

## Job Description

**Job Title:** Fundraising Analysis Officer

**Reporting to:** Supporter Care & Learning (SCL) Manager

**Job purpose:** Our Vision is to make every day the best day possible for patients, and those closest to them, living with life-limiting illnesses in South Devon. As Fundraising Analysis Officer you will play an important role in delivering this by strengthening the focus on learning to continually improve supporter stewardship and campaign performance, helping raise vital extra income to achieve Rowcroft's vision of caring for 2 in 3 local people by 2030 (currently 1 in 3).

### Our Values:

Honesty & Integrity Generosity of Spirit Respect Team Player

### Key Roles and Responsibilities

1. Conduct detailed fundraising data analysis, including of campaigns, monthly fundraising income and supporter behaviours in line with the needs of our fundraising teams and Head of Fundraising. Produce high quality insight and data analysis, to enable the fundraising team to make and evaluate data informed product development and marketing decisions, to maximise supporter engagement opportunities and to improve lifetime values.
2. Support fundraisers in gathering insight through surveys and similar activities and find new and engaging ways to disseminate learning across Rowcroft's fundraising and marketing teams.
3. Produce regular income analysis reports to deepen understanding of supporter behaviours, to identify trends and opportunities and to facilitate measurement of KPIs. Support the team in data capture and analysis of supporter surveys and similar insight.
4. Work with the Marketing & Communications team to integrate data from digital marketing to improve our understanding of potential fundraising audiences and donor behaviours.
5. Improve dissemination of learning across the Fundraising Team and the Marketing & Communications Team through collaboration, reports and design, production and delivery of regular training sessions.
6. Contribute to database structure design decisions to facilitate increasingly effective analysis and insight activity
7. Promote a culture of continuous learning and development and wellbeing. Identify your own learning and development needs and ensure your mandatory and essential training is up to date. Help to create an environment that is continually critically questioning practice and promoting learning.



## General Responsibilities

1. Ensure all activity is to the highest standard to safeguard Rowcroft's organisational reputation. All activity should comply with relevant legislation, policies and practices including Data Protection legislation and Rowcroft policy and procedures relating to supporters.
2. Actively participate in team meetings, contributing to strategy discussion and decisions that will be beneficial to the development of fundraising activities. As an integral member of the Fundraising team, you will bring creativity, insight and experience, as well as being a voice and representative internally and externally. You will also contribute to the wider Fundraising strategy by contributing to cross-team projects such as capital appeals.
3. Monitor income and expenditure targets and provide regular progress reports and updates on performance against target using Rowcroft's database. Support the development of annual team plans and budgets with agreed personal and team targets, as well as monitoring and inputting into monthly and annual forecasts.
4. Work with staff across the hospice to develop and maintain good working relationships and to ensure there is a good awareness and support for the fundraising team's activities. To maintain a good level of understanding of Rowcroft's activities and be an advocate of the hospice at all times.
5. Take reasonable care for your own safety and the safety of others. Adhere to all Health & Safety requirements, including Covid-19 secure processes and procedures

This list can never be exhaustive, but covers most of the work you'll be doing - always with talent, initiative and a commitment to great customer service.

## Infection Prevention

All Rowcroft Hospice employees in both clinical and non-clinical roles are required to adhere to the Infection Prevention and Control Policies and make every effort to maintain high standards of infection control at all times to reduce the burden of Healthcare Associated Infections including MRSA.

You agree to the following responsibilities:

- To decontaminate your hands prior to and after direct patient care or contact with the patient's surroundings;
- To take part in mandatory infection control training provided;
- To responsibly manage your own infections (other than common colds and illness) that may be transmittable to patients, including to contact Occupational Health for guidance.

## Place of Work

This role has been identified as a Flexible worker (role could be carried out at a Rowcroft site or at home, subject to the varying needs of the role, will spend planned time at Rowcroft sites). This will be fully discussed and agreed with the postholder to meet individual and business needs.



**PERSON SPECIFICATION**  
Supporter Care and Learning Manager

Attribute	Essential Requirements	Desirable Requirements
<b>Qualifications and Training</b>	<ul style="list-style-type: none"> <li>Educated to A level or equivalent</li> </ul>	<ul style="list-style-type: none"> <li>Educated to degree level or equivalent experience</li> </ul>
<b>Knowledge and Skills</b>	<ul style="list-style-type: none"> <li>A solid understanding of database structures together with the ability to manipulate and interpret complex data sets</li> <li>Advanced knowledge of MS Excel</li> <li>Ability to design and deliver engaging training programmes</li> <li>Excellent verbal and written communication skills</li> <li>Ability to effectively plan and prioritise a complex and varied workload while meeting deadlines.</li> <li>Ability to work across teams and departments in a collaborative manner</li> </ul>	<ul style="list-style-type: none"> <li>Comprehensive knowledge of Donorflex database/CRM system</li> <li>Capability in analysis products such as Power Bi and FastStats</li> <li>Understanding of the principles and practices of acquisition, donor journey development and motivations for giving</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>Experienced in using a CRM database</li> <li>Proven ability to analyse and interpret complex data and to draw conclusions/make clear recommendations based on evidence</li> <li>Experience in dissemination of data findings through reports and training</li> <li>Project management experience</li> </ul>	<ul style="list-style-type: none"> <li>Analysis experience within the third sector</li> <li>Experience of customer/supporter care and/or customer relationship programmes</li> </ul>
<b>Personal Requirements</b>	<ul style="list-style-type: none"> <li>Good understanding of Rowcroft's values</li> <li>Curiosity, rigor and rationality</li> <li>You will be highly organised, have excellent project and time management skills and able to work on multiple complex projects, under pressure, to deadlines whilst constantly prioritising workloads.</li> <li>A creative problem solving, tenacious, driven approach with a can-do attitude.</li> <li>A willingness and desire to ensure all who come into contact with Rowcroft have the best possible experience.</li> <li>A desire to be part of a committed and hardworking team in line with the ethics and values of Rowcroft Hospice, acting in the best interests of Rowcroft at all times.</li> </ul>	

