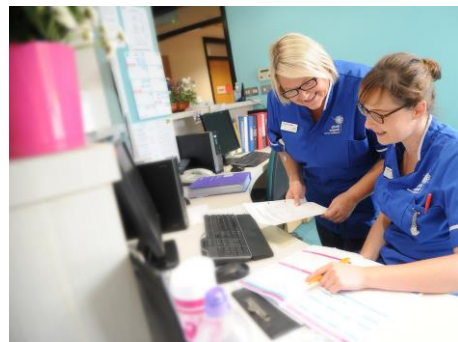


Individual Giving Manager

Recruitment Information Pack

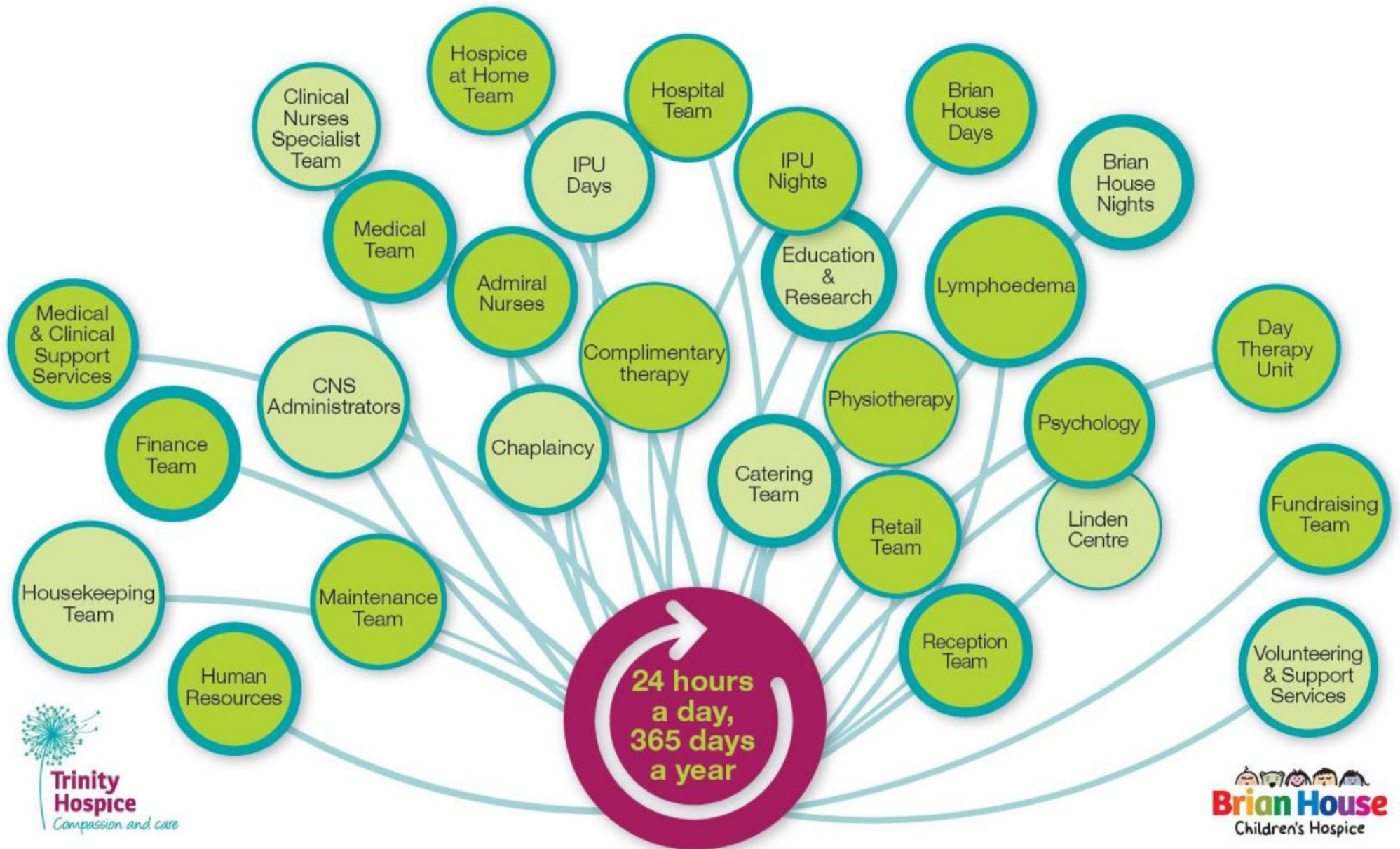
June 2025



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

www.trinityhospice.co.uk
Registered Charity 511009
Low Moor Road, Bispham, Blackpool, FY2 0BG

