



Job Description

Individual Giving Officer

Working Hours: Full time, 37.5 hours per week, Monday to Friday with some evenings and weekend work

Term: Six-month FTC, with possibility of extension

Location: Loughborough Junction, London. Hybrid working, three days required in the office or at one of our hospital sites.

Salary: £29-31K dependent on experience

How to apply: Please use our online application form to apply, upload your CV and a one-page cover letter outlining how your experience meets the requirements for this role.

Interviews: Applicants will be shortlisted for interview on 27th July. First round interviews will be held online on 30th July. Final candidates will be invited to an in-person interview w/c 3rd August.

King's College Hospital Charity

King's College Hospital Charity aims to improve the experience of patients, family and friends at King's. We work closely with the teams who care for patients and aim to make a difference by funding projects that enhance every aspect of health care. We support initiatives that improve health, work that helps to prevent people from becoming ill, and projects designed to improve diagnosis, treatment and care. It's important to us to support the day-to-day work of the hospitals and deliver practical benefits by raising money for cutting edge equipment and facilities, innovative research, pioneering treatment and staff development and support.

Our Values

We are proud of our Charity values: they are our fundamental ethics and principles that underpin everything we do at King's College Hospital Charity. These values are not simply words on paper. We all aim to live them and make them real every day. By bringing them to life, making our decisions and behaving with them in mind, we create a dynamic and supportive culture that reflects the Charity that we are.

We are caring and supportive; we are ambitious; we are innovative and creative; we are collaborative; we have integrity.

The Role

Our Individual Giving programme is central to our fundraising strategy to increase our unrestricted, sustainable income. This is a key role in supporting the Individual Giving Manager to recruit and steward donors across a range of channels including face-to-face, telemarketing, direct mail and digital. You will have the opportunity to work across multiple programmes including regular giving, lottery, cash appeals, in-memory and legacy, as well as to play a key role in our matched funding Christmas campaign. This role will help to meet or exceed our annual targets which will help us provide the best care for patients, staff and loved ones at our hospitals.

Key Tasks

- Help to co-ordinate our match funded Christmas Campaign
- Using evidence-based insights, support with the planning and implementation of several integrated direct marketing campaigns across a range of channels including direct mail, email, social, display advertising and newsletters including managing suppliers on concept creation, oversight of copy and creative and delivery schedules. Work with the IG Manager on performance analysis and learnings to enable enhancements and improvements
- Support the IG Manager in the set up and operational management of our face-to-face fundraising campaigns for regular donor and lottery player recruitment. Including invoice processing, complaint handling, site management and training for third party fundraising teams
- Work with the other IG Officer to optimise and improve our regular giving and lottery stewardship journeys. This will include researching and proofing content, engaging with supporters and looking for opportunities to cross-sell
- Being proactive in writing up process documents and maintaining documents for Individual Giving Team
- Day-to-day point of contact with external agencies including face-to-face agencies, creative agencies, printers and fulfilment houses
- To support the Head of Supporter Engagement with the development of a legacy marketing programme
- Support with the stewardship of our in-memory donors, including donors who set up tribute pages on MuchLoved
- Work with hospital staff and stakeholders to gather content, encourage fundraising and manage our contactless stations
- Work with our Supporter Services Team to monitor and action all feedback, speaking with supporters over the phone and via email, and properly recording supporter interactions on our database
- Work with the Fundraising Operations team to open fundraising post and log cash, card and cheque donations
- Send out stewardship materials to supporters from the office
- Support the C&E Manager with fundraising event and donor stewardship as required
- Work with the Communications Team to develop internal messaging for the Charity and King's College Hospital NHS Foundation Trust
- Work with the Finance Team to process invoices and ensure activities are properly coded

Charity systems & compliance responsibilities

As an employee of Kings College Hospital Charity, you have an obligation to observe the policies and standards of the Charity together with all relevant statutory and professional obligations, the significant ones of which are:

- Maintain up-to-date knowledge on sector and market trends, the legal environment and compliance with regulatory requirements

- You have a general duty of care for the health safety and well-being of yourself, work colleagues' visitors and patients within the hospital site in addition to any specific risk management responsibilities associated with this post
- You must maintain strict confidentiality of personal information relating to patients, donors, Trustees and staff and maintain the confidentiality and security of all charity data and records
- You are responsible for complying with the Charity's policies and procedures
- You are responsible, with management support, for your personal development and should actively contribute to the development of colleagues and staff

Other

It is the nature of the work in a small charity team that tasks and responsibilities are diverse and varied. All staff are expected to work in a flexible way and on occasion to undertake tasks that may not be specifically covered in their job description or are outside of office hours. This job description is intended as a guide and is not intended to be definitive or restrictive. It is expected that some of the duties will change over time, and this description will be subject to review in consultation with the post-holder.

Skills & Experience

- Excellent organisational skills and attention to detail (Essential)
- Excellent written communication skills (Essential)
- Competent in Microsoft Office suite, particularly Word and Excel (Essential)
- Ability to prioritise work and be proactive when working on multiple campaigns (Essential)
- Excellent relationship building and interpersonal skills (Essential)
- Experience in one or more of the areas of fundraising listed (Desirable)
- Prior experience of stewarding donors and handling enquiries/complaints (Desirable)
- Experience of working with third-party agencies to deliver fundraising activities (Desirable)
- Previous experience using a Customer Relationship Management (CRM) Database (Desirable)