



Jersey Hospice Care JOB DESCRIPTION

Job Title:	Major Gifts Officer
Reports to:	Director of Income Generation and Marketing
Department:	Income Generation and Marketing
Hours:	37.5 hours per week (part time hours would also be considered)
Working Pattern:	Monday – Friday (some evening / weekend for events)
Contract Type:	Permanent

General

Jersey Hospice Care is an independent charity which provides palliative care services within the community and the hospital, as well as through the King Centre and In-Patient Unit facilities. All services benefit from a well-resourced multi-professional team with skills and expertise in palliative and end of life care. These services are provided at no cost to the patient or their family.

Job Summary

The Major Gifts Officer will work closely with the Director of Income Generation and Marketing, the Chief Executive and Trustees, to evolve and deliver an effective major donor fundraising strategy and action plan.

The post holder will be responsible for building strong relationships with prospective major donors and managing ongoing relationships with existing donors to motivate, inspire, retain and uplift their long-term support for Hospice; and will develop and manage both large and intimate major donor events either individually or in collaboration with the Events & Lottery Manager.

The post holder will be comfortable conversing with high-net-worth individuals; and being a visible face of the organisation and ambassador for Hospice with both internal and external stakeholders such as wealth managers, lawyers and accountants.

The post holder will bring energy, and fresh ideas into the team, and have the personal drive to execute them.

Job Context

The post holder will be based at Jersey Hospice Care, Mont Cochon, attending external meetings off site as required. Core working hours will be Monday – Friday 9:00 – 17:00, with flexibility to attend meetings and events outside of core working hours as required.

Nature and Scope of Role

The accountabilities of the role will include but are not limited to supporting the Director of Income Generation and Marketing and Head of Marketing and Communications in the following areas:

1. Strategic and tactical planning and research
2. Engagement and income generation
3. Relationship development and donor stewardship
4. Administration and reporting

In addition, the post holder is required to operate in adherence to Jersey Hospice Care Culture Pathway, Vision, Mission, Values and Behaviours.

1. Strategic and tactical research and planning

- Support the Income Generation Director to deliver the fundraising strategy – with focus on raising and maximising sustainable regular net income through medium to large multi-year gifts.
- Responsibility and ownership for translating the major donor strategy into day-to-day targeted tactical action plans.
- Undertake regular research on high value donor prospects and donors to identify individuals with propensity to give donations of £5,000 and above, with a fit to our aims and objectives, and to deepen our understanding of their interests and motivations.
- Create and maintain detailed, up-to date profiles on prospective and existing donors.
- Work with the wider fundraising team, Fundraising & Marketing Committee and Trustees, and wider stakeholders to ensure there is a system for new potential high value donors to be flagged and researched.
- Stay informed about changes in the major donor fundraising landscape and adopt best practices.

2. Engagement and income generation

- To work with the Director of Income Generation and Marketing, and the Chief Executive to raise income as per the agreed annual budget.
- Design, organise, and deliver key fundraising events and small intimate engagement events, to achieve, or exceed income and engagement targets and objectives (work alongside the Events and Lotteries Manager on Hospice's biennial Ball).
- Work with the Marketing & Communications team to produce excellent written materials required for meetings, events and activities, ensuring all have a compelling case for support and are targeted to high value donors and prospects.
- Liaise and collaborate with colleagues within the Income Generation Team and wider Hospice to identify potential cross team working opportunities to ensure the charity maximises income and engagement of donors and showcases the impact of our services.
- Work with the wider income generation team contributing to overall fundraising targets.

3. Relationship development and donor stewardship

- Represent and be an ambassador for Hospice at events and face to face meetings.
- Build and develop relationships with key intermediaries such as Wealth Managers, Lawyers, and Accountants.
- Design, develop and implement a programme of relationship development, stewardship and cultivation events, and create other opportunities to approach, initiate and develop and deepen donor relations.
- Play an integral part in Hospice’s high value gift programme – with a focus on researching and qualifying, approaching a portfolio of existing and prospective donors, creating and cultivating long term relationships; this will be achieved through a mix of stewarding existing relationships and building a pipeline of new ones.
- Shape and execute a compelling supporter journey for high value donors, involving strategic communications, one-on-one meetings, and bespoke activities, to provide them with a unique insight into Hospice’s work and its impact.
- Always work to the highest level of discretion and confidentiality.

