



## Jersey Hospice Care JOB DESCRIPTION

<b>Job Title:</b>	Individual Giving & Legacy Officer
<b>Reports to:</b>	Head of Marketing and Communications
<b>Department:</b>	Income Generation and Marketing
<b>Hours:</b>	37.5 hours per week (part time hours would also be considered)
<b>Working Pattern:</b>	Monday – Friday (some evening / weekend for events)
<b>Contract Type:</b>	Permanent

### General

Jersey Hospice Care is an independent charity which provides palliative care services within the community and the hospital, as well as through the King Centre and In Patient Unit facilities. All services benefit from a well-resourced multi-professional team with skills and expertise in palliative and end of life care. These services are provided at no cost to the patient or their family.

The Individual Giving and Legacy Officer will work as part of our dedicated Income Generation and Communications team, playing a crucial role in securing the income that enables us to support patients and families. Working closely with the Director of Income Generation and Marketing, Head of Marketing and Communications and the Donations and Finance Officer, they will evolve and deliver an effective individual giving and legacy fundraising strategy and tactical action plan.

The post holder will lead the development and growth of our Individual Giving income portfolio, bringing new donors on board across traditional and digital streams; with responsibility for the retention and reactivation of supporters, maximising their lifetime value, ensuring the best possible supporter experience and delivering annual net income growth in individual giving.

The post holder will be Hospice's lead internally and externally on legacy giving, ensuring we raise awareness of this important income stream to Hospice through promotional materials, face to face events and building relationships with legal practices and other stakeholders.

The post holder will bring sensitivity, excellent organisation skills, outstanding written and verbal communication skills, and a passion for connecting with people. As part of this, a key responsibility will be developing strong relationships with donors and their ongoing relationship management.

The post holder will bring sensitivity, excellent organisation skills, outstanding written and verbal communication skills, and a passion and enthusiasm for fundraising, working as part of a successful fundraising team that values wellbeing and champions teamwork.

### **Job Context**

The post holder will be based at Jersey Hospice Care, Mont Cochon, attending external meetings off site as required. Core working hours will be Monday – Friday 9:00 – 17:00, with flexibility to attend meetings and events outside of core working hours as required.

### **Nature and Scope of Role**

The accountabilities of the role will include but are not limited to supporting the Director of Income Generation and Marketing and Head of Marketing and Communications in the following areas:

1. Strategic and tactical planning and delivery
2. In Memoriam and Regular Giving lead (Memory tree and regular gifts)
3. Legacy Giving lead
4. Stewardship of new and existing donors
5. Administration and reporting

In addition, the post holder is required to operate in adherence to Jersey Hospice Care Culture Pathway, Vision, Mission, Values and Behaviours.

#### **1. Strategic and tactical planning and delivery**

- Support the Income Generation Director to deliver the fundraising strategy, focusing on in memoriam, regular and legacy giving – growing net income year-on-year.
- Responsibility and ownership for translating the strategy into day-to-day tactical action plans, aligned with annual income targets.
- Maximise and grow income from donors through their giving journey, by building and maintaining strong, personal relationships to ensure lifetime giving.
- Stay informed about changes in the individual, regular giving and legacy fundraising landscape and adopt best practices.
- Liaise and collaborate with colleagues within the Income Generation Team and wider Hospice to identify potential cross team working opportunities to ensure Hospice maximises income and engagement of donors.

#### **2. In Memoriam and Regular Giving lead**

- Be the first point of contact for all individual giving inquiries, via phone or email
- Develop and deliver plans that grow Hospice's supporter base through engaging and inspiring one-off and regular giving appeals and activities.
- Design, develop and implement the offering of online tribute pages to enhance Hospice's digital giving.
- Maintain regular contact with supporters, including personalised thank-you communications.
- Work with the Marketing & Communications team to ensure all marketing materials required have a compelling case for support and are on brand and message.
- Assist the Income Generation Events Team with the delivery of in memoriam and celebration events including Candles on the Beach, Moonlight Walk and Light up a Life – identifying and implementing appropriate regular giving cross-selling opportunities.

### 3. Legacy Giving lead

- Champion legacy giving both internally and externally – working closely with colleagues to ensure that everyone understands the importance to Hospice of legacy giving and the role they can play.
- Work with the Marketing & Communications team to craft and execute legacy marketing campaigns, including all materials needed to inspire supporters to leave a Gift in their Will to Hospice.
- Organise and deliver events to promote legacy giving to long-term supporters and other target audience groups.
- Over-see the stewardship of next-of-kin supporters, legacy enquirers and pledgers, ensuring they receive regular updates on the impact of their support and work of Hospice.
- Identify, build and manage relationships with relevant external stakeholders – e.g. funeral directors, local solicitors.
- Work with the Finance team to ensure legacy pledges are accurately recorded, monitored and reported on.