Trinity Hospice - a hospice without walls



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Our services

We touch the lives of around 8,000 people every year, supporting patients and their families physically, emotionally and spiritually.

We have a wide range of services to help people where they're at, based on both the hospice building, but also, and increasingly so, outside the hospice either in the community or in people's own homes.

Our services are tailored to each person's individual needs to improve their quality of life and relieve the stress serious illness brings. Trinity patients come from all backgrounds, all faiths and from all parts of the Fylde coast. We never forget that each of our patients has a unique history and we always see the person, not their illness.

Trinity's Family of Services

- In-patient care from our team of specialist doctors, nurses and healthcare professionals on a 18-bedded unit - 24 hours a day, every day of the year
- Supporting people through our Living Well Service to help patients maintain independence and supporting physical, psychological and spiritual wellbeing
- Extending our care beyond our building with our Community Palliative Care Team, providing care and support at home and in care homes, as well as in hospital with our Hospital Palliative Care Team
- Supporting patients at home with bed-side monitoring through our new Virtual Ward
- Providing hospice care during the night in people's homes through Hospice at Home
- Supporting some of the Fylde coast's most vulnerable children and their families through our dedicated children's hospice, Brian House
- Empowering patients to live well with Dementia through our Admiral Nurse Team
- Specialist treatment and advice through our Lymphoedema clinic
- Counselling and bereavement support through the Linden Centre, supporting patients and those they love through very difficult times



Welcome

Dear Candidate,

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

Trinity has been at the heart of the Fylde coast for nearly 40 years, providing compassionate care for people on their journey towards the end of life. Our dedicated teams of specialist nurses, doctors and healthcare professionals touch the lives of thousands of patients and families each year, with one vision for the future - *that everyone across Blackpool and the Fylde coast has access to high-quality and consistent end-of-life care.*

As a local charity we are committed to supporting the emerging needs of our community, investing in our services, our teams and enhancing the delivery of our care. Our fundraising team is pivotal to providing the much needed funds to deliver our ambition.

We are seeking a new Manager to lead our Individual Giving Team to plan, deliver and evaluate an ambitious and effective Individual Giving development programme for in memory giving, individual donations, appeals, regular giving, raffles, lottery, legacy marketing. Whilst, maximising supporter recruitment and development and ensure long-term donor engagement and income growth.

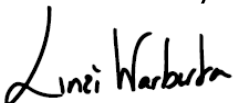
This role will suit a natural relationship builder with a track record of individual giving/legacy/lottery fundraising. You'll be a brilliant leader and team player who thrives in a collaborative environment. You'll be target-driven, comfortable and confident working with achievable KPIs and targets as well as supporting and developing your team to reach theirs.

We are looking for someone with creative flair, an expert communicator, with the ability to inspire action through creating effective appeal letters, emails, and newsletters. Someone who loves data and is keen to try new things, always scanning the horizon for innovative ways of working.

I hope you find this recruitment 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.

If you are interested in discussing this role further, please contact Ellen Drummond at Charity People at ellen@charitypeople.co.uk

Yours sincerely



Linzi Warburton
Head of Fundraising

Our business objectives

Enabling compassionate care and support:

we will work with our partners
to make sure palliative
patients know
their choices and receive
only the best care
from us

Improving our effectiveness:

we will comply with all
quality standards while
making sure that we
continue to reach all
who need us using
donated funds
wisely

Investing in our people:

we will do everything we can to
make our staff the most skilled
professionals in their areas of
work and ensure
they know their value to
our organisation and
in our community

Financing our future:

we will continue our
work to grow our income
so that we can ensure
we are able to care for all
who need us on the Fylde
coast today and in
the future



