

Join our team!

Individual Giving Manager



**St Vincent's
Hospice**

the little hospice with the big heart





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Overview: Individual Giving Manager

Reporting to

Chief Executive Officer (CEO)

Salary

£36,000 – £40,000 per annum

Hours

Full time,
37.5 hours per week

Working pattern

Flexible and hybrid working,
with regular community visits
and evening and weekend
work where required

Status

Permanent - to be confirmed

Holidays

27 days plus 8 bank holidays

Location

St Vincent's Hospice, with
travel across Renfrewshire,
North Ayrshire and
surrounding communities

Direct Reports

None; agreed administrative
support from the Income
Generation Assistant

As Individual Giving Manager at St Vincent's Hospice, you will generate the income that enables specialist palliative and end of life care for patients and families across Renfrewshire, North Ayrshire and surrounding communities.

You will lead and be accountable for the individual giving portfolio, spanning individual donations and appeals, regular giving, in-memory fundraising, legacies and lottery. You will grow sustainable income by attracting new supporters, retaining existing donors and developing meaningful, lasting relationships.

This is a practical, results-driven role combining planning, campaign delivery, data analysis and compassionate supporter care. You will manage agreed budgets, income targets and KPIs, using evidence to prioritise activity and improve performance.

Working with fundraising, communications, finance and clinical colleagues, you will provide coordinated supporter journeys that respect individual wishes and recognise the sensitivity of giving in memory or leaving a gift in a Will.

To apply, please email your CV and cover letter to recruitment@svh.co.uk or complete our application form via <https://stvincentshospice.org/vacancies>

Key Responsibilities

Fundraising Strategy Leadership Planning and Performance

- Take responsibility for developing and delivering the annual individual giving, in-memory, legacy and lottery plans, aligned with the hospice's fundraising strategy and income targets.
- Agree income and expenditure budgets, campaign schedules and measurable KPIs with the CEO, balancing immediate income with longer-term growth.
- Monitor performance against targets, identify risks and opportunities early, and implement corrective action where results are off track.
- Develop a pipeline of donor recruitment, retention and development opportunities, prioritising investment according to likely income, supporter value and return on investment.
- Produce accurate and timely reports on income, expenditure, campaign results and supporter engagement, with recommendations for improvement.

Leadership Across Fundraising

- Lead delivery across the individual giving portfolio, setting clear priorities, responsibilities and deadlines for colleagues and volunteers supporting activity.
- Work closely with communications colleagues on campaign messages, creative briefs, digital activity and impact reporting.
- Agree administrative support requirements with the Income Generation Assistant and Fundraising Manager. The Assistant reports to the Fundraising Manager, who resolves workload priorities across the team.
- Manage external suppliers, agencies and partners within delegated authority, monitoring delivery, quality, cost and supporter experience.
- Act as a professional ambassador for the hospice.

Working Across the Team

- Own individual giving, regular giving, appeals, in-memory fundraising, legacies and the hospice's lottery provider relationship, working with the CEO on agreed approvals and significant decisions.
- Provide clear briefs and supporter-care guidance for the Assistant's donation, tribute and regular-giving administration. Gift Aid preparation and records are coordinated by the Assistant, with finance checking and authorised submission arrangements.
- Receive appropriate referrals from the Fundraiser and ensure sensitive handovers. Record relationship ownership and next actions so supporters receive coordinated contact.

Key Responsibilities

Individual Giving and Regular Giving

- Develop and deliver a coordinated programme of appeals, regular giving, digital fundraising and other individual donor campaigns to increase sustainable income.
- Plan and manage campaigns across appropriate channels, including direct mail, email, the website, social media and telephone, working with the digital and communication lead.
- Recruit new donors and develop welcome, second-gift, regular-giving, upgrade and reactivation journeys that reflect supporter preferences and interests.
- Use segmentation and supporter insight to tailor messages, timing and suggested donations, avoiding excessive or inappropriate contact.
- Create compelling cases for support and campaign materials that explain local need and demonstrate the difference donations make, securing appropriate permissions for stories and images.
- Improve the donation experience, including online forms and regular payment processes, working with colleagues and providers to address problems and reduce avoidable donor loss.
- Test and evaluate campaign audiences, messages, channels and timing, using findings to improve response, retention and net income.
- Monitor donor numbers, response and conversion rates, average gifts, regular-giving income, cancellations, retention and acquisition costs.
- Identify supporters who may welcome a deeper relationship and coordinate appropriate introductions for larger gifts or other opportunities with the CEO.
- Work with the Income Generation Assistant and finance colleagues to ensure donations are recorded, allocated, acknowledged and reconciled promptly, with eligible Gift Aid opportunities captured appropriately.

