



Southampton
Hospitals Charity

Individual Giving

Officer

Recruitment pack



Welcome

Thank you for your interest in the role of Individual Giving Officer. As we look to grow our engagement within the hospital and wider communities the role comes at an exciting time in the Charity's existence. I'm delighted that you may be considering making an application.



On the 1st of April 2024 the Charity went through a major organisational change, converting from an unincorporated charitable trust within the governance of University Hospitals Southampton NHS Foundation Trust (UHS) to an independent charitable company. We are now looking to the future and the development of a new strategy to set out our vision for how we will grow our reach and impact and continue to deliver improvements to the care our local community receives.

We are seeking an organised, data-driven, and creative Individual Giving Officer to support the delivery of high-quality fundraising campaigns that inspire supporters and grow income for Southampton Hospitals Charity. You will be responsible for planning and delivering engaging direct marketing campaigns across print, digital and email channels, with a particular focus on one-off appeals, regular donations, and incentivised giving products.

The post holder will require a good knowledge of fundraising and considerable energy and enthusiasm that will inspire patients, visitors, hospital staff and the local community to choose Southampton Hospitals Charity as their preferred charity. We raise funds to support our grant-making programmes which have the primary purpose of improving the care and experience patients receive when using the hospitals and services run by UHS.

We are on a new and exciting journey and if you think you have the passion, the experience, and the skills to help us on our way, we'd be delighted to hear from you.

Sally Hillyear
Director of Fundraising & Marketing

About the Charity

Who we are

Southampton Hospitals Charity works to improve the care and services provided by University Hospital Southampton NHS Foundation Trust. We make grants to support with improving patient care, clinical outcomes, the hospital environment, and pioneering research.

Our incredible supporters enable us to make a difference to thousands of patients every year. Our mission is to raise funds to support world class healthcare at University Hospital Southampton NHS Foundation Trust, and we work to ensure that donations have a real impact for patients, staff, and families.

Our vision

Our vision is for Southampton to be a city of good health, enabled by outstanding medical care and innovative world-leading research.

Our mission

Our mission is to deliver grant programmes that are instrumental in driving outstanding clinical care and outcomes for patients accessing hospital and community services.

Our intention

To Think Big

We will make a significant difference to patients and their families.

To Think Local

We will become Southampton's health charity of choice.

To Think SHC

We will be a best-in-class NHS charity, delivering for supporters.

Our work so far

Modernising patient and family environments

Some of our most impactful work involves refurbishing and creating dedicated patient and family spaces across the hospital. These projects help create modern, comfortable, and welcoming wards, clinical spaces, waiting areas, and relatives' rooms.



Supporting patients in and out of hospital

We are committed to supporting holistic patient care, including patient wellbeing and prevention and early intervention initiatives that promote long-term health and independence.



Research and innovation

From research into new treatments for children with cancer, to exploring the connection between diabetes and liver disease, and investigating how artificial intelligence can support better diagnosis and treatment of patients, we are committed to supporting groundbreaking research and innovation, helping to develop new ways of working and better treatments for patients.