Job Description



Individual Giving Manager Job Description

Job Title:	Individual Giving Manager
Department:	Fundraising, Marketing & Communications
Accountable to:	Head of Fundraising
Salary:	£36k-£38k depending on experience
Hours of work:	37 hours per week with 0.8 and condensed hours considered
Location:	Blackpool Hospice with the opportunity to work from home

Job Summary:

Lead a team to plan, deliver and evaluate an ambitious and effective Individual Giving development programme for in memory giving, individual donations, appeals, regular giving, raffles, lottery, legacy marketing. Lead on the creation and implementation of the Individual Giving, Lottery and Legacy strategies to increase income and donor engagement. This role covers the hospice's largest income generating streams, with ambitious plans to grow these further.

The role will lead, inspire and motivate a fantastic team of three and work closely with the wider fundraising team, including the Communications Manager to ensure case studies, photography, statistic and organisation information is effective and in line with the Hospice's brand guidelines.

Key Responsibilities:

- To lead the development and delivery of the Individual Giving, Lottery and Legacy strategies to increase income and donor engagement. Through the development an annual plan and budget in line with the Fundraising Departments annual action plan, department strategy and organisational business plan.
- Lead and inspire the Individual Giving Fundraiser, supporting their training and development, agreeing personal objectives, reviewing performance and dealing with any line management issues in line with policies and procedures.
- Develop measurable KPIs to monitor performance, responding effectively to any shortfalls and proposing plans and adjustments to ensure goals and budgets are achieved
- To brief and manage suppliers or external agencies or where required and in partnership colleagues ensuring projects are run to brief, within budget and to schedule.
- To continually evaluate activity and produce detailed end of campaign reports, ensuring key learnings and insights are fed into planning of future activity and budgets as appropriate.
- To be confident writing, providing feedback and shaping engaging and emotive copy for appeal letters, emails, newsletters and other promotional materials.
- Work with the Lottery Administrator to ensuring external fundraising agencies are inspired and enthusiastic, and that they have a good working knowledge of Trinity hospice and our weekly lottery and work in line with relevant laws and codes of fundraising practice.
- To work closely with the Communications Manager to ensuring effective use of case studies, photography, statistics and organisational information and that all communications are consistent and in line with trinity Hospice brand guidelines.
- Be responsibility for ensuring the operation of the Lottery complies with current gambling laws and the data protection act, keeping abreast and implementing any changes when necessary
- Work with the Database & Donor Care Manager to develop effective thank you and welcome processes and donor journeys.
- Contribute to the Fundraising Department objectives, sharing new ideas, supporting all income streams promoting positive team-working.
- Ensure all marketing activity is accurate, appropriate and adheres to all relevant regulation for marketing, data protection and fundraising.

- To keep ahead of latest marketing 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 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 action plans, projects and activities
- Delivery finance targets
- Demonstration of creativity, particularly in the development of new ideas, design and copy
- 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

