



Job Description

1. Job Title: Relationship Fundraiser

Reports to: Partnerships Development Officer

Accountable to: Head of Fundraising

Job Family: Operational Support Services

Range: E

Date: April 2025

Hours: 22.5

Contract: Fixed Term (13 months)

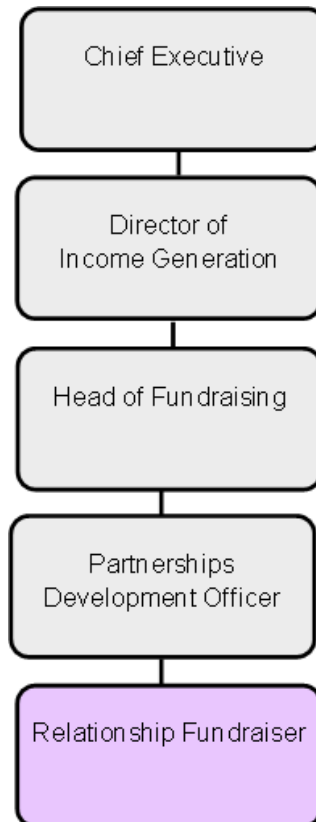
2. Job Summary

We are seeking a passionate and relationship-driven fundraiser to join our team, supporting the delivery and growth of Ashgate Hospice's high-value giving and corporate fundraising programmes.

Working with the Partnership Development Officer they will plan and implement a strategy to increase corporate and major donor income. The Relationship Fundraiser will deliver excellent relationship management to existing supporters and develop new partnerships to grow income. They will maximise retention of supporters through sincere, personalised thanking and connect them with the work of the Hospice. Giving behind-the-scenes tours of the hospice, their ability to connect with people and tell the story of Ashgate's impact will help deepen supporter engagement and secure vital income for our services.

This is a varied and rewarding role for someone who thrives on relationship building, creative thinking, and working collaboratively to make a meaningful difference.

3. Organisation Chart



4. Main Duties & Responsibilities

Strategic

- Work with the Partnerships Development Officer to develop the corporate and high net worth income streams and supporter journeys to retain and nurture supporters as reliable long-term givers
- Create and implement effective donor journeys to maximise the engagement and retention of supporters
- Identify potential new partnerships and create compelling proposals
- Work alongside the Partnerships Development Officer to manage budgets including forecasting and tracking and making sure costs remain low for maximum return on investment
- Conduct research, study of market trends and benchmarking activities
- Work closely with the fundraising team including volunteers to identify and engage with major donors and business supporters
- Build and maintain close relationships with wider teams to gain further understanding of the organisation and other fundraising products

Operational

- Support the Partnerships Team through general fundraising, relationship building and assisting with delivering high-level donor care
- Work with the Senior Trust and Partnerships Fundraiser to understand the Hospice's needs for restricted and revenue income and help shape compelling cases for support that align with those needs.
- Manage existing and new major donors, delivering excellent relationship management to meet fundraising targets
- Give compelling, story filled tours to new and lapsing supporters to connect them with the work of the hospice and introducing supporters to staff and volunteers
- Connect with monthly regular givers (£50+) to nurture relationships, using recent projects to engage and thank them for their ongoing support
- Communicate regularly with Ashgate Hospice Patrons to share latest updates and invite them to events
- Develop and follow supporter journeys to ensure that donors are suitably thanked and stewarded
- Create and implement bespoke, meaningful stewardship plans, involving thank you's where appropriate from clinical staff and teams to encourage long-term support
- Promote and support with corporate and high-net-worth events
- Manage the VIP invitation list for the Carol Service and greet major donors and dignitaries
- Attain auction and raffle prizes for high-net-worth events
- Work closely with the Senior Trusts and Partnerships Fundraiser to connect corporate supporters and major donors to relevant projects
- Implement agreed donor journeys for corporate supporters

- Work with the Community Fundraising Team to develop staff fundraising and charity of the year partnerships into long standing corporate partnerships
- Create impact reports for businesses supporting the hospice on an annual basis
- Work within budgets, monitoring income regularly and ensure spend is tracked in line with processes and procedures
- Support with the administration of corporate partnership agreements, sponsorship agreements and pledges
- Work closely with the Procurement Manager to develop supplier relationships
- Respond to queries and donations in a professional and timely manner
- Establish, manage and maintain correct procedures and paperwork, in accordance with charity procedures
- Record key and important supporter information on the fundraising database, i.e. their motivations for giving, do they show a preference to supporting a particular service etc
- Work alongside the Lottery team to develop the Star Card for lottery players
- Work with the Marketing and Communications Team to create plans and develop marketing materials and social media content
- Work collaboratively with the events team to secure corporate sponsors for events and promote hospice events to businesses and initiatives.
- Build relationships with external providers and suppliers and ensure due diligence is completed
- Ensure cash is handled securely in line with procedures
- Obtain and collate feedback for quality improvement
- Deputise for the Partnerships Development Officer

