**Primrose Hospice Personal Specification – Fundraiser**

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| **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. |