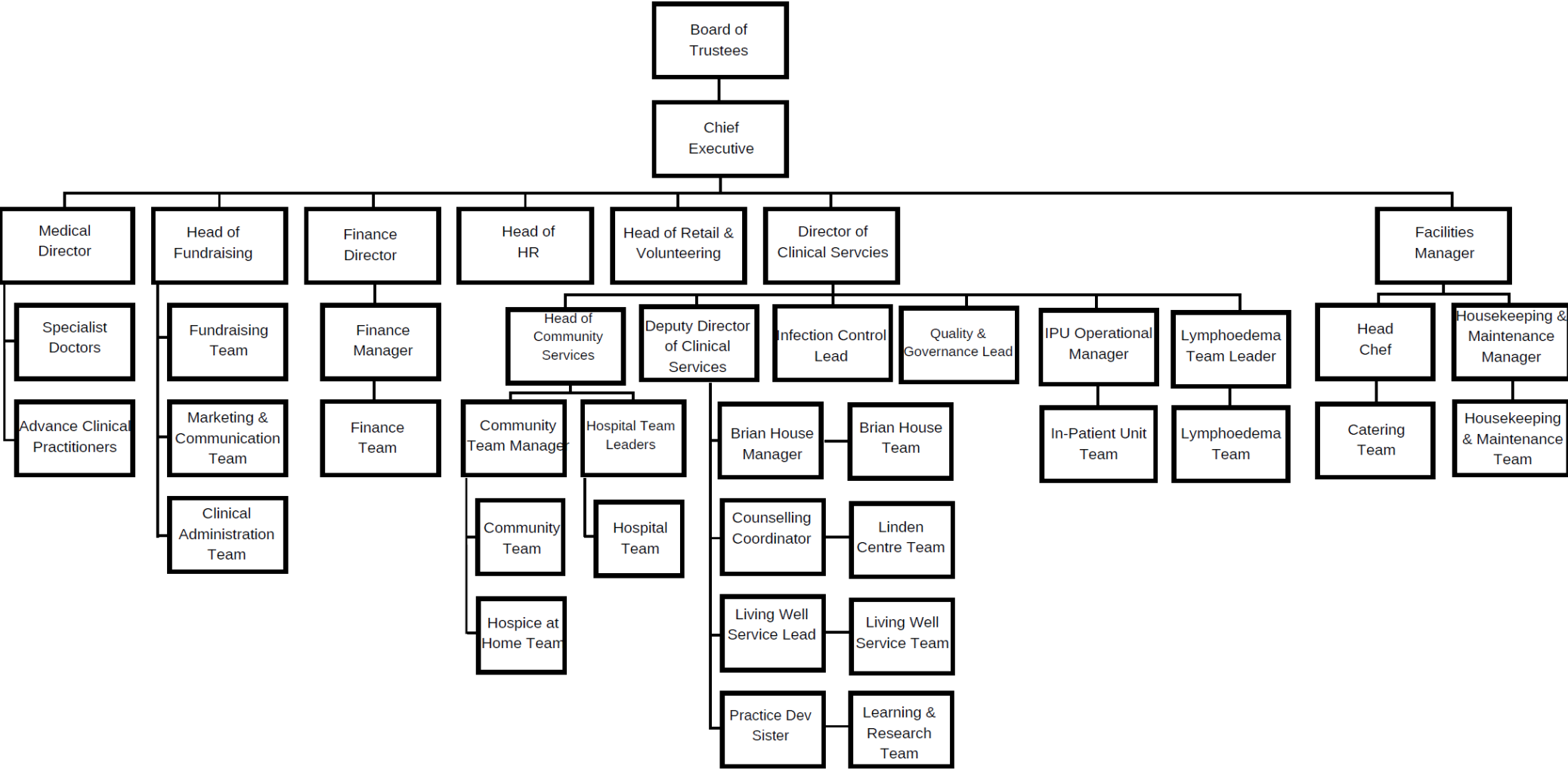
Special Conditions

- 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
- Ability to work evenings and weekends where needed

