**Primrose Hospice Personal Specification – Fundraiser**

|  |  |
| --- | --- |
| **Category** | **Requirement** |
| **Experience:** | * Excellent standard of education.
* Demonstrable track record of hitting targets and growing income from all fundraising income streams.
* Preferable experience of working in a fundraising environment.
* Preferable experience of increasing income via digital fundraising methods.
 |
| **Skills and Knowledge:** | * Strong communication and interpersonal skills across all areas, including members of the public, corporate businesses and other supporters.
* Ability to write copy for presentation documents, letters and website use and proof read where necessary.
* Ability to work on your own initiative and multi-task.
* An understanding of how to successfully engage in social media channels, utilising these to increase online donations.
* Well organised with a high level of accuracy and attention to detail.
* Excellent time management skills with the ability to prioritise own workload, deal with conflicting demands and work under pressure to meet tight deadlines with little direct supervision.
* Excellent IT skills including MS Word, Excel, Outlook, PowerPoint and Database.
* A willingness to work flexibly and proactively within the team and respond to the emerging needs of the charity and its supporters, by forging long term sustainable working relationships.
* An empathy with the aims, objectives and activities of Primrose Hospice.
* Ability to review, develop and change working practices as the role and work demands.
* Sensitive approach to dealing with personal information about peoples’ health and lifestyle.
* Strong networking skills and a proven ability to build relationships with a diverse range of people, at all levels.
* Ability to identify and overcome problems using your own initiative.
* A creative and enthusiastic and motivated ‘can do’ approach.
* Demonstrable evidence of being able to prepare and deliver presentations.
* Ability to work proactively to grow income in your defined areas over time.
* Proven account/relationship/partnership management experience.
* Experience of working within a dynamic, fast paced environment.
* Demonstrable record of motivating and influencing others.
* Strong project management experience.
* Experience of successfully interacting and engaging with members of the public in a professional capacity.
* Experience of using social media to deliver marketing and communications effectively.
 |
| **Other:** | * Willingness to travel and work outside of normal working hours.
* Full UK driving licence with access to own vehicle.
* Adhere to the policies and procedures of Primrose Hospice.
 |