### 4. Stewardship of new and existing donors

- Represent and be an ambassador for Hospice at in memory events and face to face meetings.
- Develop, deliver, and implement exceptional supporter stewardship journeys that build strong relationships with donors and keep them engaged in the work of their Hospice.
- Manage the evolution and stewardship of Hospice's regular giving programme, including uplift campaigns and acquisition of new donors into the programme.

### 5. Administration and reporting

- Provide regular reporting to the Head of Marketing & Communications and the Director of Income Generation and Marketing.
- Track key metrics to ensure the income portfolios remain on track to deliver organisational goals and income targets.
- Deliver high quality impact reporting to donors, to demonstrate the importance of their support.
- Utilise Hospice's CRM (Customer Relationship Management) system Donor Flex to maintain accurate records, monitor activity, and generate reports on legacy enquirers and pledgers, in memoriam and regular giving supporters, and their historic engagement with Hospice.
- Always work to the highest level of discretion and confidentiality.

## GENERAL DUTIES

In addition to the key job responsibilities detailed in this job description all employees at Jersey Hospice Care are expected to comply with the general duties detailed below:

**Infection Prevention and Control** - Maintain a clean, safe environment, ensuring adherence to Jersey Hospice Care's standards of cleanliness, hygiene and infection prevention and control.

**Safeguarding** - Jersey Hospice Care is committed to safeguarding and promoting the welfare of adults, children, and young persons. All employees are therefore expected to behave in such a way that supports this commitment.

Foundation Level Safeguarding Training will be provided to all non-clinical employees and all clinical employees will be required to attend Safeguarding training in line with the Intercollegiate Document recommendations (RCN, 2018).

**Information Governance** - Jersey Hospice Care has undertaken to ensure that it meets its obligations to comply with the Data Protection (Jersey) Law 2018 and other guidance and standards of confidentiality and information security.

All employees have an individual responsibility for creating accurate records of their work and for making entries into and managing all records effectively in line with policies and procedures and to ensure Jersey Hospice Care meets its legal, regulatory and accountability requirements.

**Governance** - Actively participate in governance activities to ensure that the highest standards of care and business conduct are achieved.

**Health & Safety** - Ensure a safe working environment and be aware of responsibilities under the Health and Safety at Work (Jersey) Law 1989, taking appropriate action in the event of an accident to patients, employees, self, or any other person in the work area.

To co-operate fully in discharging the policies and procedures with regard to health and safety matters.

Whilst the aim of Jersey Hospice Care is to promote a co-operative and constructive view of health and safety concerns in the organisation, all employees must be aware that a wilful or irresponsible disregard for safety matters may give rise to disciplinary proceedings.

**Volunteers** – All employees have an individual responsibility to recruit, train and support volunteers as appropriate, to achieve Jersey Hospice Care objectives, making best use of volunteers and to minimise costs.

## OTHER INFORMATION

**Data Protection** - Applications made in respect of this position will remain confidential, those that are unsuccessful will be kept for a period of 12 months from date of receipt at which point they will be destroyed. The application of the successful candidate will be kept on their personnel file for three years post termination of employment. For further explanation see Appendix A 'fair processing statement'.

**Equal opportunities statement** - Jersey Hospice Care is committed to eliminating discrimination and encouraging diversity amongst our workforces. We demonstrate commitment to equality and fairness for all in our employment and do not discriminate on the grounds of gender, marital status, race, ethnic origin, colour, nationality, national origin, disability, sexual orientation, religion or age. We oppose all forms of unlawful and unfair discrimination.

**Jersey Hospice Care operates a strict no smoking policy.**

**NB:** Although this is a comprehensive job description, you may be required to undertake other duties assigned by Jersey Hospice Care in response to organisational or service demands.

PERSON SPECIFICATION		
Individual Giving & Legacy Officer		
Essential Criteria for selection		Desirable Criteria for selection
<b>Qualifications and Training</b>		<ul style="list-style-type: none"> <li>• Good knowledge of data protection regulation.</li> </ul>
<b>Knowledge and Experience</b>	<ul style="list-style-type: none"> <li>• Demonstrable experience of influencing and communicating with stakeholders, internally and externally.</li> <li>• Strong administration skills – ideally with experience of campaign management and documenting meetings and data records.</li> <li>• Experienced in planning, monitoring and being accountable for budgets to agreed deadlines.</li> <li>• Experience of collaborating with team members / other departments on the production of high quality and compelling marketing materials.</li> <li>• Proven history of overseeing projects from start to finish – including research, developing a compelling proposition, implementation, and delivery.</li> <li>• Excellent stakeholder management skills: the ability to work, communicate and influence effectively, sensitively, and professionally with all stakeholders.</li> <li>• Thrive at building strong relationships with stakeholders at all levels – acquiring, retaining, and stewarding supporters.</li> <li>• Excellent written and verbal communication skills.</li> <li>• Excellent planning and organisational skills, able to work on your own initiative and meet deadlines.</li> </ul>	<ul style="list-style-type: none"> <li>• An experienced fundraiser with a history of success in at least two of the following areas: regular giving, fundraising appeals, legacy marketing, memory giving, supporter journeys.</li> </ul>
<b>Technical abilities</b>	<ul style="list-style-type: none"> <li>• Good proficiency using Microsoft office products – Word, Outlook, Excel, Teams</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of using a customer relations management system – such as Donor Flex</li> </ul>
<b>Personal attributes</b>	<ul style="list-style-type: none"> <li>• Excellent creative collaborator, with a can do attitude.</li> <li>• Ability to read people and situations.</li> <li>• Flexibility required including evenings and weekend events.</li> </ul>	

## JERSEY HOSPICE CARE BACKGROUND

**Specialist Palliative Care Team** – The Specialist Palliative Care Team works collaboratively with all healthcare professionals island wide to ensure patients and their families receive expert advice and support in relation to palliative and end of life care in all community settings whether this is at home, in nursing and residential care homes or in hospital. The team will adopt a multidisciplinary approach to ensure that it provides complex symptom management and holistic care in order to provide patients with the optimum quality of life possible.

**King Centre** - The King Centre provides wellbeing services based on a rehabilitative approach that support patients affected by life limiting illnesses to enable them to live life as fully as possible, alongside their illness. The King Centre Team offers a comprehensive range of day services, including day hospice, physiotherapy, and complementary therapies. These services are provided by skilled practitioners through individual and group activities and are based upon the personal priorities, goals and needs of each patient.

**In Patient Unit** – The In-Patient Unit comprises of twelve single en-suite bedrooms and provides specialist 24-hour, individualised care with the aim of maintaining independence and dignity in a caring and supportive environment. Care is delivered by experienced, specialist Registered Nurses and Health Care Assistants, working with other members of the multi-disciplinary team, to ensure a holistic approach to the care of patients and their families.

**Children & Young People Services** - The Children & Young People Services are designed to support children and families with the challenges that having a life-threatening condition can bring. The CYP multidisciplinary team ensures each child and young person will have bespoke care, tailored to their individual medical, emotional, cultural, religious, and spiritual needs. However long or short a child's life may be, Jersey Hospice Care's is there to support every member of the family, every step of the way.

**Bereavement & Emotional Support Service** – The Bereavement & Emotional Support Service offers free, confidential counselling and support to anyone in the community who has suffered a loss, regardless of the nature of the bereavement. Both life limiting illness and grief following a loss can have a huge emotional impact. Our service is made up of a small team of qualified and experienced counsellors and trained volunteer bereavement support workers.

**Education, Learning and Development Team** - The Education, Learning and Development Team co-ordinate a broad range of academic and competency-based education programmes to support our employees irrespective of which department they work in to ensure competence and confidence in their roles. We also deliver external education across Jersey's health and social care community which focus on the principles and practice of palliative and end of life care. The overall aim is to achieve Island wide excellence in standards from a single point of education delivery.

**Retail** - There are two Jersey Hospice Care shops; a town shop in St Helier and a country shop in St Ouen, both operated by Jersey Hospice Care Retail Limited a wholly owned subsidiary trading company of Jersey Hospice Care. The shops are important sources of income, as well as providing a vital contact with the Island community.

**Income Generation team** - Are responsible for generating efficient, effective sustainable income for now and for the future. Notable key fundraising events are Million Pound Lottery, Dragon Boat Festival, 5000 Club and Christmas Tree collections.

**Volunteers** - Jersey Hospice Care depends on the generous support of a large body of volunteers who assist in a wide range of roles across all areas of the charity. These include helping in the shops, Day Hospice, In Patient Unit, Community Bereavement Service, fundraising and garden.

**Support Services** - The Support Services' employees are responsible for: People activities and support; administration tasks and projects; accounts management; reception; housekeeping; and our catering services. They provide support to Council, the Executive Team, and Senior Management, and are the first point of call for those ringing or calling at Jersey Hospice Care. They are vital to the smooth running of the charity.