

JOB DESCRIPTION

JOB TITLE	Individual Giving Fundraiser
LOCATION	Any office once return (Edinburgh, Cardiff, Walton-on-Thames) or home based
HOURS	22.5 or 30 hours, one year fixed term with possible extension
SALARY	£27,000 - £30,000 (pro rata)
REPORTING TO	Head of Fundraising and Communications

RESPONSIBLE FOR

Job purpose

The Individual Giving Fundraiser will grow and steward our Friends and individual supporters. They will be responsible for the development of appeals to enable live music in hospitals, care homes, hospices and in the community. They will also plan and manage related processes, including the coordination of external and internal resources.

Main duties and responsibilities

- Develop a strategy for the recruitment, engagement and retention of Friends and individuals, aligning with organisational priorities and adapting to evolving funding needs and priorities.
- Ensure all proposals align with the organisation's vision, mission, strategic aims and values.
- Cultivate and sustain strong relationships with individual supporters, offering consistent, personalised, excellent stewardship.
- Work closely with the Head of Fundraising and Communications on drafting and producing regular giving resources, including those required for direct mail appeals, and e-appeals.
- Help plan and manage all processes, including the coordination of resources, external and internal.
- Manage supporter journeys for those recruited by mail, email and text.
- Use our CRMs to ensure relationships with potential supporters are managed effectively.
- Use data segmentation and creative targeting techniques to maximise the effectiveness of appeals.
- Develop creative and inspiring content, which is fundamental in gaining new donors and retaining existing supporters.
- Assist with the overall management and delivery of virtual and mail fundraising to deliver and grow income Music in Hospitals & Care.
- Explore and test new ways of recruiting donors and increasing donations.

- Working with the Head of Fundraising and Communications develop individual giving plans and budgets.
- Working with the team maintain existing and co-create new cases for support for a range of initiatives and projects.
- Stay well informed about news and emerging issues relating to the health, arts, culture, and creative sectors, as well as the fundraising profession, and share updates with colleagues.
- Maintain a confidential, sensitive and discrete approach to personal, sensitive and organisational information.
- Contribute to a culture of equality and demonstrate a commitment to creating a genuinely inclusive organisation.
- Represent the organisation in a positive manner.
- Maintain the level of professional development and competence required to carry out this role and notify the company immediately of any circumstance that affects this.
- Adhere to and uphold Music in Hospitals and Care's mission, vision, social purpose, strategic aims and policies
- Act with integrity and maintain the highest professional standards at all times.
- A flexible approach is required for the role, as additional, reasonable duties commensurate with the role and as agreed in advance with the Chief Executive may occur from time to time.

General

- Compliance with Music in Hospitals & Care policies
- Develop positive relationships with stakeholders
- Carry out other duties as necessary to meet the needs of the organisation
- Commitment to the organisation's aims and values.

This job description is not necessarily an exhaustive list of duties but is intended to reflect a range of duties the post-holder will perform. The job description will be reviewed regularly and may be changed in the light of experience and in consultation with the post-holder.

PERSON SPECIFICATION

	Essential	Desirable
Qualifications		
Experience	<p>Experience of raising funds through individual giving</p> <p>Proven experience of a high standard of written appeals</p> <p>Experience of growing individual giving programmes</p>	<p>Experience of individual giving across the UK</p> <p>Experience of loyalty scheme</p>
Knowledge and skills	<p>Fundraising knowledge to cover:</p> <ul style="list-style-type: none">• The process and key success factors for raising money from individual giving appeals• How to grow individual giving programmes• Excellent stewardship <p>Knowledge of GDPR/data protection and how they apply to fundraising</p> <p>Experience using a CRM</p> <p>Inspiring and engaging written communications skills</p> <p>Good understanding of how to create and deliver powerful and compelling cases for support, and the creativity to bring appeals to life</p> <p>High standard of accuracy and attention to detail</p> <p>Excellent organisational skills</p>	

	Numerate and confident working with budgets PC and Microsoft Office literate	
Personal attributes	Ability to work effectively and positively as a team member Proactive in driving your personal development Team player Passion and a positive attitude	
Other		