



## Job Description

<b>Title:</b>	Individual Giving Manager
<b>Accountable to:</b>	Director of Income Generation and Marketing
<b>Responsible for:</b>	Donor Administration Manager
<b>Location:</b>	Home Based with occasional travel to Head Office (Leamington Spa)
<b>Contract Type:</b>	Permanent
<b>Working Hours:</b>	Full Time - 35 hours per week
<b>Benefits:</b>	25 days holiday plus bank holidays, Pension scheme, Flexible working arrangements

### Main purposes of the job:

Reporting to the Director of Income Generation and leading the Individual Giving Team, the post holder will work closely with colleagues across the fundraising and marketing teams to; create, test, monitor and evaluate appeals and campaigns, lead on Legacy (and in-memoriam giving) lottery and raffle and other income streams associated with individual giving. The post holder will be working to and reporting on ambitious income and expenditure targets and ensuring that supporters have a positive experience of the charity.

The postholder will lead a Donor Administration Manager to deliver on a positive donor/supporter experience with the aim of retention of current supporters for the long term as well as acquisition of new donors, maximising the potential of all of our supporters. It forms a central part of the overall fundraising strategy, with the ultimate aim of growing our individual giving income to increase the impact of the charity and benefit those needing support in pregnancy, pregnancy loss or in the early years of a baby.

### Key Responsibilities:

The purpose of the role is to drive and deliver our ambitious fundraising strategy in order to support the work of Life. The Individual Giving Manager is responsible for shaping and delivering the end-to-end experience of existing supporters as well as attaining new supporters.

- Design, develop and implement a cohesive supporter journey strategy focussed on supporter needs and continuous re-engagement
- Champion best practice and stewardship with individual supporters
- Grow one-off donations and regular gifts and maximise the acquisition of new supporters through direct mail and digital marketing
- Co-ordinate all communications and messaging targeted at existing supporters
- Measure performance against campaigns and appeals
- Lead on marketing and communications around Legacy giving and the Legacy and In-Memoriam supporters journey

- Lead on other forms of individual giving income streams such as the lottery or raffles, horizon scanning for new opportunities
- Ensure that CRM data is used effectively across the charity
- Ensure that GDPR policies and procedures are regularly reviewed and updated and adhered to across the organisation
- Support data benchmarking, prospect research and audits as required
- As part of a new organisation-wide approach, identify and embrace new digital opportunities, trends and technologies in relation to supporter experience and direct marketing

### **Individual giving, core fundraising activity**

- Plan, organise and deliver a broad range of ongoing and specific fundraising campaigns and activities
- Regularly review campaign deliverables to ensure targets are on track or adjustments are put in place to mitigate any shortfalls etc
- Regularly report back to the Director of Income Generation on plans and activities
- Lead and manage the Supporter Journeys mapping and implementation programme across a range of channels and products
- Identify and develop key audience segments, in conjunction with the marketing team
- Proactively keep up to date with new trends, technologies and opportunities in relation to supporter experience and direct marketing
- Develop peer networks across the sector
- Responsible for budget management and financial approvals
- As part of ongoing annual operational planning, monitor income and expenditure and draw up relevant departmental budgets

### **Research & Service Development**

- Identify individual giving trends and use this knowledge to continually develop new products for the charity
- In line with GDPR and complying with all legislation and the Code of Fundraising Practice: ensure fundraising and campaigns are insight-led and focused on long-term growth
- Oversee the compliance of third party agencies to ensure activity is carried out in line with the values of Life, the Fundraising Code of Practice and the law
- Input fully into the wider fundraising strategy by working closely with fellow managers and the team as a whole

### **Information Management**

- Ensure data and information systems are up to date and provide an accurate picture of supporter segmentation, communications, preferences, permissions, requests, gifts and pledges
- Create regular and detailed reports to monitor individual giving performance against campaigns and targets
- Support the maintenance of the database to ensure records are updated, procured and implemented.

## **Personal and People Development**

- Ensure personal continuing professional development is maintained, including attending relevant internal and external development training and workshops.
- Ability to manage own objectives and areas of responsibility within charity projects to ensure deadlines and financial targets are met.
- The post holder will be expected to liaise within the team and with key stakeholders as well as supervising specific projects and campaigns.
- Line management responsibility for the Fundraising Insight & Database Officers, providing day to day management support, appraisals and objective setting, as well as working with these postholders on their own personal and career development.

