



**Trinity  
Hospice**  
*Compassion and care*

# Individual Giving Fundraiser

## Recruitment Information Pack

January 2022



Trinity Hospice is a registered charity  
providing **excellence in palliative care** across  
*Blackpool, Fylde and Wyre*

[www.trinityhospice.co.uk](http://www.trinityhospice.co.uk)  
Registered Charity 511009  
Low Moor Road, Bispham, Blackpool, FY2 0BG

## 2020-21 in numbers

**340** patients were admitted to the **In-patient Unit**

WITH AN AVERAGE OF...  
**28**  
Per month  
admissions

### HOSPICE AT HOME



Bereavement counselling services saw **770 patients**

Our Schools Link service involved **72** local schools



THE HOSPITAL TEAM supported **1,407** patients

TRINITY HOSPICE'S COMMUNITY CLINICAL NURSE SPECIALISTS

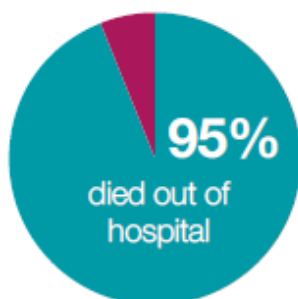
supported

**1,281**  
PATIENTS



The number of new patients supported with a non-cancer diagnosis was 16%

Of those patients known to the community service...



That's much more than the national average

**71 families** were given support at **Brian House** with 14 new children referred

**347** patients or carers received complementary therapy treatments

The Children's Bereavement

Butterfly suite was used for...



**15** DAYS

THE HOSPICE SUPPORTED

**125** PATIENTS



through our Lymphoedema service

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## Welcome

Dear Candidate,

Thank you for your interest in our current vacancy for Individual Giving Fundraiser to join the fundraising team at Trinity Hospice and Brian House Children's Hospice.

We are seeking a talented individual with excellent project management skills, proven customer service experience, strong communication skills and a passion to build upon the growth already made within our in memory, regular giving, direct mail and legacy income streams. Working across the team you will help provide the very best donor care, whilst developing and implementing new campaigns to enable us to offer the very best possible end-of-life care for the community of Blackpool, Fylde and Wyre.

Trinity Hospice, together with our dedicated children's hospice, Brian House, is a registered charity at the heart of the Fylde Coast. Our services cost over £9million a year and we need to raise more £5million a year from our fundraising and retail activities to care for the local families who need us today and in the years to come.

Since opening our doors on 3<sup>rd</sup> June 1985, our team of dedicated staff and volunteers has delivered high quality care to local adults and children living with a life limiting illness.

As the Individual Giving Fundraiser you will work to ensure all staff and volunteers are aware and feel confident speaking about how anyone they speak to can support Trinity Hospice or Brian House through any of the individual giving income streams. Another key part of the role will be to ensure supporters are aware of the vital difference their donations make. You will also work closely with the Database and Supporter Care team and together be responsible for the effective and professional approach to all stages of individual giving administration. You will use your creativity and project management skills to manage multichannel campaigns for raising awareness and funds through these vital income streams.

I hope you find this application pack useful in helping you decide whether you are the right person for this role. If you are interested in this rare fundraising opportunity on the Fylde Coast and believe you have the skills, experience and qualities we are seeking, I look forward to receiving your application which will be given careful consideration.

Application forms can be downloaded from the Trinity Hospice website [www.trinityhospice.co.uk](http://www.trinityhospice.co.uk)

Should you wish to discuss the role and your application further please feel free to contact me on 01253 952550 or email [mark.cassidy3@nhs.net](mailto:mark.cassidy3@nhs.net).

Yours sincerely



**Mark Cassidy**  
**Individual Giving Development Manager**

## Individual Giving Fundraiser Job Description

<b>Job Title:</b>	Individual Giving Fundraiser
<b>Accountable to:</b>	Individual Giving Development Manager
<b>Job Purpose:</b>	Supporting the development and delivery of Trinity's Individual Giving fundraising programme for in-memory giving, individual donations, appeals, regular giving, raffles, legacy marketing. To maximise supporter recruitment and development and ensure long-term donor engagement and income growth.
<b>Salary:</b>	£23,477-£25,283
<b>Hours of Work:</b>	37 hours per week (part time or condensed hours considered)
<b>Location:</b>	Flexible – combination of home and office working

