

ST OSWALD'S HOSPICE JOB DESCRIPTION

Job Title: Senior Fundraiser
Department: Fundraising
Responsible to: Fundraising Manager
Hours: 37.5 hours Monday to Friday
Grade 3E
Must be flexible to work irregular hours as demanded by the requirements of the post.
Though you will join a fundraising team as advertised you may be asked to work in another area of fundraising in an equivalent role.

Job Purpose

To be responsible for reaching annual financial targets which are set out in the departmental and team goals objectives for your fundraising team.

To build strong relationships with existing supporters to ensure maximum return and longevity.

To identify and nurture longer term relationships with donors who have the capability and motivation to support at a higher level to increase our chances of securing larger donations more regularly.

To prospect and secure new support for St Oswald's to ensure that we have a breadth of support across existing and new donors.

To drive your fundraising team's marketing activities and provide relevant content for communications to increase engagement with donors cost effectively.

Key Tasks / Duties and Responsibilities

To build and maintain a strong list of current and potential supporters, aiming to attract, keep, and grow their support.

To agree fundraising plans with supporters to maximise the donations, contacts, awareness and other positive benefits that the hospice receives from their efforts.

To make people and groups who donate to us and fundraise for us feel supported and special to increase the frequency and level of their support.

To organise effective supporter volunteering activity which supports the hospice in appropriate ways and leads to more engagement by the people who participate and/or the groups/companies they are a part of.

To write and tell stories, presentations and proposals which have impact, and show an understanding of the needs and motivations of your target audience to win their support.

To be compliant with best practice and regulatory requirements as set out in the [St Oswald's Hospice Fundraising Policy](#).

To review and document activities and results, to provide the Fundraising Manager and Head of Fundraising with evidence they can use to make decisions and improve the performance of the department.

To work with the Communications and Marketing Team to have more authentic and regular engagements and conversations with your donors which make them feel invested in the support they give to patients and families.

To attend St Oswald's meetings and support with the wider Fundraising department responsibilities as required.

Self Development

To undertake appropriate personal development and maintain, develop skills and knowledge as determined by the annual review and development meetings and subject to the availability of resources.

Team Working and Conduct

To work as a positive team member at all times

To behave in a professional manner at all times, reflecting and maintaining St Oswald's values and standards of behaviour and generating a positive image of St Oswald's to everyone.

To adhere to all St Oswald's policies and procedures to ensure that these are maintained at all times.

Risk Management including Health & Safety

To adhere to St Oswald's Health and Safety policy as set out in St Oswald's Health and Safety policy statement.

To attend all health and safety training St Oswalds deems mandatory.

To monitor and maintain a safe working environment and working practices at all times and report any unsafe conditions or potential hazards.

Other

To undertake any other duties as appropriate within the competence level and general level of responsibility of the post as required by the Director of Income and Marketing and Head of Fundraising.

The job description reflects the immediate requirements and objectives of the post. It is not an exhaustive list of the duties but gives a general indication of the level of work undertaking, which may vary in detail in the light of changing demands and priorities. Substantive changes will be carried out in consultation with the post holder.

Risk Assessment: The generic “Non-Clinical/Hospice based/Day Worker/Administrator” risk assessment applies.

Disclosure Level: An enhanced DBS is required

Prepared by: Jane Hogan, Head of Fundraising, January 2025

ST OSWALD'S HOSPICE PERSON SPECIFICATION

Senior Fundraiser

	Essential	Desirable	Where assessed
QUALIFICATIONS TRAINING AND EDUCATION			
Four or more GCSE/O Level subjects at Grade C or above. May include GNVQ/NVQ Level 2 or higher of BTEC equivalent.	X		Application
Degree level qualification		X	Application
EXPERIENCE			
Experience gained through at least 3 years' experience in a fundraising, marketing or relationship management environment.	X		Application
An ability to demonstrate knowledge of building and maintaining donor/customer relationships that contributes to long-term goals	X		Application/interview
Proven success in identifying and developing new relationships	X		Application/interview
Experience of developing motivating and compelling sales/fundraising messages based on in-depth customer/donor understanding.			Application/interview
Experience of forward planning		X	Application/interview
SKILLS APTITUDES AND ABILITIES			
A proactive, creative approach to income generation with an ability to identify/exploit income and marketing opportunities, along with a desire to succeed	X		Application/interview
The ability to motivate and work alongside the wider team to generate and implement new ideas and achieve/exceed income targets.		X	Interview
Able to be socially at ease in a variety of settings from face-to-face discussion to large events		X	Interview
The ability to negotiate effectively and to influence in a range of settings	X		Interview
Strong written and verbal communication skills, including the ability to carry out excellent presentations and to produce written documents to a high standard	X		Interview
An ability to research and prospect targets, good attention to detail and an ability to process large amounts of		X	Interview

information			
Experience in budgetary management		X	Application/interview

PERSONAL ATTRIBUTES				
Demonstrates St Oswald's values of Compassion, Accountable and Authentic, Positive and Can Do, Excellence and Innovation		X		Interview
Resilient, demonstrating stamina and ability to bounce back		X		Interview
Reliable, personable, driven, adaptable, proactive, uses initiative and forward-thinking.		X		Interview
Able to work in a variety of situations establishing and developing good working relationships with diverse groups of people.		X		Interview
KNOWLEDGE				
In-depth understanding of donor/customer acquisition			X	Application/interview
Customer Relationship Management (CRM) databases			X	Application/interview
OTHER				
Full driving licence and use of own vehicle		X		Application
WORKING ARRANGEMENTS				
Available for sufficient hours to meet the needs of the post		X		Application
SIGNED	Jane Hogan, Head of Fundraising			
DATE	January 2025			