

JOB DESCRIPTION

Job Title:	Individual Giving, Campaigns & Appeals Lead
Department:	Income Generation
Reports to:	Head of Business Development - Income Generation
Direct Reports:	Relationship Manager - Legacy & In Memory
Location:	Letchworth Garden City
Hours:	37.5 hours per week

Job Summary

The Individual Giving, Campaigns and Appeals Lead plays a pivotal and hands-on role in delivering Garden House Hospice Care's income generation goals. This role leads the development and implementation of an ambitious individual giving strategy that integrates Regular Giving, Cash Appeals, Mid-Value Giving, In-Memory and Legacy fundraising, and Lottery.

You will manage a rolling campaign programme that engages and inspires individual donors through personalised supporter journeys and compelling storytelling. Working across teams and channels, you'll use data-driven insight, segmentation, and testing to optimise income and donor retention. You will also line manage the Relationship Manager for Legacy & In-Memory and work closely with Marketing and Communications, Supporter Care, and Data teams.

Main Duties and Responsibilities

Individual Giving Strategy

- Lead the development and delivery of the Individual Giving strategy across all channels
- Oversee the integration of direct mail, email, social media, digital advertising, and offline activities into one cohesive giving programme
- Ensure alignment with overall fundraising and organisational strategy, delivering sustainable income growth and enhanced donor experience
- Monitor trends, audience insight, sector benchmarks, and innovation in the individual giving space to inform ongoing development.

Campaign and Appeals Management

- Design and deliver a rolling calendar of multi-channel appeals and campaigns, including seasonal, thematic, and emergency response fundraising
- Work with internal and external content creators to ensure campaign assets and messaging are compelling and on-brand
- Coordinate with supporter care and data teams to ensure accurate targeting, segmentation, and donor experience throughout campaigns.

Regular Giving Growth and Retention

- Lead on the acquisition, upgrade, and retention of Regular Givers through tailored journeys, uplift campaigns, and telemarketing

- Manage the development of welcome journeys and engagement series for new donors to improve lifetime value
- Collaborate with marketing to produce impact-driven updates and stories that demonstrate the value of regular support.

Mid-Value Donor Programme

- Develop and implement a mid-value donor programme targeting donors giving between £500 and £5,000 per year
- Use donor insight to tailor engagement approaches and test offers that drive deeper relationships and increased value
- Ensure integration with other donor journeys and collaborate with the Philanthropy team on cross-stewardship opportunities.

Legacy and In-Memory Fundraising

- Line manage the Relationship Manager - Legacy & In-Memory, ensuring delivery of annual income and engagement targets
- Support the growth of pledgers and effective stewardship of legacy enquirers, including campaign integration and content development
- Ensure in-memory products and campaigns align with broader supporter journeys and brand tone.

Data Management and Segmentation

- Work closely with the Data and Insights team to develop effective audience segmentation, campaign analysis and supporter profiling.
- Use CRM systems (e.g. Donorflex) to brief, deliver, and analyse activity for continuous improvement.
- Ensure GDPR compliance and support robust data hygiene and consent practices.

Marketing, Content and Storytelling

- Collaborate with the Marketing and Communications team to write and develop donor-centric stories and visual assets for all campaigns
- Ensure content is appropriate for different donor segments and aligns with the voice of Garden House Hospice Care
- Source case studies and work with clinical teams to ensure accuracy and sensitivity in storytelling.

Monitoring, Reporting and Budgeting

- Manage project budgets and ensure delivery within forecast and ROI targets
- Regularly track KPIs, interpret results, and deliver timely reporting to inform decisions and optimise future activity
- Lead campaign reviews, applying insights from testing and donor feedback to enhance performance.

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, information with regard to and agreements with suppliers, and information gained about other employees and consultants.

Health and 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 and visitors.
- Ensure familiarity with procedures for dealing with incidents such as accidents or fire
- Attend fire lectures annually and take part in maintaining fire safety within the building
- To ensure that all events are appropriately risk assessed for the safety of participants, staff, volunteers and the general public
- Ensure risk assessments are completed efficiently for all activities related to this role.

Education

- Participate in induction programmes for new members of the team
- Ensure that standard setting and audit is undertaken and regularly reviewed
- Participate in appropriate internal and external educational programmes
- Undertake continuous professional development suitable and relevant to the role on an annual basis.

Purpose and 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 duties

- To always comply with the requirements of the Health & Safety regulations under the Health & Safety at Work Act (1974) and to take responsibility for the health and safety and welfare of others in the working environment ensuring that agreed safety procedures are carried out to maintain a safe environment.
- To always comply with the Hospice Information security policy. Also, to respect confidentiality of information about staff, patients and health service business 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.
- The Hospice operates a no-smoking policy.
- The role description gives a general outline of the duties of the post and is not intended to be an inflexible or finite list of tasks. It may be varied, from time to time, after consultation with the post holder.
- All appointments are subject to pre-employment health screening.
- It is the responsibility of all employees to ensure that they comply with the Hospice Infection control practises, 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.
- All staff are required to implement infection control policies and practices, including hand



hygiene, waste disposal, staff uniform and occupational health responsibilities, as detailed in the Hospice Policies.

- It is the responsibility of all staff to ensure that they have evidence of annual/or otherwise infection control training as appropriate.

General

This job description is not an exhaustive list of duties but it is intended to give a general identification of the range of work undertaken and will vary in detail in the light of changing demands and priorities within the Department. Substantive changes in the range of work undertaken will be carried out in consultation with the job holder.

"team" refers to all members of staff including volunteers

Garden House Hospice Care is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

PERSON SPECIFICATION

Criteria	Essential	Desirable
Skills & Experience	<ul style="list-style-type: none"> • Proven experience in developing and delivering individual giving strategies including Regular Giving, Appeals and Legacy fundraising • Strong background in campaign management, audience segmentation, donor journeys, and multi-channel marketing • Track record of income growth and innovation across digital and offline channels • Experience of writing and managing donor communications including direct mail and email marketing • Knowledge of GDPR, Fundraising Regulator guidelines, and data governance best practice • Excellent interpersonal and project management skills, including working with cross-functional teams • Line management experience and ability to coach and develop team members. 	<ul style="list-style-type: none"> • Experience with CRM and email platforms (e.g., Donorflex, Mailchimp) • Understanding of mid-value and legacy donor motivations • Knowledge of hospice care or the healthcare charity sector.

Shortlisting for all positions will be undertaken on the basis of applicants meeting the requirements listed above. Please note that in order to be offered an interview, the applicant must meet all the essential requirements for the post.