### Key Responsibilities:

To work with the Individual Giving Development Manager and Head of Fundraising to achieve the following:

- Support the development and delivery of the Individual Giving and Legacy strategies to increase income and donor engagement to achieve required income targets.
- To develop relationships with key supporters to nurture ongoing support, in-memory giving and legacy pledges.
- To develop strong links with local solicitors to both promote the hospice as a beneficiary and to help with initiatives such as Will Week.
- To keep abreast of relevant legislation relating to legacies.
- To be a champion for legacy and in-memory giving across the organisation.
- To ensure appropriate legacy information is accessible for all patients, staff, volunteers and visitors.
- Ensure all legacy fundraising is done sensitively and appropriately.
- Manage and develop any specific activities such as online Tribute Funds, and other in memory campaigns.
- Support the delivery of in-memorial events including Light up a Life and Blackpool Memory Walk.
- To organise events for new and existing supporters to promote ways of giving and share the impact of their support.
- To use the database and other research tools to identify prospective donors for new or ongoing Individual Giving programmes.
- Develop and deliver ongoing promotions for regular giving.
- Support the delivery of appeal and campaigns
- Promote and develop special occasion giving, such as weddings, birthdays and anniversaries.
- Research opportunities across the hospice and charity sector to help inform the individual giving programme at Trinity Hospice.
- Contribute to the Fundraising Department objectives, sharing new ideas, supporting all income streams promoting positive team-working.
- Ensure all marketing for individual giving activity is accurate, appropriate and adheres to all relevant regulation for marketing, data protection and fundraising.
- To keep ahead of latest trends, best practice and learnings across the sector, reviewing competitors' marketing activities and techniques.
- To have an understanding of the ethos and work of the hospice in order to act as an effective spokesperson to the general public and in the local community as and when required.
- Adhering to the Trinity Hospice values and ways of working.

**This job description is not exhaustive and is subject to review in conjunction with the post holder and according to future changes/developments in the service.**

## **General Responsibilities**

- To be a co-operative and supportive member of the Trinity Fundraising Team, ensuring that your line manager is aware of any issues in workload, which may affect other members of the Trinity team.
- To undertake all mandatory training as required by Trinity Hospice & Palliative Care Services and participate in appropriate in-service training as and when required.
- Maintain the strict confidentiality of all information acquired, especially with regard to patients, staff, donors and volunteers.
- To undertake an appraisal and personal development review annually and through self-development, continuously update and improve knowledge and competencies.
- To manage all volunteers used in your area and to develop effective working relationships providing regular feedback on their performance.
- To take responsibility for being up to date with current policies and procedures and to adhere to these.
- Co-operate fully in the introduction of any new technology and new methods as appropriate.
- Provide cover for colleagues as required.
- Ensure all activities comply with relevant legislation and follow best practice.
- Be responsible for adherence to Health and Safety policies and procedures.

## **Measures of Performance**

- The successful delivery of individual giving activities
- Contribution to department's finance targets
- Demonstration of creativity, particularly in the development of new ideas
- Demonstration of donor care
- Understanding and interpretation of results, performance and sector trends
- Strong working relationships with colleagues and volunteers across the organisation
- Exhibiting Trinity's values and ways of working

