



PILGRIMS HOSPICES – JOB DESCRIPTION

In Memory Fundraising Officer

MAIN PURPOSE AND SCOPE OF THE JOB

To support the Supporter Experience Team to deliver exceptional in memory events and stewardship to current supporters, and develop engaging and effective marketing activities to recruit new donors. You will be required to speak on a regular basis with people who are recently bereaved.

POSITION IN ORGANISATION

Reports to: Supporter Experience and Legacy Manager

Responsible for: Team Volunteers

Key Working Relationships: Supporter Relations Officer, Individual Giving Officer, Supporter Relations Administrators

Key Working Teams: Supporter Relations, Gifts in Wills, Fundraising, Marketing, Psychosocial & Bereavement

Weekly Contracted Hours : 35 hours per week

Location: Canterbury (Occasional cross-site working and travel to Ashford & Thanet)

DUTIES AND KEY RESPONSIBILITIES

- Deliver outstanding supporter experiences for donors, and strive to encourage repeat giving through offering the highest level of stewardship.
- With support from the Supporter Experience & Legacy Manager, monitor and contribute to the budget for in memory campaigns.
- Lead on the creation of, and deliver, a detailed marketing plan to recruit, and maximise conversion of In Memory Donors.
- Take responsibility for and lead on in memory projects and events throughout the year.
- Weekend and evening working will be required, flexibility towards hours is essential.
- Maintain awareness of other charity initiatives and activities, locally and nationally, that may impact on fundraising activity.
- Maintain and update supporter records so that Pilgrims have an accurate representation of its donors and their giving history.

Events and Campaigns

- Develop and maintain in memory campaigns that will engage donors, and encourage continued support.
- Ensure that all in memory and stewardship events are effectively planned, managed and marketed to maximise income potential. This will include volunteer recruitment, logistical planning, catering orders & event kit delivery.
- Lead and co-ordinate our flagship in memory and stewardship events throughout the year, across all three sites and in the community, delivering the best experience for donors and volunteers.
- Develop and manage timely and effective marketing of our flagship in memory events and campaigns to maximise engagement and income using a variety of channels.
- Collaborate with the Supporter Relations Officer on postal mailing/email in memory campaign preparation, including preparing data selection briefs.
- Copy-write and develop mail-pack content for in memory campaigns, website pages and social media.
- Act as an ambassador for the hospice, representing Pilgrims at in memory, fundraising and stewardship events.

Income Planning and Delivery

- Contribute to the annual business planning for the Supporter Experience Team by developing and leading a detailed plan of activity for in memory campaigns.
- Manage own performance against income targets and approaches in a regular report to the Supporter Experience and Legacy Manager.
- Develop resources to grow and maximise income from in memory campaigns, and more broadly from current supporters.
- Work collaboratively with clinical staff and the marketing team on in memory campaign planning and marketing.

Supporter Cultivation and Stewardship

- Plan and oversee stewardship journeys for in memory donors, online and offline, ensuring they are contacted promptly and opportunities are taken to maximise their life time value.
- Maintain our relationships with local Crematoria and develop relationships with local Funeral Directors to ensure they have all the necessary tools to promote Pilgrims in their communities.
- Identify case studies and ambassadors whose stories and experiences can be shared by the wider Income Generation and Marketing team in a sympathetic and dignified manner.

Driving Brand Awareness

- Actively develop the team's online and offline publicity across a number of platforms internally and externally, working closely with the Marketing and Communications Team.
- Lead on the development, and improvement, of fundraising materials for in memory campaigns.
- Ensure all in memory promotional activity is coherent with Pilgrims Hospices' brand guidelines.
- Lead on promoting and utilising digital in-memory fundraising products for donors.

Cross Team/Site Working

- Work closely with colleagues across Income Generation, and the wider charity, to identify and maximise opportunities for development of in memory campaigns.
- Travel to, and work across all three hospice sites in Canterbury, Thanet and Ashford, maintaining a regular presence at each hospice.

The above job description is not an exhaustive list of all the duties of the post holder. It will be reviewed in conjunction with the post holder.

GENERAL RESPONSIBILITIES

Corporate Governance –

The post holder must, at all times, act honestly and openly and comply with relevant corporate governance requirements, employment legislation and standards of business conduct.

Post holders are expected to be familiar with and comply with all policies and procedures published by Pilgrims Hospices in East Kent.

Health and Safety –

Under the Health & Safety at Work Act (1974), it is the responsibility of the post holder at every level to take care of his/her own health and safety and that of others who may be affected by his/her acts at work.

Flexibility –

The post holder is expected to work flexibly to be able to meet the challenges and opportunities of working within Pilgrims Hospices in East Kent.

This Job Description is not exhaustive. This job description is a reflection of the current position and the post holder is expected to view it as a guide rather than an exact description of all duties and responsibilities. It may be subject to variation from time to time. The post holder will be required to undertake any other duties that may be required by the Line Manager, commensurate with the level of the post.

PILGRIMS HOSPICES – PERSON SPECIFICATION

In Memory Fundraising Officer

This person specification sets out the essential, minimum qualities we are seeking for this post. Please ensure that your application demonstrates how you meet the criteria. You may include voluntary, unpaid and paid work.

	CRITERIA	Criteria Tested At		
		Application	Interview	Essential
EXPERIENCE	• Experience working in a professional environment	☑	☑	☑
	• Experience working as part of a team	☑	☑	☑
	• Experience of planning and working on events	☑	☑	☑
	• Experience working to tight deadlines	☑	☑	
	• Experience working to brand guidelines and design briefs	☑		
SKILLS/ ABILITIES	• Excellent written skills and the ability to write strong, engaging and sensitive letters to supporters	☑	☑	☑
	• Strong attention to detail and the ability to assess the accuracy of copy and artwork	☑	☑	☑
	• A good eye for design and creative flair	☑	☑	
	• Confident communication skills and the ability to build relationships with bereaved supporters personally, over the phone, via email or social media, in an appropriate and sensitive way.	☑	☑	☑
	• Fully IT literate and conversant in the use of Microsoft Office applications	☑	☑	☑
	• Exceptional organisational skills and the ability to plan and prioritise work to achieve	☑	☑	☑