Teamwork

- Meet regularly with the Partnerships team to ensure all Partnerships income streams are supported and to understand the team's priorities
- Represent Ashgate Hospice within the community promoting the corporate giving and wider fundraising initiatives
- Engage with supporters through shifts at the Fundraising Hub, Fundraising Centre and on the Fundraising Phone Line rota and respond to general fundraising enquiries
- Ensure Ashgate Hospice's commitment to equality, diversity and inclusion is embedded in all areas of fundraising teams practice
- Adhere to health and safety best practice and keep working environments tidy and welcoming
- Maintain an up-to-date knowledge of charity legislation, and government initiatives relating to the nonprofit making sector and the Fundraising Codes of Practice
- Show a commitment to teamwork by engaging in wider team activity, which will include attending and assisting in the organisation of fundraising events
- Identify opportunities for colleagues in fundraising and throughout the hospice and pass these on as appropriate
- Work positively and proactively with our volunteer supporters

5. Personal Development

- Engage in Ashgate's processes for reflection and performance improvement, using regular 1-1 meetings and annual review process to agree individual objectives and develop a personal development plan.
- Attend workshops, conferences or suitable courses hosted by the Hospice Income Generation Network
- Demonstrate Continuing Professional Development, develop new skills as required

6. Communications & Working Relationships

Internal: All staff and volunteers; department managers, leadership team and trustees

External: Suppliers, external agencies, local businesses and the general public

- This Job Description describes the main duties of the post holder and is not exhaustive.
- This Job Description will be reviewed with the post holder as part of the regular annual review.
- This Job Description does not form part of the Contract of Employment.

PERSON SPECIFICATION

Job Title: Relationship Fundraiser

1. Attainments/Qualification (assessed by Application, Interview or Test)	
Essential <ul style="list-style-type: none"> Level 3 qualification (A level or equivalent) or any equivalent combination of experience, education, and training that provides the required knowledge, skills, and abilities to carry out the role A 	Desirable <ul style="list-style-type: none"> Institute of Fundraising Certification A
2. Skills (assessed by Application, Interview or Test)	
Essential <ul style="list-style-type: none"> Excellent relationship management skills A/I Highly organised with an eye for attention to detail and accuracy A/I Strong interpersonal skill set with the ability to be persuasive A/I Time management and prioritisation skills with the ability to manage multiple projects, relationships and meet deadlines A/I Excellent verbal and written communications skills A/I High level of literacy A/I Proficient in the use of Microsoft Office packages (Word, Excel, Access, Outlook, Teams) A/I Proactive, innovative and able to use own initiative to improve processes A/I Ability to work within a set budget A/I Ability to work well within a team and collaborate with wider departments A/I 	Desirable <ul style="list-style-type: none"> Project planning A/I Data manipulation A/I

3. Knowledge/Experience (assessed by Application, Interview or Test)

Essential

- Significant experience in fundraising **A/I**
- Proven ability to form good working relations, both internally and externally with people at all levels **A/I**
- Proficient using databases / CRM systems **A/I**
- Experience developing and managing supporter journeys **A/I**
- Clear understanding of social media platforms and digital marketing **A/I**
- Clear understanding of GiftAid and the tax benefits of business donations **A/I**
- Face to face business networking **A/I**

Desirable

- Experience with Major Donor and corporate fundraising **A/I**
- Success in securing large and repeat donations from individuals **A/I**
- Experience in developing and implementing stewardship plans **A/I**
- Familiarity with hospice care and an understanding of the unique challenges and sensitivities associated with end-of-life care **A/I**
- Experience using Raiser's Edge to manage donor relationships **A/I**
- Experience of using LinkedIn as a business development tool **A/I**

4. Other factors (assessed by Application, Interview or Test)

Essential

- Ability to live the Hospice Values **A/I**
- Ability to interact confidently with colleagues at all levels to build rapport, trust and confidence **A/I**
- A responsible attitude towards health and safety at work **A/I**
- A thorough understanding of an ability to maintain confidentiality **A/I**
- Knowledge of Fundraising best practice **A/I**
- A flexible approach to working, ability to work at events outside of normal working hours and across North Derbyshire **A/I**

Desirable

- A full UK driving licence and access to a vehicle **A/I**