

**Primrose Hospice**

**Job Description**

**Job title: Fundraiser**

**Reporting to: Fundraising Manager**

**Salary: £18,514 Actual (FTE £30,856)**

**Hours: 22.5 hours per week**

**Role Purpose**

To educate, engage and inspire our community to choose to support Primrose Hospice as their charity of choice, through the development and delivery of campaigns and activities.

To work with the Fundraising Manager to design and deliver creative fundraising campaigns, with the objective of building and maintaining beneficial relationships with community, corporate and individual supporters, while growing the profile and reputation of Primrose Hospice.

To work with the Fundraising Manager to ensure that fundraising within Primrose Hospice is innovative and forward-thinking, and to identify opportunities to grow support within the local community.

**Key responsibilities**

**Fundraising**

* Act as the initial point of contact in relation to supporter enquiries.
* Lead on the development and delivery of a programme of fundraising activities and campaigns to maximise income generation.
* Attend events where appropriate to promote the work of Primrose Hospice as agreed with the Fundraising Manager, including out of hours where necessary.
* Implement clear supporter journeys and process map all activities, ensuring supporters receive the best possible experience.
* Develop a sustainable pipeline of future business from across the community and corporate sector.
* Develop and nurture relationships with potential supporters (e.g. local businesses, schools, and community groups).
* Identify opportunities to secure non-financial support such as pro-bono advice, volunteering, or Gifts in Kind.
* Ensure that opportunities for corporate sponsorship, payroll giving, employee fundraising and all other forms of corporate fundraising are promoted effectively.
* Proactively prospect all Charity of the Year (COTY) opportunities.
* Confidently deliver pitches and presentations.
* Network at appropriate events to raise the profile of Primrose Hospice and secure new introductions whilst identifying areas for growth.
* Support volunteers working with the Fundraising Team.
* Ensure supporters have a positive experience in their engagement with the Hospice.
* Work in partnership with suppliers to achieve the best deals for the Hospice.
* Keep up to date with developments and trends in fundraising.

**Communications, PR and Promotion**

* Support communications in all digital media applications, including Facebook, LinkedIn and Twitter to promote events and fundraising activities.
* Develop a detailed understanding and knowledge of the work of Primrose Hospice.

**Administration**

* Contribute to the work of the Fundraising Team across all areas as required, attending and contributing to team meetings, covering telephone and administration tasks as necessary.
* Use the Donorflex database system to set up and maintain accurate records of communications, events and activities taking place.
* Keep accurate records of income generated from fundraising activities.
* Keep files up to date with event plans and delivery.
* Ensure all activities comply with GDPR and the Data Protection Act.
* Attend fortnightly 121 meetings with the Fundraising Manager

**Other duties & responsibilities**

This is not an exhaustive list of responsibilities, and the post holder will be expected to undertake other duties within the remit of the job and appropriate to their level of seniority as requested by the relevant line management.

The post holder will:

* Promote the Hospice’s vision, values and strategic objectives.
* Uphold ethical and professional standards and not behave in a manner that is likely to bring the Hospice into disrepute, both inside and outside of work.
* Promote and sustain a responsible attitude towards equal opportunities and diversity within the Hospice.
* Demonstrate a commitment to ongoing registration requirements, or any national, professional, or occupational standards associated with the role.
* Demonstrate a commitment to ongoing learning and development and to identify and participate in any training relevant to the role.
* Undertake any other duty within your ability and within reason, as may be required, from time to time, at the direction of your line manager.

**ASSISTANCE**

* The Hospice has the advantage of being supported by a number of volunteers. If a volunteer is assigned to assist you at any time, you will still retain responsibility for the requirements of this job in terms of accuracy, efficiency, and standards of completion. You will also ensure good communication and be mindful of your responsibility towards that volunteer in terms of Health and Safety.

**CONFIDENTIALITY**

* You should be aware of the confidential nature of the Hospice environment and/or your role. Any matters of a confidential nature, relating to patients, carers, relatives, staff, or volunteers must not be divulged to any unauthorised person.

**DATA PROTECTION**

* You should make yourself aware of the requirements of the General Data Protection Regulation / Data Protection Act and follow local codes of practice to ensure appropriate action is taken to safeguard confidential information.

**HEALTH AND SAFETY**

* You are required to take reasonable care for your own health and safety and that of others who may be affected by your acts or omissions, and you should ensure that statutory regulations, policies, codes of practice and safety and good house-keeping rules are adhered to, attending safety and fire lectures as required.
* It is expected that you will be committed to the core purpose of the Hospice and will act as an ambassador for the Hospice, actively promoting it throughout your role. It is also hoped that as the Hospice is heavily reliant on charitable donations you will support promotional activities where possible showing support to your colleagues in the spirit of team working.

**Agreement**

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| **Approved by Line Manager - Signature:** |  |
| **Job Holder’s Name** |  |
| **Job Holder’s Signature:** |  |
| **Date agreed:** |  |