

Job Description/ Person Specification

Job Title:	Individual Giving & Legacy Relationship Manager
Department:	Fundraising
Reports to:	Head of Fundraising
Location:	Garden House Hospice Care, Gillison Close, Letchworth Garden City, SG6 1QU
Hours Per Week:	20

Job Summary

To lead the development and delivery of the individual giving, legacy, in-memory, and lottery fundraising strategies for Garden House Hospice Care (GHHC), driving sustainable income growth and building lasting relationships with supporters.

The postholder will oversee all aspects of individual giving, including regular giving, gifts in wills, in-memory support, and the outsourced Lottery programme. They will deliver strategic plans to attract, retain, and steward donors, ensuring they receive a tailored, high-quality experience that deepens their connection with GHHC and maximises income.

Main Duties and Responsibilities

Individual Giving Strategy and Income Generation

- Lead the development, implementation, and evaluation of GHHC's individual giving strategy to grow sustainable income from individuals.
- Drive the acquisition, retention, and development of regular givers through targeted supporter journeys and excellent stewardship.
- Collaborate with the Data and Supporter Care Teams to optimise segmentation, stewardship, and reporting to inform strategy and improve return on investment.
- Ensure all supporter journeys are personalised, timely, and impactful, demonstrating clearly how supporter contributions make a difference.

Legacy Fundraising

- Lead the development and delivery of the legacy fundraising strategy to grow pledged and realised legacy income.
- Build and maintain strong relationships with legacy enquirers, pledgers, and executors, providing excellent stewardship and communications.
- Manage the delivery of legacy administration in line with best practice, including liaising with solicitors and will-writing partners.
- Develop and deliver marketing and engagement opportunities to promote gifts in wills and free will-writing services.
- Plan and deliver legacy events, workshops, and presentations to raise awareness and encourage pledges.

- Collaborate with colleagues across the organisation to integrate legacy messaging into wider fundraising and supporter engagement activities.

In-Memory Fundraising

- Lead the development and delivery of the in-memory fundraising strategy, including tribute funds, remembrance services, and funeral giving.
- Steward in-memory supporters with sensitivity and care, providing personalised engagement and recognition opportunities.
- Work closely with funeral directors, families, and internal teams to deliver seamless in-memory giving experiences.
- Review and evolve in-memory fundraising materials and products to ensure they remain supporter-focused and impactful.
- Plan and deliver key in-memory events such as Lights of Life, Wildflower, and Remembrance Services.

Lottery Programme Management

- Oversee the delivery and growth of the Hospice's Lottery programme, delivered in partnership with Local Hospice Lottery (LHL), as a key element of the individual giving income portfolio.
- Act as the main point of contact for LHL, managing the contractual relationship and ensuring income, supporter recruitment, and retention targets are met.
- Collaborate with internal teams and LHL colleagues to plan and deliver marketing activity to promote the Lottery to new and existing supporters.
- Integrate Lottery activity into supporter journeys, ensuring it complements regular giving and wider individual giving activity.
- Monitor income and performance, providing regular reports and insights to the Head of Fundraising and senior leadership team.

Donor Stewardship and Supporter Care

- Deliver outstanding supporter journeys across individual giving, legacy, in-memory, and lottery programmes.
- Produce inspiring and personalised thank-you communications, impact stories, and stewardship materials.
- Ensure accurate and compliant data capture and reporting on Donorflex and other CRM systems.
- Represent GHHC externally with professionalism, building relationships with donors, partners, and stakeholders.

Leadership and Collaboration

- Work collaboratively across the fundraising team to ensure alignment with wider income generation strategies.
- Contribute to strategic planning and budget setting, ensuring income and expenditure targets are met.

Confidentiality

- The contractual relationship between the Hospice and its employees is founded on trust.
- Employees will treat as confidential all information regarding the business of the Hospice, suppliers, employees, consultants, patients, families and volunteers.

Health & Safety

- Employees must be aware of the responsibilities placed on them under the Health and Safety at Work Act (1974) to ensure that the agreed safety procedures are carried out to maintain a safe environment for employees, patients, visitors, volunteers and the general public.

- All employees are required to adhere to the Fire Safety Policies and Procedures.
- Employees must ensure relevant risk assessments are completed as and when required.
- It is the responsibility of all employees to ensure that they comply with the Hospice Infection control practices, as outlined in the Health Act 2008 and staff must be familiar with the policies in the Organisation's infection control manual. This includes Infection Prevention and Control, Adult Hospice Policies and Safe Practice Guidance.
- The Hospice operates a no-smoking policy.

Purpose & Core Values

- All Hospice staff are expected to work in line with Garden House Hospice Care Purpose and Core Values as these act as a value base which directly influences how all work activities are undertaken.
- The ethos of the Hospice should be apparent in the behaviours and attitudes of all employees as the work they undertake, whether it is direct or indirect care, is ultimately for the benefit of patients.
- The Purpose and Core Values are an integral part of all job descriptions, recruitment, the probationary period and performance and development reviews.

General

- To always comply with the Hospice Information security policy and in particular, the confidentiality of electronically stored personal data in line with the Data Protection Act.
- It is the responsibility of all Hospice employees to fully comply with the safeguarding policies and procedures of the Hospice. As a Garden House Hospice Care employee, you must ensure that you understand your role in protecting adults and children that may be at risk of abuse. Individuals must ensure compliance with their safeguarding training.
- The Hospice is committed to a policy of equal opportunities. A copy of our policy is available from the Human Resources department.
- All appointments are subject to pre-employment health screening, DBS and Right to Work checks.
- All employees are expected to comply with Garden House Hospice Care's systems, guidelines, policies and procedures.

Person Specification

Criteria	Essential	Desirable
Qualification	Excellent standard of education and work experience	• Formal qualification in Fundraising or Marketing • Member of the IOF
Experience	• Working in a team • Managing own workload with minimum supervision	• Working in a fundraising team • Working in a Hospice environment • Working with and managing volunteers • Working within limited budgets • Events management
Skills & Knowledge	• Experience of creating and developing a fundraising strategy to meet an organisations objectives. • Experience of working on own initiative and as part of a team • Excellent interpersonal, verbal and written communication skills • The ability to influence others to support a cause • Understanding of the Hospice and wider not for profit movement • Experience in Legacy management with a clear understanding of financial controls surrounding legacy management • Experience of developing an Individual Giving strategy to support hospices regular giving programme. • Good organisational and planning skills • The ability to manage an income and expenditure budget • The ability to work to tight deadlines • A high level of competence using the internet, Word, Outlook, Excel and all forms of Social Media/Networks • Ability to create and maintain close working relationships with other teams • Strong research skills • Sensitivity when dealing with patients, relatives and carers	• A proven track record of fundraising • Experience of communicating complex information in a straightforward way • Ability to be creative and innovative • Project planning experience or training • An understanding of legislation and processes related to legacies • An understanding of Hospice services • Presentation and public speaking skills

Personal Qualities	• Ability to work well under pressure and manage competing priorities effectively • Ability to recognise when issues should be escalated to a more senior manager or clinical team member • Enthusiasm and commitment • Tact and diplomacy • Self motivated • Flexible interpersonal skills with an ability to communicate with diverse groups and individuals • An empathy with the needs of people affected by the services of Garden House Hospice Care • A commitment to working as part of the whole Hospice team and supporting the vision and ethos of Garden House • Good team player with a flexible, industrious attitude • Results driven • Open to new experiences and opportunities • Willing to learn new skills and assimilate new information	• Innovative
Other Requirements	• Access to a vehicle for work purposes. • Able to work outside of normal office hours as required, including evening and weekends	•