4. Administration and reporting

- Provide regular reporting to the Director of Income Generation and Marketing, the Fundraising & Marketing Committee and the Chief Executive (where appropriate).
- Keep the Major Donor pipeline information updated regularly and track key metrics to ensure the portfolio remains on track to deliver organisational goals and income targets – identifying areas for growth and improvement.
- Deliver high quality impact reporting to donors.
- Utilise Jersey Hospice Care’s CRM (Customer Relationship Management) system Donor Flex to maintain accurate records, monitor activity, and generate reports.

GENERAL DUTIES

In addition to the key job responsibilities detailed in this job description all employees at Jersey Hospice Care are expected to comply with the general duties detailed below:

Infection Prevention and Control - Maintain a clean, safe environment, ensuring adherence to Jersey Hospice Care’s standards of cleanliness, hygiene and infection prevention and control.

Safeguarding - Jersey Hospice Care is committed to safeguarding and promoting the welfare of adults, children, and young persons. All employees are therefore expected to behave in such a way that supports this commitment.

Foundation Level Safeguarding Training will be provided to all non-clinical employees and all clinical employees will be required to attend Safeguarding training in line with the Intercollegiate Document recommendations (RCN, 2018).

Information Governance - Jersey Hospice Care has undertaken to ensure that it meets its obligations to comply with the Data Protection (Jersey) Law 2018 and other guidance and standards of confidentiality and information security.

All employees have an individual responsibility for creating accurate records of their work and for making entries into and managing all records effectively in line with policies and procedures and to ensure Jersey Hospice Care meets its legal, regulatory and accountability requirements.

Governance - Actively participate in governance activities to ensure that the highest standards of care and business conduct are achieved.

Health & Safety - Ensure a safe working environment and be aware of responsibilities under the Health and Safety at Work (Jersey) Law 1989, taking appropriate action in the event of an accident to patients, employees, self, or any other person in the work area.

To co-operate fully in discharging the policies and procedures with regard to health and safety matters.

Whilst the aim of Jersey Hospice Care is to promote a co-operative and constructive view of health and safety concerns in the organisation, all employees must be aware that a wilful or irresponsible disregard for safety matters may give rise to disciplinary proceedings.

Volunteers – All employees have an individual responsibility to recruit, train and support volunteers as appropriate, to achieve Jersey Hospice Care objectives, making best use of volunteers and to minimise costs.

OTHER INFORMATION

Data Protection - Applications made in respect of this position will remain confidential, those that are unsuccessful will be kept for a period of 12 months from date of receipt at which point they will be destroyed. The application of the successful candidate will be kept on their personnel file for three years post termination of employment. For further explanation see Appendix A 'fair processing statement'.

Equal opportunities statement - Jersey Hospice Care is committed to eliminating discrimination and encouraging diversity amongst our workforces. We demonstrate commitment to equality and fairness for all in our employment and do not discriminate on the grounds of gender, marital status, race, ethnic origin, colour, nationality, national origin, disability, sexual orientation, religion or age. We oppose all forms of unlawful and unfair discrimination.

Jersey Hospice Care operates a strict no smoking policy.

NB: Although this is a comprehensive job description, you may be required to undertake other duties assigned by Jersey Hospice Care in response to organisational or service demands.

PERSON SPECIFICATION		
Major Gifts Officer		
	Essential Criteria for selection	Desirable Criteria for selection
Qualifications and Training		<ul style="list-style-type: none"> • Training in major gift fundraising and prospect research.
Knowledge and Experience	<ul style="list-style-type: none"> • Demonstrable experience of delivering against annual targets/budgets. • Proven experience of building effective long-term relationships with high-net-worth individuals. • Demonstrable experience of influencing and communicating with senior stakeholders, internally and externally. • Experience of drafting, editing, and delivering compelling pitches, presentations, proposals, and briefings for senior stakeholders. • Proven history of overseeing projects from start to finish – including research, developing a compelling proposition, implementation, and delivery. • Strong administration skills – for example documenting meetings and data records. • Experience of collaborating with team members / other departments on the production of high quality and compelling marketing materials. 	<ul style="list-style-type: none"> • Knowledge of the principles of major gift fundraising include identification, research, solicitation, and stewardship. • Knowledge of major donors and high net worth individual fundraising best practice and learning from the sector. • Proven history of overseeing prospect research, developing a high value pipeline, and delivering growth. • Understanding of fundraising and data protection compliance.
Technical abilities	<ul style="list-style-type: none"> • Good proficiency using Microsoft office products – Word, Outlook, Excel, Teams 	<ul style="list-style-type: none"> • Experience of using fundraising systems to maintain records and reporting.