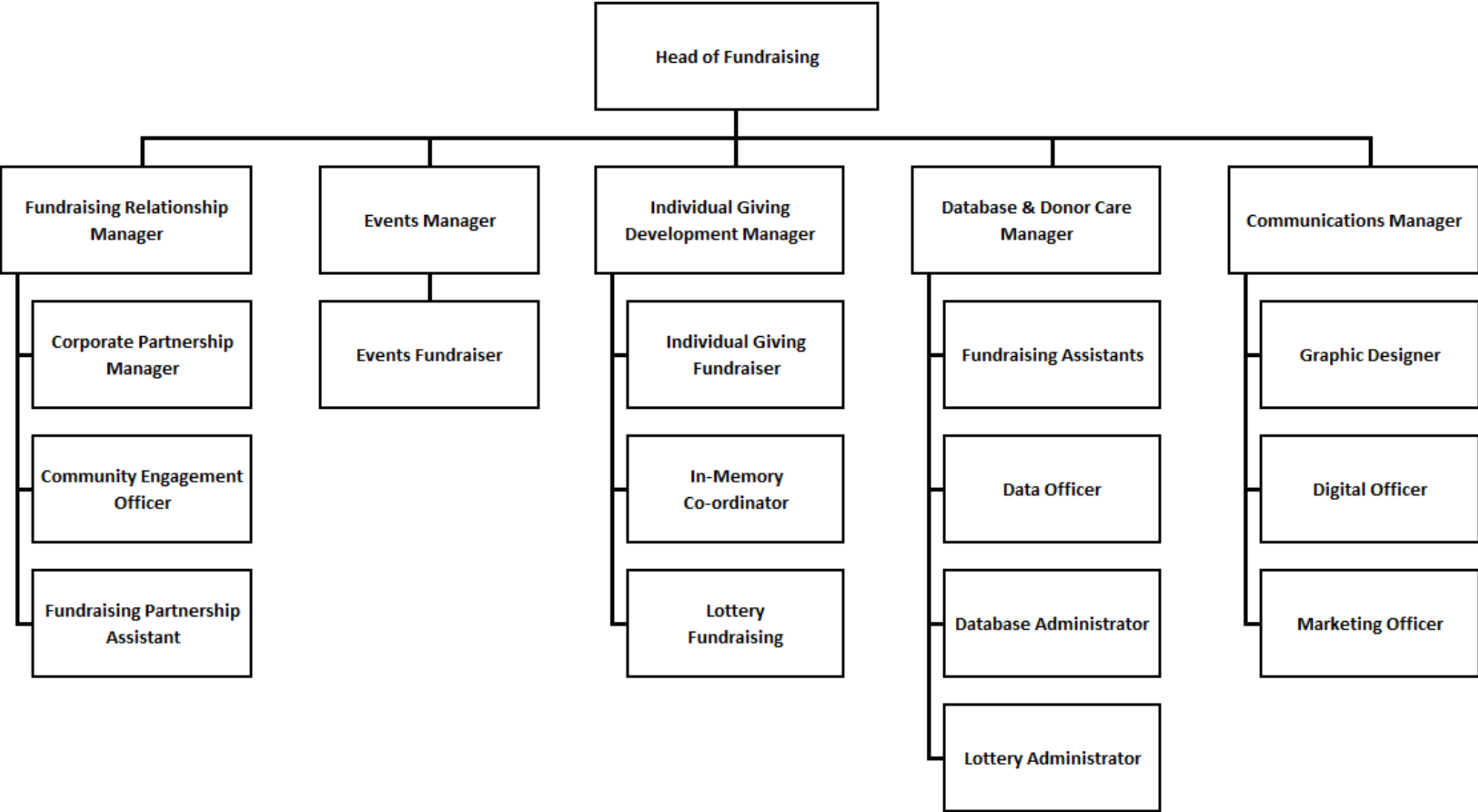
Individual Giving Manager Personal Specification

CRITERIA	E	D	ASSESSMENT
Qualifications			
▪ Fundraising or Marketing qualification		✓	
Experience			
▪ Proven experience, knowledge and understanding of individual giving, legacy and lottery fundraising	✓		
▪ Experience of developing and implementing a programme of individual giving activities.	✓		
▪ Marketing and promoting a wide range of activities to a range of different target audiences through varied media channels	✓		
▪ Proven ability to balance a demanding working load with multiple ongoing projects and meet tight deadlines	✓		
▪ Proven experience of meeting financial targets and managing expenditure budgets	✓		
▪ Using databases for marketing and promotion activities as well as donor care and financial reporting	✓		
▪ A proven track record of success in working with others, ideally with line management experience, to deliver high quality results and income growth.		✓	
▪ Knowledge of relevant regulations for fundraising, lottery and raffles, data protection, Gift Aid and the fundraising codes of practice.		✓	
Personal Skills and Characteristics			
▪ Excellent communication skills	✓		
▪ Excellent team working skills	✓		
▪ Creative and innovative	✓		
▪ Excellent organisational and time management skills	✓		
▪ Excellent attention to detail and accuracy	✓		
▪ Works well under pressure	✓		
Other			
▪ Full driving licence, with access to own car and appropriate business insurance	✓		
▪ Willingness and ability to work outside of office hours, including weekends.	✓		
▪ Willingness to attend courses and conferences to widen understanding and skills of fundraising and events.	✓		

Organisation Structure



Team Structure



** Department structure subject to change to meet the experience and weekly hours of appointed candidate*



“

Across our community people work tirelessly to raise vital funds to support our work. Because of their incredible support we are able to be there for all those who need us along the Fylde coast. Our supporters are an extension of our hospice team and are very much appreciated by everyone at Trinity.

