

Regular & Mid-Value Giving Officer



The Hospice of St Francis Charity provides essential free care across West Hertfordshire and South Buckinghamshire and inspires people to raise over £5million every single year to fund this care. Our care at home and in the Hospice, delivered through inter-disciplinary teams and skilled volunteers is rated outstanding by the Care Quality Commission. As a local employer we aspire to meet this 'outstanding' rating in all aspects of what we do, from the experience of staff and volunteers through to our compliance with the corporate, financial, fundraising, charity and trading regulations for our business.

Permanent 37.5 Hours Per week – Band 5

Accountable to: Associate Director of Development

Direct Reports: None

Main duties and responsibilities:

As Regular and Mid-Level Giving Officer, you will play a critical role in growing and maintaining income at the Hospice of St Francis and in positioning us as the local charity of choice amongst our community.

Reporting into the Associate Director of Development, and working closely with the rest of the Fundraising Department, as well as with the Communications and Volunteering Departments, you will personally manage and grow the Hospice of St Francis's Regular and Mid-Level Giving Programme, also known as Friends of St Francis.

You will forge strong working relationships and collaborate closely with the Communications Department, responsible for Appeal Giving, and the Wellbeing Department, responsible for in-memory giving and the Light up a Life programme, together establishing an integrated individual giving programme.

The Friends of St Francis was established in 2024, following a full review of the programme and has just marked its first anniversary. This role will be responsible for reviewing, developing and implementing a strategy that will ensure the retention and recruitment of regular givers through refining the offering and providing a thoughtful engagement plan. You will also be responsible for developing a new mid-value Friends segment, ensuring its alignment with the Major Donor programme and other offerings.

With an eye to growing income, you will also explore and implement options to grow the supporter base, including payroll giving and testing the conversion of one-time donors. You will also consider options to optimise the programme for the digital age, taking into consideration the demographic of our supporters.

This is an exciting role with lots of potential to utilise your skills and test and implement different strategies to grow the regular giving base at the Hospice of St Francis.

Strategy Development and Implementation

- Review, develop and implement a regular giving strategy, incorporating the Friends of St Francis Programme and testing new initiatives such as Payroll Giving and index-linked giving
- Research, develop and implement associated objectives, workplans and KPIs to track progress and make adaptations to plans as required

- Work closely with stakeholders, to curate and implement compelling regular giving plans with a focus on supporter experience and cost-efficiency
- Identify, develop and test new initiatives to grow regular giving

Management of Regular Giving Programme

- Develop and implement a supporter engagement plan for Friends of St Francis
- Drive acquisition of new supporters, including by converting appeals and one-off donors, and develop initiatives to track and re-engage lapsed supporters
- Manage the welcome journey for new supporters
- Develop supporter journeys, in particular with Legacy, in-mem and Appeal Giving
- Develop and implement a differentiated mid-value giving programme
- Working with the Associate Director of Development, identify supporters with potential to become major givers
- Provide adhoc support to the Legacy Giving Lead
- Lead cross-hospice campaigns to drive regular giving

Planning and administration

- Work with the CRM team to ensure smooth administration of the regular giving programme and support with improvement and updates to the system
- Maintain accurate records of donor communications
- Personally maintain accurate supporter data and adhere to GDPR and fundraising regulations
- Feed into annual planning process, working with the Associate Director of Development to inform required expenditure budget to run and grow the regular giving programme
- Responsible for ensuring GDPR compliance for the regular giving programme
- Work with the Communications team to manage and maintain campaign collateral such as templates, thank-you letters, and welcome packs, ensuring brand and message consistency.
- Together with the volunteering team, identify activities that would benefit from the support of volunteers and lead on their engagement and management, including securing and managing them

Qualifications, Skills, Experience, Knowledge & Approach	Essential <ul style="list-style-type: none"> • At least three years' experience in a individual or regular giving role, or with relevant comparable experience for e.g. in marketing • Demonstrable experience of maintaining and growing income through an individual giving programme • Strong data analysis skills and experience of utilising segmented data to improve supporter engagement, and improve life-time value • Experience of running regular giving recruitment campaigns • Experience of creating engaging supporter communications – both digital and in print • Experience of using and a CRM database, and of developing systems and processes to ensure good donor management
---	--

This list of tasks and responsibilities is not exhaustive, other relevant and appropriate duties as required by the Manager may be required. This Job Description will be reviewed and can be amended by agreement with the Post Holder and Manager.