<p>Personal attributes</p>	<ul style="list-style-type: none"> • Excellent stakeholder relationship management skills: the ability to work, communicate and influence effectively and professionally with all stakeholders, and with discretion when required. • Thrive at building strong relationships with stakeholders at all levels. • Excellent written and verbal communication skills. • Ability to work on own initiative and meet tight deadlines. • Organised, discreet, tactful and able to maintain a high-level of confidentiality. 	
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JERSEY HOSPICE CARE BACKGROUND

Specialist Palliative Care Team – The Specialist Palliative Care Team works collaboratively with all healthcare professionals island wide to ensure patients and their families receive expert advice and support in relation to palliative and end of life care in all community settings whether this is at home, in nursing and residential care homes or in hospital. The team will adopt a multidisciplinary approach to ensure that it provides complex symptom management and holistic care in order to provide patients with the optimum quality of life possible.

King Centre - The King Centre provides wellbeing services based on a rehabilitative approach that support patients affected by life limiting illnesses to enable them to live life as fully as possible, alongside their illness. The King Centre Team offers a comprehensive range of day services, including day hospice, physiotherapy, and complementary therapies. These services are provided by skilled practitioners through individual and group activities and are based upon the personal priorities, goals and needs of each patient.

In Patient Unit – The In-Patient Unit comprises of twelve single en-suite bedrooms and provides specialist 24-hour, individualised care with the aim of maintaining independence and dignity in a caring and supportive environment. Care is delivered by experienced, specialist Registered Nurses and Health Care Assistants, working with other members of the multi-disciplinary team, to ensure a holistic approach to the care of patients and their families.

Children & Young People Services - The Children & Young People Services are designed to support children and families with the challenges that having a life-threatening condition can bring. The CYP multidisciplinary team ensures each child and young person will have bespoke care, tailored to their individual medical, emotional, cultural, religious, and spiritual needs. However long or short a child’s life may be, Jersey Hospice Care’s is there to support every member of the family, every step of the way.

Bereavement & Emotional Support Service – The Bereavement & Emotional Support Service offers free, confidential counselling and support to anyone in the community who has suffered a loss, regardless of the nature of the bereavement. Both life limiting illness and grief following a loss can have a huge emotional impact. Our service is made up of a small team of qualified and experienced counsellors and trained volunteer bereavement support workers.

Education, Learning and Development Team - The Education, Learning and Development Team coordinate a broad range of academic and competency-based education programmes to support our employees irrespective of which department they work in to ensure competence and confidence in their roles. We also deliver external education across Jersey's health and social care community which focus on the principles and practice of palliative and end of life care. The overall aim is to achieve Island wide excellence in standards from a single point of education delivery.

Retail - There are two Jersey Hospice Care shops; a town shop in St Helier and a country shop in St Ouen, both operated by Jersey Hospice Care Retail Limited a wholly owned subsidiary trading company of Jersey Hospice Care. The shops are important sources of income, as well as providing a vital contact with the Island community.

Income Generation team - Are responsible for generating efficient, effective sustainable income for now and for the future. Notable key fundraising events are Million Pound Lottery, Dragon Boat Festival, 5000 Club and Christmas Tree collections.

Volunteers - Jersey Hospice Care depends on the generous support of a large body of volunteers who assist in a wide range of roles across all areas of the charity. These include helping in the shops, Day Hospice, In Patient Unit, Community Bereavement Service, fundraising and garden.

Support Services - The Support Services' employees are responsible for: People activities and support; administration tasks and projects; accounts management; reception; housekeeping; and our catering services. They provide support to Council, the Executive Team, and Senior Management, and are the first point of call for those ringing or calling at Jersey Hospice Care. They are vital to the smooth running of the charity.