### **Key achievement areas:**

- 1). To develop and implement an individual giving strategy with the aim of maximising income and managing expenditure, to cover all areas of individual giving income streams, including legacy giving.
- 2). To develop exciting and enticing supporter journeys for the purpose of maximising donations, retaining donors and acquiring new support through a range of communication methods and channels.
- 3). To work closely with the marketing team to create, design, test, monitor and evaluate appeals and campaigns to drive individual giving.
- 4). Be a leading member of the fundraising team, guiding and supporting the direction of fundraising at Life.

### **Personal responsibilities:**

- The post holder must assume responsibility for their own professional and personal development (supported by Life where appropriate) to ensure their continuing competence to deliver Life's requirements.
- A key component of development is being fully aware of regulatory and legal requirements impacting on operational services and ensuring that all staff within those services are aware of and deliver their individual responsibilities.

### **Corporate behaviours:**

#### **All staff are expected to:**

- Work towards the charity's aims and objectives, and uphold its vision and mission.
- Demonstrate respect for others and value diversity.
- Act responsibly regarding the health and safety of themselves and others.
- Focus on the client and customer, both internally and externally, at all times.
- Make an active contribution to develop the service.
- Learn from, and share experience and knowledge.
- Keep others informed of issues of importance and relevance .

- Consciously review mistakes and successes to improve performance.
- Act as an ambassador for the charity and always maintain professional standards.
- Use discretion and sensitivity and be aware of issues requiring total customer confidentiality.
- Demonstrate a flexible approach to their work.
- Abide by and take responsibility for the obtaining, storage, processing and sharing of any personal data within the meaning of the General Data Protection Regulations 2018 and as defined in the relevant Life policies for all aspects of service delivery and working practice, paying particular attention to the protection of personal information in any form and by whatever means it is accessed by you.

In addition, all managers and supervisors will be expected to:

- Value and recognise ideas and the contribution of all team members.
- Coach individuals to perform to the best of their ability.
- Delegate work to develop individuals in their roles and realise their potential.
- Provide support, feedback and guidance to all team members and encourage their team to achieve work/personal life balance.

This job description is not necessarily an exhaustive list of duties but is intended to reflect a range of duties the post holder will perform. The job description will be reviewed regularly and may be changed in consultation with the post holder.

## Post title: Individual Giving Manager

Personal skill characteristics	Essential (Tick)	Desirable (Tick)
<b>Strategic Ability / Innovation</b>		
Experience in creating and delivering an Individual Giving and Legacy giving strategy	✓	
Experience in horizon scanning for new products/ideas/developments within individual giving and legacy income streams	✓	
Willingness to contribute to the development of services.	✓	
Experience in delivering results	✓	
<b>Experience / Knowledge / Qualifications</b>		
Educated to degree level or equivalent and demonstrates relevant professional experience within the charity sector and in particular individual giving.	✓	
Proven relevant professional fundraising experience with a successful track record	✓	
Extensive experience of designing, delivering and reporting on legacy and in-memoriam fundraising activities.	✓	
A thorough understanding of GDPR, ICO and fundraising regulation	✓	
Proven experience of creating and monitoring budgets	✓	
Excellent IT skills including Microsoft packages		✓
Inspiring team leader with line management experience		✓
<b>Communication</b>		
Strong verbal and written communication skills	✓	
Communicates effectively and openly at all levels	✓	
Experience of communicating effectively with a wide range of people to identify their needs, preferences and demands		✓
Ability to promote the charity to a wide range of individuals and external contacts	✓	
<b>Personal</b>		
Committed to the vision, mission and values of the charity	✓	
Commitment to quality, customer service, best practice and best value in all aspects of the charity's operation	✓	
Ability to work with people at all levels	✓	
Positive outlook and approachable personality	✓	

Ability to work on own initiative	✓	
Handles pressure of meeting deadlines and supports others where possible	✓	
Ability to prioritise workload and plan time	✓	
Commitment to own personal and professional development	✓	
Ability to motivate others and work as part of a team	✓	
Able to communicate with empathy to clients and their families	✓	

Internal Use Only	
Approved By:	Issue No:
Approved Date:	Review Date: