

Job Description

Job Title	Grade/Salary
Relationship Giving Manager	£29,008-36,778
Accountable to	Responsible for
Head of Fundraising	Volunteers

Job Purpose and Role

The Relationship Giving Manager plays a leading and hands on role in designing and implementing the supporter acquisition, retention and development plans. Focusing on growing reach, engagement and ultimately income across Individual Giving, Legacy and In Memory activity.

The postholder will manage, coordinate and deliver a variety of donor acquisition, conversion and retention campaigns and communications that make up the donor acquisition and supporter development programmes to deadline and within budget across various mediums including print, digital, face-to-face and direct marketing etc.

The postholder will also.

- Track the performance of campaigns and monitor performance metrics, including campaign results against agreed KPIs
- Ensure continuous testing, collate learnings and make recommendations to guide future activity
- Ensure effective maintenance and retention of active, lapsing and lapsed supporters
- Work with the wider fundraising team to design and implement supporter journeys for all individual donors and supporters including legacy prospects and pledgers
- Contribute to the development of the legacy marketing plan, implementing annual and ongoing initiatives to build a sustainable legacy pipeline
- Identify new channels and audiences to promote activities and products amongst existing donors/contacts and new prospective donors
- Develop strong relationships with external third parties promote the charity as a local beneficiary

If your goal is to develop your career in fundraising in a rewarding role with plenty of opportunities to make a difference to the lives of local people, then we want to meet you.

Main Duties and key result areas

Individual/Team	<ul style="list-style-type: none"> • Act as a main point of contact for the team • Work as part of the team to ensure business objectives are achieved. • Ensure a professional service is provided at all times.
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	<ul style="list-style-type: none"> • Undertake any additional activities elsewhere in the charity as required and within your capability. • Ensure you work effectively using good time management and workload prioritisation. • Report any concerns or possible improvements to the Head of Service. • Ensure a working understanding of all Policies and Procedures related to your role/dept. • Seek process improvements that will increase efficiency through the elimination of waste. • Undertake project work with colleagues across the organisation as required to ensure continuous improvement in current departmental working practices. • Develop and maintain positive relationships with all supporters, employees, volunteers, managers and stakeholders. • Promote the services of the department at all appropriate opportunity. • Prepare management reports as required by the Heads of Department.
Relationship Giving	<ul style="list-style-type: none"> • Work in collaboration with the wider fundraising team to develop and deliver a programme of integrated acquisition campaigns across Teesside & North Yorkshire to acquire new cash and regular giving donors • Develop and implement an integrated supporter retention programme for warm donors including: In memory of, regular giving, non-ask communications, annual raffle and newsletter mailings to generate revenue from existing donors • Determine appropriate data selection and segmentation for all warm and cold supporter appeals and campaigns • Review budgets and ROI for all acquisition and retention activities, providing income and expenditure reports and forecasts when required and measuring the effectiveness across all channels in order to make recommendations for future activity • Agree and set KPI's with the Director of Income Generation, to monitor and evaluate campaign activity and provide detailed regular reporting
Supporter Care	<ul style="list-style-type: none"> • Ensure supporter journeys are delivered for every Individual Giving/In Memory of/ legacy donor group – engaging donors for the long term and ensuring a seamless transition from supporter acquisition to retention • Provide training to staff and volunteers (as necessary) to build confidence when talking about different ways to support Teesside Hospice • Implement agreed supporter journey for lapsed supporters to reactivate continued support
Legacy	<ul style="list-style-type: none"> • Work with the wider team to develop inspiring legacy messages/propositions, develop promotional and marketing initiatives consistent with the broader communications plan and use various channels to promote legacy giving, raise awareness of the need for Gifts in Wills and inspire supporters/ the public to consider this method of giving across Teesside & North Yorkshire • Develop and maintain strong internal relationships to ensure legacy marketing is incorporated in plans across fundraising and the legacy message remains high on the agenda and is promoted in the right way • Organise legacy events for supporters and local solicitors to raise awareness of our work and the need for legacy donations
Digital	Work alongside the Digital Marketing Officer to develop:

	<ul style="list-style-type: none"> • Integrated digital marketing plans for Relationship Giving/In Memory of/ Legacy fundraising which are aligned with our off-line fundraising activities; including PPC, organic/paid social media, retargeting campaigns etc. to maximise promotional awareness • Ensure webpage content are refreshed regularly on charity donation pages to support the analysis of donor activity online • Establish smart metrics to determine success by campaign and undertake digital campaign analysis
External relationships	<ul style="list-style-type: none"> • Manage recruitment and tendering of 3rd party suppliers to identify primary suppliers based on quality and cost • Build strong relationships with external agencies and suppliers - manage and review regularly effective relationships with third party service providers, e.g. fulfilment agencies, marketing and fundraising agencies, printers and designers evaluating performance on an ongoing basis • Maintain relations and form new relationships with key professional bodies and individuals in order to increase income, including: solicitors, funeral directors independent financial advisors, executors and family/ friends of the deceased

Delivering to our Values

Accountable

- Able to justify actions or decisions
- Takes personal responsibility for their actions
- Able to describe the impact of their work in a way others understand
- Welcomes feedback as an opportunity to grow and develop

Trustworthy

- Working collaboratively with beneficiaries, colleagues, partners and supporters
- Being authentic and transparent
- Trusted to respond to needs and deliver what is expected of us
- Projecting a professional image that engenders trust

Principled

- To adhere to professional and clinical standards
- Maintain appropriate boundaries and relationships which are built on trust and honesty
- Avoid and speak out against any actions, or behaviours, that conflict with our values or could cause harm to any stakeholders
- Demonstrate strong moral principles which embody Teesside Hospice's vision and bring our values to life
- Do the right thing even in difficult situations, and always endeavour to work effectively and efficiently to maximise results and service

Skilled

- Having and showing the knowledge, ability or training to work well
 - Seeking opportunities to learn from a wide range of sources
 - Contributing to the provision of excellent, safe and effective care no matter what your role is in the organisation
- Ensuring that the treatment, support and services we offer are effective

Compassionate

- *Feeling or showing kindness and concern for others*
- *Able to empathise with people who dealing with a terminal illness*
- *Being kind in use of language and behaviour*
- *Caring for others who need our support and help*

All employees are expected to:

- Live the Hospice's values so that the highest standards of patient and customer care can be achieved.
- Be committed to diversity and inclusion of all, promote and improve service standards, so that excellence in all that we do is perused through continuous improvement.
- Contribute to development of and strive to meet departmental, team and individual targets
- Participate in the staff appraisal and development scheme, one to one performance discussions and attend identified training to ensure continuous learning and improvement
- Comply fully with the Code of Conduct, health and safety requirements, legislation, regulations, policies and procedures



Better Health
at Work Award
Silver Award



- Attend meetings or provide services outside of the usual working hours where reasonably requested to do so
- Have an overall understanding of the risks and implications associated with the requirements of the role and takes appropriate action to mitigate any potential consequences.
- Embrace digital ways of working to help improve efficiency and save costs to the Charity.
- Respect privacy and dignity at all times.

The duties outlined in within this document are not exhaustive and other duties may be expected in line with the level of the role at the discretion of the Head of Service. Teesside Hospice reserves the right to amend the job description at any time.

I have read and understand the duties required for the role.

Signed **Date**

Print name



Person Specification

Attribute	Detail	Essential or Desirable
Skills & Abilities	Excellent people skills and the ability to form and maintain professional relationships	E
	Excellent administration and organisational skills	E
	Excellent customer service skills	E
	Ability to work to tight deadlines, under pressure and in a busy environment	E
	Act in a professional manner and able to deal with people at all levels within the organisation.	E
	Excellent IT & digital skills	E
Knowledge & Experience	Excellent Microsoft Office: word, Excel and PowerPoint	E
	A clear understanding of data protection and confidentiality	E
	Excellent digital and social media knowledge	E
	Knowledge of administration procedures	E
	Be able to demonstrate at least 2 years' experience in a similar role	E
	Knowledge of Health & Safety	D
	Knowledge of online fundraising platforms	D
Education & Qualifications	Good standard of education/literacy/numeracy	E
	IT Qualification to level 3	E
Personal Attributes/ Key skills	Ability to work as part of a team	E
	Ability to remain calm and professional during difficult situations.	E
	The ability to multi-task and prioritise whilst working to tight deadlines	E
	Be proactive, positive and enthusiastic	E
	Excellent communication skills both written and verbal	E
Other	Emotional intelligence with an understanding of, and empathy for, the work of Teesside Hospice and its stakeholders	E
	Ability to travel independently across areas covered	E