In Memory Fundraising

- Lead the in-memory fundraising programme, providing sensitive opportunities for people to remember someone special while supporting the hospice.
- Develop and manage funeral donations, tribute funds, online tribute pages, remembrance appeals and other agreed in-memory products and activities.
- Lead the fundraising and supporter journey for Light Up a Life and other remembrance campaigns, coordinating delivery responsibilities with events, communications and clinical colleagues.
- Build relationships with funeral directors, celebrants and relevant local partners, providing clear information and practical resources for families wishing to support the hospice.

Key Responsibilities

- Provide compassionate, timely and personalised communication with bereaved supporters, recognising that people grieve differently and may not wish to receive further fundraising contact.
- Ensure opportunities to give are optional and sensitive, and that care and bereavement support are never presented as dependent on a donation.
- Work with clinical and bereavement support colleagues to agree appropriate approaches and signposting, maintaining clear boundaries between fundraising and therapeutic support.
- Maintain accurate tribute records, family communication preferences and donation allocations, ensuring acknowledgements and recognition reflect supporters' wishes.
- Develop longer-term relationships where welcomed, offering appropriate opportunities for continued remembrance and support without pressure.
- Monitor in-memory income, participation, repeat support and feedback, using findings to improve the programme.

Legacies

- Develop and deliver a legacy programme that increases awareness, enquiries and consideration of gifts in Wills, supporting the hospice's long-term sustainability.
- Create accessible legacy information, communications and events that explain the impact of gifts in Wills and respect supporters' personal and family priorities.
- Build relationships with local solicitors, Will-writing partners and professional advisers, exploring appropriate partnership and awareness opportunities.
- Develop sensitive journeys for legacy enquirers and pledgers, offering information, thanks and impact updates in line with their preferences.
- Ensure supporters can consider, change or withdraw their intentions freely, without pressure; signpost requests for legal or financial advice to independent professionals.
- Coordinate legacy administration with the CEO, finance colleagues, executors and solicitors, maintaining an accurate register of notifications, correspondence and receipts.
- Monitor the progress of notified estates, follow up appropriately and escalate delays, disputes, restrictions or complex matters for senior review and specialist advice.
- Provide evidence to support prudent income forecasting and financial reporting, distinguishing legacy intentions from notified estates and confirmed receipts.
- Ensure any decisions, agreements or settlements are referred through the hospice's delegated approval arrangements.
- Monitor enquiries, engagement, pledges where voluntarily disclosed, estate progress and income, recognising the long lead time and uncertainty of legacy giving.

Key Responsibilities

Lottery

- Work with the external lottery provider to grow participation, retention and sustainable net income.
- In conjunction with the lottery provider, coordinate approved promotions through hospice communications, community activity and other suitable channels.
- In conjunction with the CEO, review agreed service standards, recruitment methods, supporter communications, complaints and performance.
- Understand the respective responsibilities of the hospice and provider, and ensure activity stays within the agreed operating arrangements and delegated authority.
- Monitor active players, new memberships, cancellations, retention, recruitment costs, provider charges and net income returned to the hospice.
- Reconcile provider reports and income with finance, investigate discrepancies and maintain clear performance records.
- Ensure marketing accurately explains participation, costs and the benefit to the hospice, using approved materials and appropriate consent and contact preferences.
- Identify opportunities for lottery supporters to learn about the hospice's wider work where appropriate and permitted, respecting any separate data-sharing and marketing permissions.

Supporter Experience and Stewardship

- Champion a welcoming, responsive and consistent experience for individual donors, bereaved supporters, legacy contacts and lottery players.
- Develop coordinated supporter journeys, acknowledgements and impact updates that encourage trust, retention and continued engagement.
- Respond sensitively to enquiries, feedback and complaints, following hospice procedures and escalating concerns as appropriate.
- Respect confidentiality, accessibility needs, communication preferences and individual circumstances; recognise and respond appropriately where a supporter may be vulnerable.

