

## JOB DESCRIPTION

<b>Job Title</b>	Digital Fundraiser	<b>Salary</b>	£25,300 per annum
<b>Hours</b>	Full Time	<b>Working hours</b>	9.00am – 5.00pm Mon – Fri (Some evening and weekend work will be required)
<b>Responsible to</b>	Head of Fundraising	<b>Department</b>	Fundraising
<b>Location</b>	North Devon Hospice, Deer Park, Newport, Barnstaple, North Devon EX32 0HU		

### Job Purpose

- To enhance the Fundraising Teams abilities to increase income and opportunities to donate through existing and new digital platforms/solutions.
- To keep abreast of new technologies and apply to the Fundraising income streams.
- Develop, monitor and evaluate the digital fundraising opportunities for both existing and new fundraising income streams.
- Create a long-term Digital Fundraising Strategy and working with various stakeholders to implement this.
- Produce in conjunction with the Marketing Team digital materials and solutions to enhance current and new Fundraising initiatives, such as supporting the email communications with supporters.
- To work to income targets agreed with the Head of Fundraising with responsibility for ensuring these targets are achieved and sufficient income is received to support the hospice services.
- This post is key to helping the hospice grow its income base so that it can continue to support families throughout North Devon.

### Main Responsibilities

#### Planning, Research and Organisation

- Create a long-term Digital Fundraising Strategy for how the hospice can maximise income generation from virtual events and new digital platforms.
- To work with the Head of Fundraising in the budgeting and reforecasting process for the digital fundraising programme. Make investment cases for new activity and growth to support decision making across the programme and fundraising. Pro-actively manage budgets, monitor and report on digital fundraising activity to ensure digital fundraising delivers on target
- To work with the Head of Fundraising to maximise income in all fundraising income streams
- To work alongside all Fundraising Team members to enhance individual activities, engagement and income
- Plan and execute fundraising digital activities to agreed deadlines and budget
- Continually look for opportunities to push digital fundraising forward and deliver exceptional experiences for donors, either in the virtual world and by utilising digital tools to enhance their support in event experience
- Identify potential new and innovative digital activities to recruit new supporters and maximise long-term net income, developing business cases and implementing

tests as required

- In conjunction with the Marketing Team assist with content for Fundraising pages on the North Devon Hospice website, responsible for creating and/or editing and updating content (maintaining and optimising) and working with marketing and communications to develop new website functions.
- To work closely with the Marketing and Communications team to increase Fundraising opportunities and stay 'on brand'
- Research opportunities within the Fundraising database by running reports and analysing data
- To undertake other fundraising responsibilities as required.

#### Communication and Marketing

- Work closely with the Marketing and Communications team to ensure online and offline fundraising campaigns are integrated and digital channels are used effectively for retention and development of supporters
- Utilise opportunities to increase awareness of North Devon Hospice messaging, giving context and relevance where appropriate to the donor
- Develop compelling narratives through email and write case studies to support the donor journey and experience
- Work closely with other hospice staff to ensure a thorough understanding of hospice work and potential funding opportunities.

#### General

- To ensure the website is working optimally for donations and uptake of digital wallets
- Prepare income and activity reports as required
- Support the fundraising department with the organising of Fundraising and/or PR events as necessary
- Undertake other work as may be requested by the Head of Fundraising
- Form links with other hospices to share best practices
- Promote and adhere to all organisational policies and procedures
- Participate in a performance review process.

#### **Additional Information**

- Ability to drive and provide own transport essential as you may be required to travel to meet existing and potential supporters
- Flexibility and adaptability in working hours needed as occasional evening and weekend work will be required.

#### **Core Competencies**

- Act as ambassadors for the Hospice
- Demonstrate kindness and a genuine commitment to quality, openness, honesty and integrity
- Demonstrate accountability and take personal responsibility for our own actions, decisions and performance and keeping up to date with professional practice
- Promote a culture of learning, displaying the confidence to succeed and fail and overcome obstacles to achieve the best outcome for the hospice
- Communicate effectively, calmly and constructively, adapting our approach to the needs and concerns of others
- Show deep motivation to make a real difference to our patients and their families
- Act as 'One Team', working in collaboration and proactively supporting patient,

fundraising and volunteer events outside our day to day roles

- Understand the impact of our own emotions on ourselves and others and notice negative or unsettling emotions on others, providing support where appropriate
- Contribute to the performance and objectives of the team / service, in a positive way
- Value, respect and promote equality and diversity, taking appropriate action if ethics and values are compromised

#### **Strategic Thinking and Setting Direction**

- Proactively promote and engage in change and model the changes expected
- Work with colleagues and other professionals internally and externally to critically analyse practice and use evidence and feedback, both positive and negative, to identify options, risks and solutions
- Look ahead and track changing priorities, integrating information from multiple sources, analysing the impact, appropriately escalating risks and issues and acting on emerging opportunities quickly and decisively

#### **Sharing the Vision and Delivering the Service**

- Have a flexible approach and establish ongoing plans to deal with the more complex and difficult issues
- Support, coach and mentor others, asking questions to empower them to work out the answers for themselves, enabling the team to perform at its best, sharing learning to build success within and beyond the team
- Contribute to shaping future plans together with the team, linking tasks to organisational goals, being mindful of resources
- Understand and interpret relevant legislation and accountability frameworks

#### **Leading People**

- Pay close attention to what motivates individuals in his / her team so that he / she can channel his / her energy so they deliver their objectives
- Employ strategies to manage conflict of interests and differences of opinion
- Give people the belief that change is achievable and that their contribution matters, encouraging the team to identify problems and solve them
- Demonstrate that the health and wellbeing of his / her team are important to him / her
- Encourage the team to deliver on the shared purpose, as much as on their individual objectives, looking out for opportunities to celebrate and acknowledge high standards