications and Marketing Manager to brief external designers and the Graphic Designer and make judgements on the appropriate design(s) and key messaging for appeals and campaigns.
- Continually monitor campaigns and activities taking appropriate action to ensure key outcomes are met.
- Evaluate the success of a campaigns and complete a comprehensive de-brief of their success

Planning and organisational skills

- Develop and implement plans to acquire new supporters (acquisition) and to retain existing supporters (retention). Plan activities or programmes of work such as campaign development. Adjust plans as required to support expected deliverables.
- Organises engagement events to retain particular segments of donors e.g. regular givers
- Takes personal ownership for delivery and performance of donated income through Insight magazine, appeals raffle, regular giving and thanks for care working with the Communications and Marketing Manager to achieve required deliverables.
- Takes responsibility for growing regular giving income.

- Develops and delivers on individual giving appeals.
- Develops and delivers on any campaigns related to regular giving and raffle.
- Manage own time effectively and prioritise own workload.
- Work with the Supporter Engagement and Data Manager to ensure that Donorflex is co-ordinated with the requirements of regular giving, appeals, campaigns and the raffle.
- Set up Giving Platforms as required as part of appeals and campaigns.
- Monitor and review key performance indicators at set intervals relating to campaigns, appeals and regular giving throughout the year and adjust working practises accordingly to ensure targets are met.
- To follow a standardized set of procedures for inputting data onto the database.

Physical skills

- Standard keyboard skills. .

Patient/Client Care

- Incidental contact with our guests or their relatives may be required as the result of a particular campaign or event or by accepting donations.
- The post holder should be able to communicate effectively and sensitively with our guests and ensure confidentiality is maintained.

Policy and Service Development

- Develops and coordinates processes to improve levels of donor care across the fundraising portfolio including development and oversight of donor satisfaction outcome measures making recommendations for action.
- Recommendations should be made to the Supporter Engagement and Data Manager and other Development Team members with regards to service improvements. This might include for example new marketing techniques or opportunities or the development of our database processes and procedures.
- The post holder should comply with hospice policies and procedures at all times.

Financial and Physical Resources

- Monitoring the financial spend of agreed areas of responsibility, working within predetermined budgetary restrictions.
- Contribute to the drawing up of financial budgets.
- Contact suppliers to obtain quotes.
- Raise purchase orders as requested to be signed by the budget holder.
- Responsible for maintaining stock control and security of stock
- Report as necessary any faults re: equipment or office accommodation and ensure the safety and security of the building is met.
- Deliver on key performance indicators set within their area of responsibility.
- Responsible for the purchase of items from a delegated budget relating to their area ensuring compliance with the hospice purchasing policy.
- Exercise personal duty of care when using equipment such as computers and printers.
- Report as necessary any faults re-equipment or office accommodation and ensure the safety and security of the building is met

Human Resources

- Instruct new or less experienced employees or volunteers in their own work area.
- There will be a requirement to supervise volunteers, this will include delegating tasks and managing their time.
- Required to attend mandatory training courses.

Information Resources

- Maintain accurate and up to date records of fundraising activities on Donorflex (the fundraising database).
- Under the direction of the Supporter Engagement and Data Manager the post holder will undertake work to assist with the development of Donorflex.
- Working in collaboration with the Communications and Marketing Coordinator to maintain the content of our website, social media pages in relation to Campaigns, appeals and regular giving.

Research and Development

- Expectation to keep abreast of hospice-related news and topical issues.
- The post holder will also be expected to research and understand the latest fundraising techniques and trends and implement where necessary to mobilize support from the local community.
- Continually look for ways to improve the quality of the service one provides within the area of work.

Freedom to Act

- Work using their own initiative, overseen by the Supporter Engagement and Data Manager
- Management of own workload deciding when reference to the Supporter Engagement and Data Manager as required/appropriate.
- Work is managed rather than supervised with results assessed at agreed intervals.
- Having a flexible approach and the ability to work with other team members and volunteers.

EFFORT & ENVIRONMENT

Physical

- Assemble stands and promotional displays occasionally throughout the year.
- Requirement to exert light physical effort for short periods

Mental

- Attention to detail is a vital part of the job role.
- Good numeracy and analytical skills are essential.
- Frequent requirement for concentration where the work pattern is predictable (few competing demands)

Emotional

- Exposure to distressing or emotional working conditions is rare; however this may occur when spending time with a donor, guest or relative. Should the occasion arise support and advice will be offered.

Working Conditions

- Exposure to unpleasant working conditions is rare

Data Protection and Confidentiality

- All employees have a responsibility in line with information governance to maintain confidentiality and ensure the principles of the General Data Protection Regulation and Data Protection Act 2018 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.

Health and Safety

- The Hospice will take all reasonably practical steps to ensure the health, safety and welfare of its employees while at work. Employees will familiarise themselves with the Health and Safety Policy and procedure as well as the fire procedures and ensure a safe working environment for self and others in line with these

Safeguarding

- All employees should make themselves aware of the policies and procedures of safeguarding, take personal responsibility as far as is reasonably practicable, to safeguard children and vulnerable adults, complete statutory and mandatory training and take appropriate action as set out in the Hospice's policies and procedures.

Infection Control

All employees have a responsibility to ensure the risk of infection to themselves, colleagues, patients, relatives and visitors is minimised by:

- Attending mandatory training and role specific infection prevention education and training
- Challenging poor infection prevention and control practices
- Ensuring their own compliance with Hospice Infection Prevention and Control policies and procedure.

Equal Opportunities

- The Hospice welcomes all persons without regard to race, religion or belief, age, gender re-assignment, sex, sexual orientation, pregnancy or maternity, marriage or civil partnership, physical or mental disability. The Hospice aims to provide services in a manner that enables all members of the community to access them.
- Employees must behave in a non-judgemental manner that respects the differing needs and cultures of others.

Note: This post is deemed to require a Disclosure check via the Disclosure and Barring Service. Therefore it will be necessary before the appointment to contact the DBS to check on any relevant criminal background.

This job description is not intended to be an exhaustive list of duties and responsibilities of the post and the post holder may be requested to carry out duties appropriate to the grade of the post.

The post may change over time to meet organisational/personal requirements, and this job description may be changed after consultation with the post holder

Some flexibility in the hours worked will be essential at times to meet demands placed on our service.

The post holder shall perform their duties at any other reasonable location to which they may be directed from time to time by the Employer

JOB DESCRIPTION AGREEMENT

Signature of Post holder: **Date:**

Signature of Manager: **Date:**

