**Northern Ireland Hospice**

**Job Description**

**Post:** Donor Development Manager

**Location:** Based in Head Office

**Reports to**: Head of Fundraising & Engagement

**Responsible to:** Director of Innovation & Commercialisation

**Role**

The post holder will be responsible for the development and successful implementation of an Individual Giving strategy encompassing direct marketing, legacies, in memoriam/ tribute giving to raise funds for both the Adult’s and Children’s Hospices. He/she will effectively utilise and develop a growing database of individual supporters and contribute to the overall Fundraising & Engagement Strategy.

**Strategic & Financial**

* In conjunction with the Head of Fundraising & Engagement, develop the Individual Giving strategy, looking at income and expenditure forecasts on an annual, 3 & 5 year basis;
* Overall responsibility for developing and implementing the Legacy, In Memory, Tribute Fund, and Giving in Celebration Strategies;
* Contribute to the development of the overall fundraising strategy;
* Develop specific operational plans, with agreed income and expenditure budgets for each of the income streams within the plan;
* Develop Key Performance Indicators to monitor, evaluate and report monthly and as required

**Operational Management of The Donor Marketing/Individual Giving programme**

* Work in collaboration with other departments to develop materials and messages to support the donor marketing programme.
* Devise and implement a range of cost effective fundraising programmes for recruiting, retaining and reactivating individual donors that maximise overall net income
* Develop donor communications plans for the NIH Donor Care concepts/initiatives tailored to each donation stream.
* Develop plans for each campaign and ensure that the projects are delivered on brief, on time and on budget.
* Review and develop the current Legacy strategy ensuring that Gifts in Wills are promoted effectively by the entire Fundraising & Engagement team and the wider organisation.
* Lead on Payroll Giving, developing a communications plan for retention, development and growth of this income stream
* Project management of appeals, utilising the most cost effective channels to achieve net income targets and high return on investment
* Research, source, appoint and manage relationships with external agencies, consultants and suppliers necessary to deliver the Donor Marketing Programme.
* Ensure that the Donor Marketing Programme is delivered using a data driven approach through understanding, insight and targeting of NI Hospice donors.
* Maximise tax effective giving across donor marketing and other fundraising streams as relevant
* Report on campaign performance and monitor against past performance & planned expectations, using results and analysis to inform future activity
* Contribute to the ongoing development of donor care strategies with the aim of maximizing life-time value of donors
* Understand the profile of NI Hospice’s target audience and supporter base; investigate new fundraising methods and opportunities of reaching this audience and new potential audiences.
* Ensure the Donor Marketing programme is delivered within fundraising legislation and standards
* Ensure that all work produced conforms to NIH branding, internal and external best practice guidelines.

**Database Management**

* Lead on the management of the donor database Raisers’ Edge
* Be responsible for delivering data selection and segmentation briefs for campaign targeting for the Fundraising & Engagement Team
* Develop a suite of reports and queries for the entire fundraising team and provide training in their use
* Lead on embedding Raisers’ Edge within the entire fundraising team, including training

**Staff Management & Programme & Information Sharing Integration**

* Lead and manage the Donor Marketing team, providing training and support through operational plans, one to ones and annual Performance Development Reviews.
* To work as part of the Fundraising and Engagement Management team to maximise integration across the team to achieve optimum results.
* Based on strategic needs, work with the Heads of Services to agree themes for donor marketing campaigns.
* To work with the Communications team to ensure all donor marketing activity is represented appropriately on the NI Hospice website, social media and through appropriate PR opportunities
* To undertake any other relevant duties that may be assigned by the line manager the from time to time.