Donation Management, Data and Compliance

- Maintain accurate and current records in Raisers Edge NXT, including donations, campaign coding, relationships, preferences, consent and relevant legacy information.
- Use data analysis and reporting to inform segmentation, forecasting and campaign decisions, maintaining data quality and secure handling of information.
- Ensure activity follows applicable data protection, electronic marketing, fundraising, charity and lottery requirements, the Code of Fundraising Practice and hospice policies.
- Maintain confidentiality, safeguard supporter information and report concerns, incidents or suspected breaches through agreed procedures.
- Undertake training and other duties appropriate to the level and scope of the role.



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Person specification

Who we're looking for

We welcome applications from people with relevant transferable skills. You do not need experience across every fundraising area; we are looking for someone who can bring strong communication, campaign and relationship management skills, alongside the ability and motivation to learn and develop in the role.

Essential Criteria

- Relevant experience in fundraising, communications, marketing, supporter engagement or a similar role, with evidence of delivering successful campaigns or achieving agreed objectives.
- Experience of developing and delivering activity plans, managing resources and evaluating results, with the ability to develop skills in fundraising budgets and income forecasting.
- An understanding of what motivates people to support a charity, with an interest in developing knowledge of individual giving, regular giving, in-memory fundraising, legacies and lottery.
- Experience of planning and delivering campaigns or communications across a range of channels.
- Strong written and verbal communication skills, with the ability to create engaging content, tell compelling stories and explain the difference supporters can make.
- Experience of using databases, CRM systems or digital marketing tools to manage contacts, tailor communications or monitor engagement, with a willingness to learn Raisers Edge NXT.
- Ability to interpret data, evaluate activity and use findings to improve results.
- Strong relationship management and influencing skills, with the ability to work effectively with colleagues, volunteers, supporters and external partners.
- Compassion and emotional intelligence, with the ability to communicate sensitively with bereaved people and respect personal circumstances and wishes.
- Awareness of confidentiality, data protection and consent, with a commitment to learning and applying relevant fundraising standards and requirements.
- Strong organisational skills, with the ability to manage competing priorities, meet deadlines and take responsibility for agreed outcomes.



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Person specification

Who we're looking for

Essential Criteria

- A proactive approach, willingness to learn and confidence to develop new ideas and ask people for support.
- Commitment to equality, inclusion and the values and mission of St Vincent's Hospice.
- Ability to travel across the hospice's catchment and work occasional evenings and weekends as required.

Desirable Criteria

- Experience of individual giving, donor recruitment, regular giving or supporter retention.
- Knowledge or experience of one or more of the following: in-memory fundraising, legacy marketing or administration, or charity lottery activity.
- Experience of managing campaign budgets, monitoring income or expenditure, or contributing to forecasts.
- Experience of Raisers Edge NXT or other CRM systems, digital donation platforms, tribute platforms or regular payment systems.
- Experience within a charity, hospice or healthcare setting, or of communicating sensitively with people affected by illness or bereavement.



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Person specification

Who we're looking for

Personal Qualities

We are looking for someone who is:

- **Results-driven** — motivated by achieving income targets and improving supporter engagement.
- **Proactive and thoughtful** — able to identify opportunities and turn plans into effective activity.
- **Compassionate** — sensitive to bereavement and the personal reasons people choose to give.
- **Analytical** — confident using evidence to prioritise resources and improve results.
- **Accountable** — follows through on commitments and addresses difficulties promptly.
- **Collaborative** — builds effective relationships across teams and with external partners.
- **Creative and adaptable** — develops engaging campaigns and responds constructively to learning.
- **Committed** — shares the hospice's ambition to make a difference for local patients and families.



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Benefits

Working with us

- Salary to be confirmed.
- Generous annual leave entitlement plus public holidays.
- Pension scheme.
- Flexible and hybrid working opportunities, in line with agreed arrangements.
- Ongoing professional development and training.
- Employee wellbeing support and a supportive, compassionate working culture.
- Free onsite parking and access to on-site lunch and refreshment options.
- Access to Blue Light Card discounts.
- Opportunity to work for a respected local charity and see the impact of your work.

Our Commitment

At St Vincent's Hospice, every member of our team helps local people receive care, comfort and support. As Individual Giving Manager, you will build the income and supporter relationships that help sustain these services for patients and families across our communities.

This job description may be reviewed in consultation with the postholder to reflect the developing needs of the hospice. Benefits and contractual details are subject to confirmation before recruitment.