Job and role description

Job title: Individual Giving Officer

Reports to: Campaigns & Marketing Manager

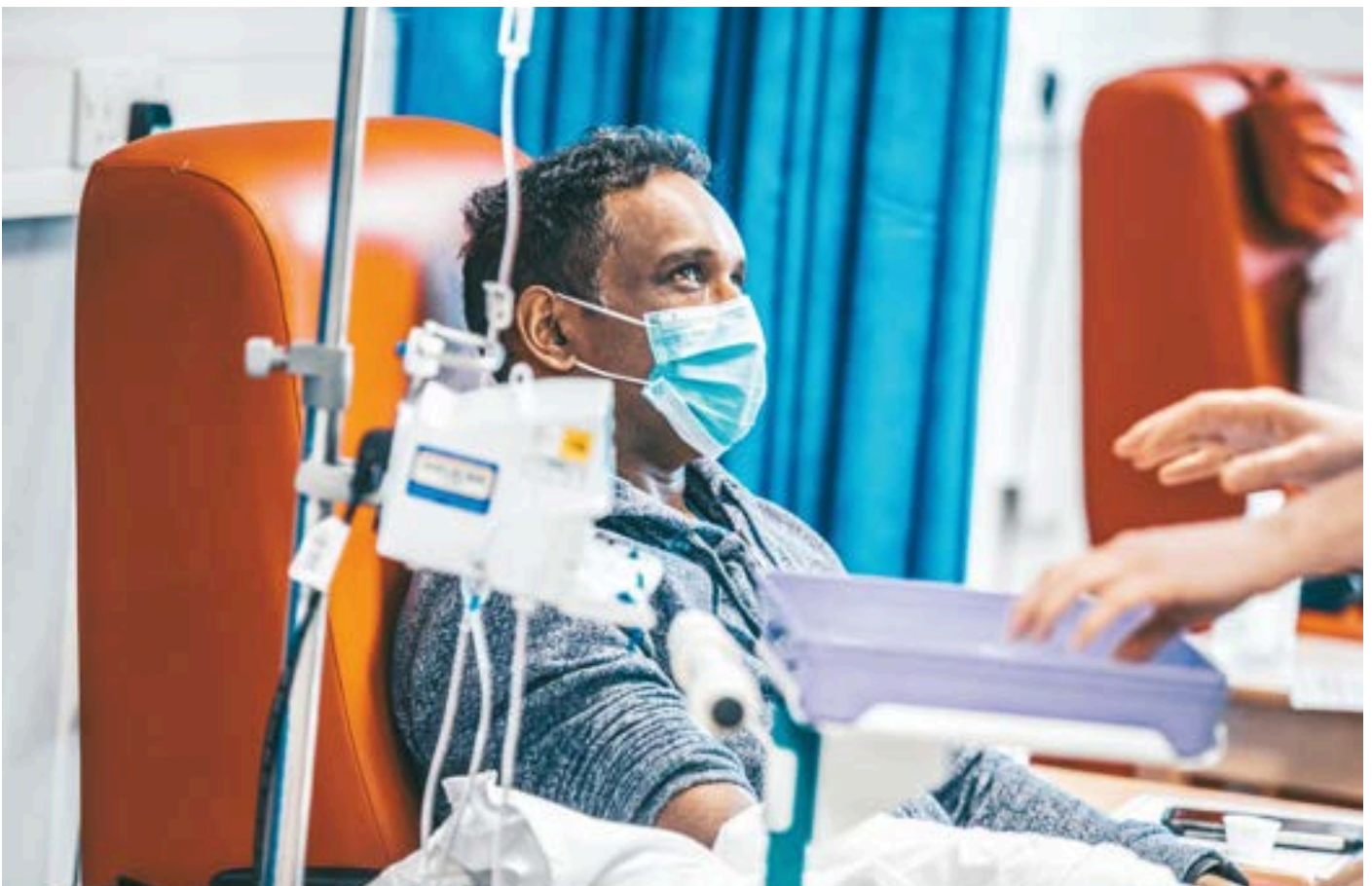
Direct reports: No direct reports

Role purpose

We are seeking an organised, data-driven, and creative Individual Giving Officer to support the delivery of high-quality fundraising campaigns that inspire supporters and grow income for Southampton Hospitals Charity.

You will be responsible for planning and delivering engaging direct marketing campaigns across print, digital and email channels, with a particular focus on one-off appeals, regular donations, and incentivised giving products.

Working closely with the Marketing & Campaigns Manager and Marketing & Communications Officer, you will develop audience-led supporter journeys, compelling fundraising copy, and test-and-learn approaches to build lasting supporter relationships and maximise income from individual giving.



Main responsibilities

Campaign development and delivery

- Work with the Campaigns & Marketing Manager to plan and deliver a calendar of direct marketing campaigns across print, email, and digital, focused on income generation and donor retention.
- Work with the Marketing and Communications Officer to develop compelling, supporter-centred fundraising copy for appeals, donation forms, landing pages, emails, and stewardship content.
- Coordinate campaign production, from creative briefing to print and fulfilment, working with suppliers, designers, and mailing house partners as needed.
- Lead on campaign timelines and ensure activity is delivered on time and within budget.
- Work with colleagues across the charity to gather impactful case studies and project updates for use in donor communications.
- Manage and maintain campaign collateral such as templates, thank-you letters, and welcome packs, ensuring brand and message consistency.