**NORTHERN IRELAND HOSPICE**

Employees of Northern Ireland Hospice are required to support its mission which is:

***“To provide holistic, specialist palliative and rehabilitative care services, within Hospice and the community, in an environment of accountability, education and research, enabling individuals with a life-threatening illness and their families, to maximise the quality of their lives.”***

Northern Ireland Hospice is also committed to the following core values, which employees are expected to apply in all relevant aspects of their work:

***Accountability*** *- integrity, openness and transparency in all dealings with patients, families, volunteers, supporters and staff, and probity in the stewardship of all funds and assets.*

***Compassion*** *- the fundamental right of all patients to be afforded respect and dignity, and to be cared for with utmost compassion and sensitivity.*

***Equality*** *- the equal treatment of all who have dealings with the Hospice regardless of their ethnic origin, religious belief, personal philosophy or financial status.*

***Excellence*** *- subjecting all aspects of our work to regular review to ensure that it is continually improving to meet the highest standards.*

***Partnership*** *- cooperating positively with other palliative care providers, Health and Social Care Agencies and all relevant stakeholders in the expansion and advancement of palliative care services.*

***Valuing Volunteers and Staff*** *- valuing the unique contributions of all volunteers and staff, and ensuring that they are properly supported and developed in their various roles.*

**General Responsibilities**

* Members of staff are expected at all times to provide a caring service and to treat all those with whom they come into contact in a courteous and respectful manner.
* Staff are expected to demonstrate their commitment to Northern Ireland Hospice by their regular attendance and the efficient completion of all tasks allocated to them.
* All staff must comply with Northern Ireland Hospice Smoking Policy.
* All duties must be carried out in compliance with Northern Ireland Hospice Health and Safety policy and statutory regulations.
* Northern Ireland Hospice is an Equal Opportunities Employer. You are required to adhere to Northern Ireland Hospice Equal Opportunities Policy throughout the course of your employment.

All information relating to patients and staff must be held in the strictest confidence and must not be divulged to any unauthorised person at any time, unless to do so is in the best interest of the individual. A breach of confidentiality will result in disciplinary action being taken in accordance with the Northern Ireland Hospice Disciplinary Procedure

**Northern Ireland Hospice**

**Job Specification**

**Post:** Donor Development Manager

**Department:** Fundraising

**Grade:** Based on Band 6 £25,683 - £34,795 per annum

**Hours:** Full Time / 37.5 hours per week

**Essential Criteria:**

**Qualifications and/or experience**

* A third level qualification in a business, marketing, communications or fundraising
* Significant experience leading a successful Donor Marketing or Individual Giving Programme
* Significant experience leading a team to achieve results
* Proven experience in developing strategy, operational plans and complex budgets.

**Skills**

* Expertise in and experience of:
  + Individual supporter fundraising through direct marketing techniques
  + The development and implementation of regular giving products
  + Recruitment of new supporters using multiple, integrated channels across online and offline media
  + Supporter development including upgrade, cross-sell and retention
  + Legacy marketing and fundraising
* Excellent understanding of data analytics and metrics relating to fundraising
* Proven experience of Direct Marketing campaign management – creative, copy, design, print, mailing etc. and including sourcing, managing, negotiating and liaising with suppliers.
* Demonstrable experience of delivering multiple projects, on time and in budget
* Experience of developing operational plans and income and expenditure budgets and forecasts
* Understanding and experience of managing donor/customer relationships
* Proven analytical skills including financial. Able to analyse information and make objective decisions
* Excellent communication skills
* Target and results orientated
* Meticulous attention to detail
* Enjoys working with others and as part of a team
* Self-motivator and able to reflect on and evaluate own work
* Professional and credible, able to represent the hospice
* Able to work occasional unsociable hours when required.

**Knowledge**

* Demonstrable knowledge of how databases are used for marketing purposes.
* Up to date knowledge of data legislation and fundraising standards
* IT proficiency with word processing, spreadsheets etc.

**Desirable Criteria**

* Excellent understanding of digital media and the use of digital channels for fundraising communications.
* Direct Marketing qualification (Certificate/Diploma etc.)
* Membership of the Institute of Fundraising
* IOF Certificate in Fundraising
* Experience of Raisers Edge CRM system.