## **Key Competencies**

- Planning
- Creativity
- Time Management
- Communication

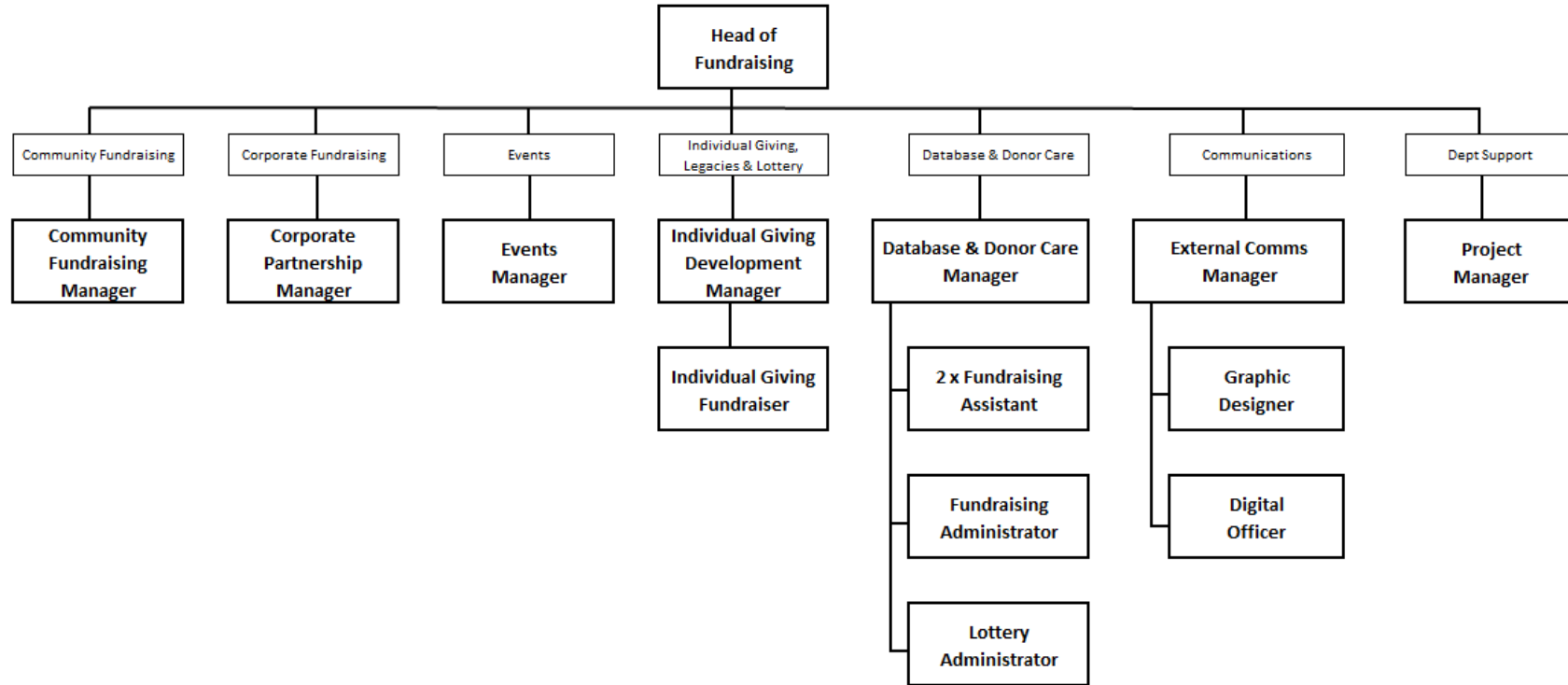
## **Special Conditions**

- Full driving licence with full time access to your own car and appropriate business insurance
- Regular travel within the local geographical region of Blackpool, Fylde and Wyre. Mileage paid monthly
- Able to work evenings and weekends at hospice led events
- Opportunity to gain experience in areas of fundraising outside of Individual Giving