Supporter journeys and stewardship

- Develop and implement supporter journeys for new and existing individual givers, ensuring timely and relevant follow-ups to donations.
- Identify opportunities to improve retention and upgrade rates through targeted communications and segmentation.
- Ensure all donor touchpoints (e.g. donation forms, thank-you pages, emails) provide an excellent experience.
- Collaborate with the Fundraising and Operation teams to ensure donor communications align with wider charity messaging.
- Support fundraising campaigns with tailored communications for regular givers, lottery players, payroll givers, and one-off donors.

Data and insights

- Work with Database & Insights Officer to segment data, analyse results, and inform decision-making.
- Regularly track and report on KPIs such as response rate, income, ROI, and donor retention.
- Lead on A/B testing within appeals and digital communications, using results to optimise future campaigns.
- Maintain accurate supporter data and adhere to GDPR, PECR, and fundraising best practices.

Collaboration and compliance

- Act as a liaison between fundraising and marketing to ensure coordinated and effective campaigns.
- Ensure all fundraising materials follow brand guidelines and ethical fundraising codes.
- Stay up to date with trends in individual giving and apply learning to test new ideas and improve performance.
- Where needed, provide cover or collaborative support for Marketing and Communications Officer during periods of annual leave.

Person specification

Knowledge and experience

- Experience working in the charity or healthcare sector
- Familiarity with direct debit, regular giving or payroll giving programmes
- Experience supporting or delivering multi-channel fundraising or direct marketing campaigns
- Excellent copywriting and editing skills for fundraising appeals
- Experience using CRM systems and data segmentation (Beacon preferred)
- Ability to manage external suppliers, designers and/or printers
- Understanding of GDPR, Fundraising Regulator guidance, and supporter consent
- Proficiency in Microsoft Office and online marketing platforms (e.g. Mailchimp, Google Analytics)

Skills, abilities, and behaviours

- Strong written and verbal communication skills with excellent attention to detail
- Ability to manage multiple projects with competing deadlines
- Confident analysing and interpreting data to guide decisions
- Strong organisational skills with a proactive, problem-solving approach
- Ability to work independently and as part of a close-knit team
- Comfortable working collaboratively across departments
- Empathy and understanding of supporter motivations and behaviour
- Commitment to the values and goals of Southampton Hospitals Charity

Terms of appointment and how to apply

Reports to: Campaigns and Marketing Manager

Salary: £30,000

Hours: 37.5 hours per week

Contract: Permanent

Pattern of work

We offer hybrid working to provide flexibility for our staff. As part of this approach, the required time working in the office for this role will be dependent on contractual hours. For this role 3 days would be required in the office.

Place of work

Ocean Village Innovation Centre, 4 Ocean Way, Southampton SO14 3JZ, with occasional working from Southampton General Hospital., Tremona Rd, Southampton SO16 6YD.

Benefits of working here

- Between 5% and 10% matched pension contribution.
- 27 days paid annual leave (plus bank holidays), pro-rata according to contracted hours.
- Generous enhanced maternity, paternity, and adoption leave schemes, alongside statutory entitlements.
- Access to Occupational Health support.
- Employee benefits package via Vivup.

How to apply

For an informal discussion about the role please contact Rachael Tyler, Campaigns and Marketing Manager via rachael.tyler@southamptonhospitalscharity.org

To apply, please send the following to Alex West, Business Manager via recruitment@southamptonhospitalscharity.org:

- Your CV (no more than three sides).
- A supporting statement (no more than two sides) that sets out why you think this role is the right move for you and how you meet the knowledge and experience criteria.

Closing date: Sunday 10th August 2025

Interviews: 18th and 19th August 2025



Southampton Hospitals Charity is a charitable company limited by guarantee, registered in England and Wales (Company No: 15421829, Charity No: 1206909).

Registered Address: Southampton Hospitals Charity,
Mailpoint 135, Southampton General Hospital,
Southampton, SO16 6YDle