A logo for a hospital

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**JOB DESCRIPTION & PERSON SPECIFICATION**

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| \\ballacleator\Hospice_Share$\HR\Job Descripts\STAFF CLINICAL ICON FOR POLICIES- White Background.jpg  **Clinical Staff** |  | A purple circle with a person in it  Description automatically generated  **Non-Clinical Staff** | A green check mark painted on a white background  Description automatically generated | A hands in a circle  Description automatically generated  **Volunteers** |  | A green and white circle with a clock and a person icon  Description automatically generated  **Flexi-Bank Staff** |  |

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| **ROLE:** | **Donor Engagement Executive (Community) – 12 months LTA** |
| **REPORTS TO:** | Head of Income Generation |
| **PAY BAND:** | Level 5 - £35,200 to £44,415 per annum for a 37.5 hour week |
| **LOCATION:** | Hospice HQ |

**PURPOSE OF ROLE:**

The person in this role will be a key member of the Relationship Team responsible for identifying, building, developing and maintaining relationships with our Donors, acting as a bridge between Hospice supporters and Hospice. The primary role is to deliver an excellent experience which ensures donor satisfaction and retention by prioritising their needs, preferences and concerns, with a particular focus on community donors.

**KEY DUTIES:**

* Developing, implementing and ensuring the success of a relationship based donor-centric income strategy for Hospice that supports the delivery of short, medium and long term goals for the charity
* Maximising Hospice as a charity of choice in the local community by developing and maintaining connections and relationships with community groups e.g. schools, church groups, rotary clubs, CSR committees, clubs, schools and the general public.
* Creating and enhancing the donor’s journey with Hospice, contributing to a donor centric culture where they come first
* Managing all donor interactions to ensure high levels of satisfaction, which will include both standard and bespoke actions depending on the donor.
* Using customer service expertise to pro-actively establish and maintain positive relationships with existing and new donors, including listening and responding to their needs, and addressing any concerns
* Taking full responsibility as the key contact for donors and supporters at all levels, making decisions on how best to meet the potentially differing needs of each donor.
* Working closely with the other members of the Relationship Team as well as our Data Team and Communications and Marketing Executive. Where gaps or patterns are identified, generating and cultivating new donor opportunities. Identifying individual/group donor needs and developing tactics to meet them.
* Using our Customer Relationship Management System to capture appropriate donor information so that provides core information and insights to support effective ongoing stewardship of donors.
* Seeking feedback; finding out what our donors really want and how we can continue to improve, taking action on information received.
* Setting and meeting high standards to ensure Hospice can exceed donor expectations in an increasingly competitive environment.
* Handling complaints with professionalism and confidence, taking responsibility for responding to them based on the specific donor and the circumstances
* Acting as an Ambassador of Hospice IOM, which will include attending donor related activities and events.
* Advocating for donors within Hospice, collaborating across the team to ensure that donors needs are being met and the whole team commits to continuous improvement of donor relationship practice.
* Ensure all donor activities fit within legal and ethical boundaries and are carried out in a way compatible with Hospice Isle of Man’s reputation for being a professional, caring and progressive organisation.

**Income Generation Team**

As a member of the wider Income Generation team, this role will act in support of the whole team in relation to:

* Income Generation – including identifying, agreeing and delivering against return on investment (ROI) targets for specific campaigns and events.
* Contributing to campaigns and events – including a full range of duties such as planning, confirming ROI, organising, communicating and attending campaigns/events, either as the lead or in support of the Income Generation team.
* Pro-active stewardship of donors – identifying/pro-actively pursuing opportunities to progressively enhance and maximise donor return
* Taking a donor centric approach - ensuring that the team delivers work that engages and retains our donors, that our offer is constructed with our donor at the centre and that the end to end experience of donating to Hospice is inviting, easy and rewarding.
* Taking a team centric approach – using all of our individual strengths and skills as necessary to support all areas across our small team, ensuring that we maximise the team’s impact for Hospice

**Health and Safety**

Hospice Isle of Man is dedicated to the health safety and welfare of all its staff and volunteers. All employees will be responsible for their own health, safety and welfare, and that of others who may be affected by their actions or omissions, and for identifying and reporting any possible risks or near misses to a responsible manager. All employees will be required to observe appropriate legislation and codes of practice in connection with their role and will be provided with training and support to do so.

**Person Specification: What we need you to bring**

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| **Qualifications:** | **Is it essential or desirable** | **How we will assess** |
| Educated to a professional level in events, marketing, sales, fundraising, communications or other relevant qualification OR qualified through experience. | **E** | **A & D** |
| **Experience:** | | |
| Strong customer service experience gained over a number of years in this area | **E** | **A & I** |
| Experience in customer account management, relationship management, sales or similar | **E** | **A & I** |
| Experience of cultivating longer-term relationships | **D** | **A & I** |
| Experience of managing customer journeys from an end-to-end perspective | **D** | **A & I** |
| **Skills/Competencies:** | | |
| Ability to build and maintain positive relationships, providing a consistently high standard of donor care | **E** | **A & I** |
| Ability to connect with people on a personal level, developing an understanding of and responding to their motivations and preferences | **E** | **A & I** |
| Skilled communicator with strength in both written and verbal communications and the ability to demonstrate effective active listening skills | **E** | **A & I** |
| Strong emotional intelligence – with the ability to notice and respond appropriately within all donor interactions | **E** | **I** |
| Good time management skills with the ability to both prioritise and be adaptable when needed | **E** | **A & I** |
| Team orientated – meeting team commitments and supporting the overall success of the whole team | **E** | **I** |
| Strong organisational and planning skills | **E** | **A & I** |
| Ability to think creatively, including problem solving where necessary | **E** | **A & I** |
| **Personal Qualities/Behaviours:** | | |
| Passionate about delivering excellent customer service | **E** | **I** |
| Displays a kind and warm disposition with the ability to make genuine connections with our donors | **E** | **I** |
| Patient with and attentive to people | **E** | **I** |
| Willing to demonstrate behaviours at work that are in accordance with Hospice’s values to:  Act with Compassion  Be Collaborative  Commit to the Cause | **E** | **I** |
| **Other:** | | |
| Willingness to support all activities and attend events out of core hours when required based on the needs of our donors and fundraising efforts | **E** | **I** |
| IOM Worker | **D** | **A** |
| Access to a vehicle and able to travel to sites across the Island | **E** | **A & D** |

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| **How we will assess you** | | | |
| **A** Application & CV | **I** During your interview | **D** When you produce  your documents | **T** Test to assess your  practical competence |