	<ul style="list-style-type: none"> • Experience of developing and tracking KPIs • Strong project management skills and ability to manage multiple, complex projects simultaneously • Working knowledge of the Code of Fundraising and Data Protection laws • Understanding of how to manage a regular giving programme in a cost-efficient way that maximises ROI • Practical understanding of trends in regular giving, and willingness to test and iterate new ideas to drive sustainable income growth • Proficiency in Microsoft Office and online marketing platforms • Understanding of how to use online and offline means to drive regular giving <p>Desirable</p> <ul style="list-style-type: none"> • Experience of creating and executing a mid-value strategy • Experience of managing volunteers • Previous experience of fundraising in a Hospice setting • Knowledge of Donorfy <p>Relevant Fundraising or marketing qualification</p>
Key Accountabilities, Responsibilities & Tasks	
Communication	<ul style="list-style-type: none"> • Strong written and verbal communication skills • Ability to develop and present an emotive and compelling case for hospice care, via a variety of media – including written and digital • Excellent interpersonal skills with ability to build relationships and negotiate with internal and external stakeholders • Ability to work closely with communications and other fundraising colleagues to develop effective messaging to enable holistic supporter engagement • Understand and deliver a high level of supporter care (or customer service) with proven ability in continually improving the supporter (customer) experience.
Internal & External Contacts	<ul style="list-style-type: none"> • Build strong working relationships within the fundraising team, and forge collaborative ways of working in particular with Communications, Wellbeing, Clinical Services, Volunteering and Finance teams • Build trusted and transparent relationships with donors, prospects, volunteers and the Board • Ability to deal sensitively with hospice patients, their families, and people who are newly bereaved
Decision Making	<ul style="list-style-type: none"> • Analytical thinker with ability to make data-informed decisions • Self-motivated and able to take responsibility for own area of work, with some guidance

This list of tasks and responsibilities is not exhaustive, other relevant and appropriate duties as required by the Manager may be required. This Job Description will be reviewed and can be amended by agreement with the Post Holder and Manager.

	<p>and support</p> <ul style="list-style-type: none"> • Ability to manage own workload and strategically prioritise in the face of competing demands on resource • Proactive and operate with a solutions-focused approach, and with incomplete information • Ability to track and evaluate progress and take action to respond to changing internal/external environment in order to achieve objectives • The post holder is required to apply the level of judgement commensurate with role, act at all times in the best interests of the Hospice in accordance with the Nolan Principles of Public Life.
Mental and Physical Consideration. Working Conditions & Environment	<ul style="list-style-type: none"> • Commitment to the aims and ethos of the Hospice • Strong personal awareness and empathy, and ability to manage sometimes challenging emotional situations • Able to work flexibly in order to deliver role including maintaining regular presence at the Hospice
Health & Safety	<ul style="list-style-type: none"> • Understand and comply with all Health and Safety, Fire and Infection Control regulations • Complete all mandatory training and ensure compliance of direct reports and contractors
Safeguarding	<ul style="list-style-type: none"> • Act in a manner at all times to safeguard the interests of individual patients/clients and their families and justify public trust and confidence in the Hospice of St Francis

This list of tasks and responsibilities is not exhaustive, other relevant and appropriate duties as required by the Manager may be required. This Job Description will be reviewed and can be amended by agreement with the Post Holder and Manager.