## Individual Giving Fundraiser Personal Specification

CRITERIA	E	D	ASSESSMENT
<b>Qualifications</b>			
<ul style="list-style-type: none"> <li>▪ English and Maths at GCSE grade C or above (or equivalent)</li> </ul>	✓		Application form
<ul style="list-style-type: none"> <li>▪ Recognised fundraising qualification (e.g., Chartered Institute of Fundraising Qualifications)</li> </ul>		✓	Application form
<b>Experience &amp; Knowledge</b>			
<ul style="list-style-type: none"> <li>▪ Understanding of the principles of fundraising and marketing and donor care.</li> </ul>	✓		Application form/Interview
<ul style="list-style-type: none"> <li>▪ Experience of working in a charity or not for profit context.</li> </ul>		✓	Application form/Interview
<ul style="list-style-type: none"> <li>▪ Experience of dealing with the public to raise money and promote activities.</li> </ul>		✓	Application form/Interview
<ul style="list-style-type: none"> <li>▪ Experience of communicating to different audiences using a variety of methods (email, in-person, post, etc)</li> </ul>	✓		Application form/Interview
<ul style="list-style-type: none"> <li>▪ Proven ability to balance a demanding work load with multiple ongoing projects and meeting tight deadlines.</li> </ul>	✓		Application form/Interview
<ul style="list-style-type: none"> <li>▪ Proven experience of meeting financial targets.</li> </ul>		✓	Application form/Interview
<ul style="list-style-type: none"> <li>▪ Competent user of Microsoft Office Packages, including Word, Excel and Outlook.</li> </ul>	✓		Application form/Interview
<ul style="list-style-type: none"> <li>▪ Competent user of Databases</li> </ul>	✓		Application form/Interview
<ul style="list-style-type: none"> <li>▪ Ability to represent the organisation and nurture relationships and networks for the benefit of the organisation.</li> </ul>		✓	Application form/Interview
<ul style="list-style-type: none"> <li>▪ Using databases for sales and marketing activities as well as performance reporting.</li> </ul>		✓	Application form/Interview
<b>Personal Skills and Characteristics</b>			
<ul style="list-style-type: none"> <li>▪ Excellent verbal and written communication skills and ability to communicate with a wide range of people.</li> </ul>	✓		Interview & test
<ul style="list-style-type: none"> <li>▪ Excellent organisation skills and ability to prioritise different projects and tasks.</li> </ul>	✓		Interview & test
<ul style="list-style-type: none"> <li>▪ Creative and innovative, with commitment to researching new fundraising and marketing opportunities.</li> </ul>	✓		Interview
<ul style="list-style-type: none"> <li>▪ Excellent organisational and time management skills.</li> </ul>	✓		Interview
<ul style="list-style-type: none"> <li>▪ Pleasant, approachable and confident personality.</li> </ul>	✓		Interview
<ul style="list-style-type: none"> <li>▪ Work well under pressure, with attention to detail and accuracy.</li> </ul>	✓		Interview
<b>Other</b>			
<ul style="list-style-type: none"> <li>▪ Full driving licence, with access to own car and appropriate business insurance.</li> </ul>		✓	Interview
<ul style="list-style-type: none"> <li>▪ Willingness to attend courses and conferences to widen understanding and skills of fundraising.</li> </ul>	✓		Interview

## Fundraising Team Structure:



## Fundraising Income Channels & Targets

	<b>2022-23</b>
Legacies	£1,538,820
Individual	£678,920
Community	£378,500
Corporate	£305,750
Events	£446,782
Grants	£126,000
Lottery	£607,167
<b>TOTAL</b>	<b>£4,081,939</b>



## Terms & Conditions

These terms and conditions of employment are a brief outline of the contract.

<b>Job Title</b>	Individual Giving Fundraiser
<b>Salary</b>	£23,477-£25,283
<b>Annual Leave</b>	38 days inclusive of Bank Holidays
<b>Hours of Duty</b>	37 hours per week with some evenings & weekends required

<b>Sick leave entitlement</b>		
<b>Period of Continuous Service</b>	<b>Months at Full Pay</b>	<b>Months at Half Pay</b>
Less than 4 months	1	NIL
Over 4 months and up to 12 months	1	2
During second year	2	2
During third year	4	4
During fourth and fifth year	5	5
After 5 years	6	6

<b>Probationary Period</b>	Six months
<b>Appointment</b>	Subject to satisfactory medical examination, references, enhanced DBS, copy of qualifications where relevant and proof of eligibility to work in the U.K.
<b>Benefits</b>	<ul style="list-style-type: none"><li>- Free onsite parking</li><li>- Subsidised onsite canteen</li><li>- Generous annual leave entitlement</li><li>- Purchase through salary sacrifice scheme</li><li>- Childcare vouchers</li><li>- Access to training and development opportunities</li></ul>
<b>Pension Scheme</b>	NHS Superannuation Scheme where applicable, Group Personal Pension Scheme
<b>Application Closing Date</b>	Thursday 10th February 2022
<b>Interview Date</b>	w/c 14 <sup>th</sup> February 2022

# Our five year plan for hospice care on the Fylde Coast...

## Reaching everyone who needs us

### Going for growth

**This is an exciting time for Trinity Hospice – one full of opportunities when it comes to growing our services and reaching even more people.**

**Our vision** is that ‘everyone on the Fylde Coast deserves access to good end of life care’ and now is the right time to invest so that we can reach everyone who needs some aspect of hospice care in our community.

Because of two years of exceptionally high legacy income our Trustees have agreed to set a deficit budget and spend an extra £600,000 each year for the next three years to expand our services and meet the massive growth in demand.

