

ROLE PROFILE

FUNDRAISING AND MARKETING ADMINISTRATOR

About Us

At Rowans Hospice, we provide free person-centred care and support to people in Southeast Hampshire (including Portsmouth, Gosport, and Fareham) affected by life-limiting and progressive illness.

Our team of specialist health care professionals aims to maximise comfort and quality of life for patients and their families, from initial diagnosis and into bereavement, with services provided within the Hospice, at home, and through the Rowans Living Well Services.

Since being established in 1994, we aim to provide a space where families can enjoy special moments and create precious memories together. At the heart of everything we do is compassion – because we understand that kindness and understanding make the biggest difference of all.

Whilst our care is provided free of charge, we are in fact a charity, and 90% of our income is generated by legacies, donations, fundraising and our Retail shops.

In addition to our workforce across our Clinical, Retail and Business Support teams, we also rely on a dedicated team of volunteers to help us deliver our many different services to people at the most vulnerable time in their lives.

Your Role

The Fundraising and Marketing Administrator is part of the Income Generation team and will support both the Fundraising and Marketing teams. The role is based at Rowans Hospice, Purbrook.

Job Purpose

The Fundraising and Marketing Administrator will ensure an excellent customer service is delivered to both current and potential supporters and donors.

You will support and enhance fundraising growth through various channels. This will involve providing an excellent experience for our donors and continuously improving our processes and methods to achieve this goal.

Actively make sure our processes are efficient and provide a consistently high-quality experience for all supporters and stakeholders.

Build strong relationships with key stakeholders within the organization to ensure we are providing proactive and appropriate support in all areas of supporter care.

Find creative solutions to problems to prioritise the supporter experience whenever possible.

Key Duties and Tasks

- To be responsible for inbound supporter calls, emails and postal enquiries to the Fundraising and Marketing Office including processing donations and monitoring of social media comments.
- To be responsible for ensuring our supporters are welcomed and thanked via phone, post and email by adapting and personalising templates to deliver engaging and impactful thank you letters within the Charity's SLAs.
- Working alongside our volunteers, be responsible for preparing resources for community fundraisers and ensuring they are returned to the Hospice.
- You will also work closely with our database to maintain the quality of information available.
- To be responsible for income and gift processing. This includes handling sensitive data, such as credit card information, confidently and securely.
- Assist the team in identifying processes that could be improved.
- To be responsible for the Lottery Player Reports and for booking the Local Hospice Lottery fundraisers attendance at relevant events.
- Occasional representation of the charity at Networking events and fundraising events.

Marketing

- Ensure the Hospice noticeboards are kept up to date.
- Working alongside our marketing team, be responsible for ensuring our fundraising events and charity information is advertised within the community and online.
- Social media engagement: Prepare relevant social media posts, respond and engage to supporters on our social media channels, keep our channels updated with events.
- To keep the charity's website updated with new events.
- Create and manage fundraising events on online fundraising platforms such as Enthuse.
- Any other relevant fundraising and marketing tasks that may arise within the scope of the post.

Person Specification

Experience, knowledge and qualifications

- Proven experience of delivering excellent standards of customer service with the ability to handle enquiries sensitively.
- Strong verbal and written communication skills
- Work proactively and effectively as part of a team, building relationships with both supporters and colleagues
- Keen attention to detail
- Exceptional interpersonal skills
- Some marketing experience desired, although not essential
- Car driver essential

- Occasional weekend work required

Personal Qualities

- A proactive problem-solver who works with initiative at all times
- Team player with a flexible, can-do approach to work
- Proven planning and organisation skills
- Discrete, professional and understands confidentiality
- Confident and approachable with a high level of professionalism
- Passion and enthusiasm for the charitable sector
- Proven ability to work under pressure with a high degree of accuracy and to tight deadlines
- Exceptional communication skills with the ability to liaise with a variety of different people
- Proven ability to build strong relationships
- Able to manage competing and fluid priorities with calmness and a sense of humour