

# ADDENBROOKES CHARITABLE TRUST

## JOB DESCRIPTION

<b>Job Title:</b>	Individual Giving Coordinator
<b>Hours:</b>	37.5 hours per week
<b>Term:</b>	Permanent
<b>Reports to:</b>	Direct Marketing Lead
<b>Line management responsibility:</b>	None
<b>Salary:</b>	£21,000



### A little bit about us

Addenbrooke's Charitable Trust (ACT) is dedicated to supporting innovation in patient care at Addenbrooke's and the Rosie hospitals. Whether it's treatment for an emergency, acute condition, pregnancy or long-term illness, we believe that every patient deserves the highest quality of care available. Thanks to the immensely generous support of our funders, Addenbrooke's and the Rosie hospitals can provide a level of patient care beyond that which can be delivered by NHS funding alone and make projects happen sooner or to a greater degree than might have otherwise been possible. Charitable donations fund high-tech equipment, specialist staff, extra comforts and vital research to find potential cures and help save lives locally, nationally and worldwide.

We strive to make sure that all our activities are carried out in line with our organisational values, and that we are:

**Supportive, Innovative, Ambitious** and that we **ACT with Integrity**.

### a. Summary

Individual Givers are the fundraising supporters who want to make a difference by giving their own money and they sit at the heart of ACT's Fundraising Strategy. We've already started rolling out a programme of direct response fundraising activities that are already having a big impact, generating more money and more engagements than ever before. What's more, with a new five-year strategy soon to launch and major fundraising campaigns for a new cancer hospital and a new children's hospital, our individuals giving is set to really take off.

You'll be working closely with the Direct Marketing Lead and the Head of Donor Care to help us make our individuals giving programme a genuine success, helping us to maximise the lifetime value of our donors by ensuring we offer the very best stewardship and gratitude to those who donate to Addenbrooke's, as well as supporting the Direct Marketing Lead in delivering a programme of activities that not only recruit new donors, but also steward and engage donors towards a long and mutually beneficial relationship.

Ultimately, you'll be playing a crucial role in helping to ensure that the greatest number of people are having the greatest impact to make Addenbrooke's even better.

## **b. Role**

### **1. Assisting the Direct Marketing Lead with the delivery of a programme of direct response and stewardship activities, by:**

- Assisting with the collections of assets (photographs, case studies, supporting materials) to be used in the production of direct marketing activities.
- Helping to ensure stakeholders offer feedback in a timely manner, and handling briefs are shared with internal and external stakeholders as appropriate
- Working with the Direct Marketing Lead to ensure we have a programme of stewardship activities (such as newsletters), and that these are fulfilled in an appropriate and timely way.

### **2. Coordinating the smooth running of our In Memory giving programme:**

- Thanking all new In Memory donations, and new Tribute Funds, in a timely, empathetic, and supportive way
- Providing In Memory fundraisers with the support and stewardship they need to maximise the value and satisfaction they get from fundraising in memory of a loved one
- Working with colleagues in Donor Care and the Finance team to ensure In Memory income is processed accurately and efficiently, and in line with the supporter's wishes

### **3. Being responsible for the smooth running of those activities that act as mechanisms for people's giving:**

- Administering the ACT lottery and the ACT Giving Trees – working with the Finance team to ensure income is processed appropriately and working with colleagues in Donor Care to ensure new supporters are recorded accurately and processes are effective.

### **4. Being responsible for offering the very best care and gratitude to those who donate to Addenbrookes, by:**

- Ensuring that all individual givers feel appreciated for their support, whether that's by a responsive letter of thanks, a timely communication to mark an anniversary, or a creative touch point in a supporter's journey – we want people to have no doubt how grateful we are and what an impact their support is having.
- Working with the CRM & Data Insight Lead and the Supporter Administrator to ensure we have the processes, systems, and procedures in place to fulfil our response to people's support swiftly.

## **c. General corporate requirements**

- To adhere always to ACT's policies and procedures as varied from time to time
- Undertake not to reveal to any person or entity any confidential information relating to donors, patients and employees, policies, processes, and dealings and not to make public statements relating to the affairs of ACT without prior authority of the Director of Fundraising or CEO
- To ensure the effective and efficient use of ACT's resources
- To ensure that all duties are carried out to the highest possible standard

- To be aware of individual responsibilities under the Health and Safety at Work Act (1974)
- To respect the confidentiality of all matters learned in the course of employment and respect the requirements of the Data Protection Act (1998)
- To work in line with the Fundraising Regulator Code of Practice and other relevant legislation and guidance
- To ensure due regard is given to customs, values and spiritual beliefs of supporters, patients, carers, and their relatives
- To participate in team meetings, planning and any corporate development activities and initiatives as may be identified from time to time
- To undertake any other reasonable task as may be identified as necessary by your line manager, or by the senior management team from time to time

*The job description outlines the duties required of this post to indicate the level of responsibility. It is not a comprehensive or exclusive list and duties may be varied from time to time which do not change the general character of the job, or the level of responsibility outlined.*

**The closing date for applications is 16<sup>th</sup> January 2022. However, we reserve the right to close this vacancy once a sufficient number of applications have been received or a successful candidate is found.**

**Addenbrookes Charitable Trust is an equal opportunities employer actively working towards a diverse workforce. We therefore positively encourage applications, regardless of age, race, religion & belief, gender, gender reassignment, sexual orientation, marriage & civil partnership, pregnancy & maternity or disability.**

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## PERSON SPECIFICATION



### Essential Skills

- Great communication skills
- An excellent eye for detail
- Strong organisational skills
- Experience of managing multiple priorities and strict deadlines
- Conscientious approach to your work
- A good team player
- Strong numeracy and computer literacy with Microsoft Office packages

### Desirable

- Previous experience of working in a similar fundraising role within a charity or not-for-profit organisation
- Experience of using a CRM or other fundraising databases
- Creative flair
- A passion and enthusiasm for the work of ACT, and for working in a hospital setting