

Job Description

In Memory Officer Job Description

Job Title:	In Memory Officer
Department:	Fundraising & Communications Team
Accountable to:	Individual Giving Manager
Salary:	£28,000 moving to £30,000 after 12 months
Hours of work:	37 hours per week with 0.8 hours considered
Location:	Blackpool, with some opportunity to work from home. We are seeking a minimum of 4 office-based days per week

Job Summary:

Lead the delivery and ongoing development of Trinity's In Memory fundraising activity, ensuring a compassionate and consistent experience for bereaved supporters while delivering sustainable income for Trinity Hospice and Brian House Children's Hospice.

You will plan, deliver and evaluate in memory events, communications and supporter engagement activity, working closely with the In Memory Co-ordinator, who leads on personal stewardship, and collaborating across fundraising and clinical teams. This role requires strong organisation, confident use of data and excellent communication skills, alongside warmth, empathy and sound judgement in emotionally sensitive contexts.

You will work closely with colleagues across the Fundraising and Communication Team and with clinical teams across Trinity Hospice and Brian House Children's Hospice. Where required, you may also support initiatives led by the Individual Giving Manager and Head of Fundraising, which are aimed at building stronger relationships with patients and families.

Key Responsibilities:

- Deliver and develop Trinity's in memory events, including Light up a Life, Memory Meadows and new initiatives, ensuring activity is well planned, well delivered and reviewed.
- Identify and test opportunities to extend our in memory events and engagement in the local community, working within agreed budgets and resources.
- Lead the delivery and ongoing development of the first-year bereavement communications journey (Year of Firsts), creating warm, timely touchpoints and appropriate opportunities for engagement and giving.
- Deliver in memory communications across digital and offline channels, including mail, email, phone and relevant web or microsite content, in line with brand and policy.
- Support the review and delivery of bereavement support resources working with the communication and clinical colleagues to ensure content is supportive information, appropriate and remains current and accessible.
- Support the approach of case studies and supporter contributions, ensuring safe, sensitive moderation, clear boundaries and appropriate safeguarding throughout.
- Plan and manage multiple areas of activity, keeping timelines, risks and dependencies visible and reporting progress with your line manager.
- Manage allocated budgets, including forecasting, cost control, income tracking and delivery against agreed targets.
- Use data and insight to plan, target and evaluate activity; produce reports; interpret results and apply learning to improve performance.
- Research opportunities across the hospice and charity sector to help inform the individual giving programme at Trinity Hospice.
- Work closely with the In Memory Co-ordinator to ensure a seamless experience between personal stewardship and wider programme communications.

- Develop strong links with local funeral directors to both promote the hospice services available to families and maintain a good relationship
- Build constructive working relationships with colleagues and volunteers to ensure activity is appropriate, accurate and supporter-centred.
- To be a champion for in-memory giving across the organisation.
- To keep ahead of latest trends, best practice and learnings across the sector, reviewing competitors' marketing activities and techniques.

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

- Be a cooperative and supportive member of the Fundraising Team, ensuring your line manager is aware of workload pressures that may affect other members of the team.
- Undertake mandatory training as required by Trinity Hospice & Palliative Care Services and participate in relevant in-service training.
- Maintain strict confidentiality at all times, particularly in relation to patients, staff, donors and volunteers.
- Participate in annual appraisal and personal development reviews and take responsibility for ongoing professional development.
- Manage volunteers within your area of responsibility and maintain effective working relationships, providing regular feedback.
- Ensure compliance with all organisational policies, procedures and new systems or technologies introduced.
- Provide cover for colleagues where required.
- Ensure all activities comply with relevant legislation and best practice.
- Take responsibility for compliance with Health and Safety policies and procedures.

Measures of Performance

- Consistent, high-quality delivery of in memory events, communications and supporter engagement activity.
- Positive feedback and evidence of strong supporter experience from bereaved families.
- Delivery against agreed income and engagement targets, including retention and second-gift conversion where applicable.
- Effective use of data and insight to inform planning and improve outcomes.
- Strong, respectful working relationships with colleagues across fundraising and clinical teams.
- Demonstrated commitment to Trinity's values in day-to-day work.

Key Competencies

- Planning and organisation
- Creativity and innovation
- Time Management
- Communication

Special Conditions

- Travel regularly within Blackpool, Fylde and Wyre; mileage paid monthly.
- Work flexibly, including evenings and weekends at hospice-led events.
- Hold a full driving licence with access to a vehicle insured for business use.

In Memory Officer Personal Specification

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Qualifications			
▪ English and Maths at GCSE grade C or above (or equivalent)	✓		
▪ Fundraising or Marketing qualification		✓	
Experience			
▪ Proven experience, knowledge and understanding of fundraising and marketing and donor care.	✓		
▪ Experience using data insights and analysis to drive strategic decision-making and segmentation	✓		
▪ Experience of developing and implementing new initiatives	✓		
▪ 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	✓		
▪ Experience of dealing with the public to raise money and promote activities.		✓	
▪ Knowledge of relevant regulations for 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.	✓		