”

Income Streams & Fundraising Activities

Trading

A dedicated Retail Team manage 30 local shops delivering £1million net contribution in 2025-26

Grants

2025-26 target £78k

Legacies

2025-26 target £1.6m

Lottery & Raffles

2025-26 target £824k



Individual Giving

2025-26 target £890k

Community Fundraising

2025-26 target £550k

Corporate Fundraising

2025-26 target £373k

Events

2025-26 target £513k



Terms and Conditions

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

Job Title	Individual Giving Manager
Contract	Permanent
Salary	£36-38k (depending on experience)
Annual Leave	38 days inclusive of Bank Holidays (pro-rate)
Hours of Duty	37 hours per week (0.8 and condensed hours considered) with some evenings & weekends required

Sick leave entitlement		
Period of Continuous Service	Months at Full Pay	<i>Months at Half Pay</i>
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

Probationary Period	Three months
Appointment	Subject to satisfactory medical examination, references, enhanced DBS, copy of qualifications where relevant and proof of eligibility to work in the U.K.
Benefits	<ul style="list-style-type: none">- Free onsite parking- Subsidised onsite canteen- Time off in lieu- Generous annual leave entitlement- Purchases through salary sacrifice scheme- Access to training and development opportunities- Investment in your wellbeing- Eligibility for NHS Blue Light Care
Pension Scheme	NHS Superannuation Scheme where applicable, Group Personal Pension Scheme

Our impact last year

We cared for more than **3,936** patients and **404** carers/loved ones across our family of services.

362 patients were admitted to the **In-patient Unit** admissions

WITH AN
AVERAGE OF...

30
Per month

HOSPICE AT HOME

supported **68%** of all home deaths



OUR HOSPITAL TEAM

supported **1,941** patients making **5,136** visits to patients and provided specialist palliative care and clinical support to **34%** of all hospital deaths

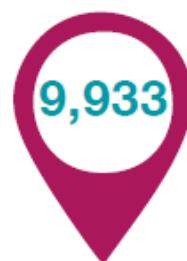
TRINITY HOSPICE'S COMMUNITY PALLIATIVE TEAM

supported
1,594
PATIENTS



86 children were given support at **Brian House** with 29 new children referred

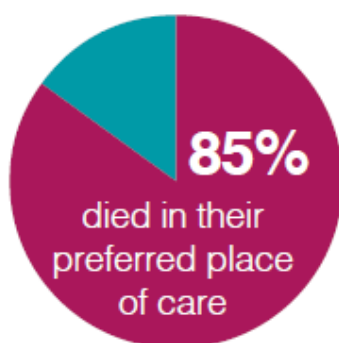
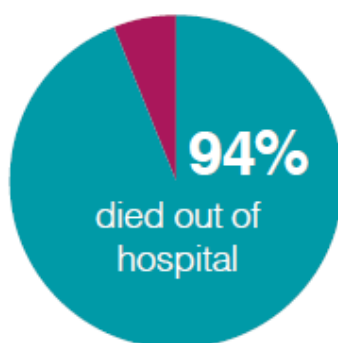
Total number of face-to-face Lymphoedema appointments 1,182



VISITS

were made to people at home

Of those **patients** known to the community service...



That's much more than the national average

We ran a total of **1,179 Adult One-to-One** Counselling Sessions and **645 groups**



We ran a total of **222 Child One-to-One** Counselling Sessions



had a **non-cancer** diagnosis



through **822** complementary therapy treatments

Across all services, we supported **41%** of all deaths on the Fylde coast, in 2023 (January – December), as well as coaching, training and supporting other health care professionals

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

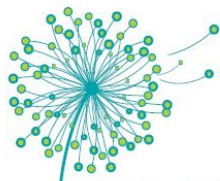
We always

- 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

Our five year plan for hospice care
on the **Fylde Coast**

Low Moor Road, Bispham, Blackpool FY2 OBG

Tel: 01253 358881 www.trinityhospice.co.uk

Registered charity no. 511009