We have identified a number of growth areas, some of which call for an increased spend but others which rely more on the commitment of our greatest assets – staff, volunteers and supporters.

We’re thinking big, because we have a unique window of opportunity to increase our impact. We have the perfect launch pad too: an Outstanding CQC rating, Gold Investor in People status and a reputation for excellence in all we do.

**As a local charity, the message that we must expand may seem to contradict our ongoing funding challenges: but here’s why going for growth now is so important.**

- There is an unrelenting increase in demand for our services. The figures speak for themselves – our community, hospital and Hospice at Home teams see huge increases in patient numbers year on year.
- Too many local people (47%) die in hospital and for many this is not where they want to be.

It could be years before we are once more in this position and, spent wisely, our investment will bring lasting benefits, helping raise standards of care not just at the hospice, but across the wider health and social care sector on the Fylde Coast.

**This is a one-off opportunity, and we will need increased support from the local community to make our enhanced services sustainable in the long term.**

Expansion like this needs careful management. As we grow we must remain financially sound and never wasteful because we have a responsibility to our supporters to spend every penny wisely, and by the end of our expansion **every new activity must pay for itself.**

**Enabling compassionate care and support**  
**Improving our effectiveness**  
**Investing in our people**  
**Financing our future**

## Our Values

Our values underpin not just what we do, but how we do it! In every part of Trinity our Values speak volumes about the services we provide to patients and their families and about our relationships with supporters, suppliers, members of the public and each other.

### **We are always:**

#### **Caring**

#### **Adaptable**

#### **Responsible**

#### **Excellent**

#### **Socially engaged**

### **In other words: Trinity CARES**

*"Enabling Compassionate Care on the Journey to End of Life"*

### **Caring**

#### **We always**

- Provide care with skill and compassion that is person and family centred.
- Truly listen in order to provide appropriate, warm-hearted and honest support.
- Place 'caring for patients and those important to them' at the heart of our actions.
- Respect and value individual differences.
- Support colleagues and volunteers at all times.
- Share our knowledge and expertise with others

### **Adaptable**

#### **We always**

- Respond positively and flexibly to challenges.
- Strive to ensure all we do is of high quality and compliant in accordance with changing regulations.
- Work across sectors (voluntary, public, and private) to maximise our impact.
- Develop effective collaborations based on mutual respect and trust.

### **Responsible**

#### **We always**

- Clearly communicate expectations so that everyone knows what is required of them.
- Demonstrate a 'can do' attitude and are accountable for our individual actions.
- Investigate complaints carefully and honestly to ensure continuous improvement.
- Share compliments and celebrate successes to learn from good practice.
- Ensure effective teaching and provide exceptional learning opportunities around end of life care.
- Maximise our impact by effective team working

### **Excellent**

#### **We always**

- Develop and apply our professional expertise in palliative care.
- Encourage others to share ideas and learning.
- Aspire to provide exceptional professional performance in all roles.
- Promote learning and development for all
- Recruit competent individuals who share Trinity's values.
- Strive for improvement every day - as everyone makes a difference.
- Challenge assumptions and strive for cutting edge solutions.
- Add new knowledge through high quality audit and research.

### **Socially engaged**

#### **We always**

- Work with our community to achieve high quality care at the end of life, for all who need it.
- Provide meaningful and satisfying employment and volunteering opportunities.
- Fund services through ethical and transparent fundraising.
- Share Trinity's expertise to benefit the wider hospice and Palliative Care community.
- Speak up for vulnerable individuals, or disadvantaged groups, who need palliative care.
- Endeavour to be environmentally and financially sustainable to benefit future generations.
- Use resources well, to maximise our shared compassionate cause.



**Trinity  
Hospice**

*Compassion and care*



# Reaching everyone who needs us

Low Moor Road, Bispham, Blackpool FY2 OBG  
Tel: 01253 358881 [www.trinityhospice.co.uk](http://www.trinityhospice.co.uk)

**The Trinity family of services:**

In-Patient Unit • Hospice at Home • Day Therapy Unit • Clinical Nurse Specialists • Brian House Children's Hospice  
Lymphoedema Service • Complementary Therapy • Support/counselling for grief and loss • Learning and Research Centre

