

Job Description

Individual Giving Manager Job Description

Job Title:	Individual Giving Manager
Department:	Fundraising & Communications Team
Accountable to:	Head of Fundraising
Salary:	£37,000 increasing to £39,500 after 12 months
Hours of work:	37 hours per week with 0.8 hours considered
Location:	Blackpool, with some opportunity to work from home. We are seeking a minimum of 3 office-based days per week

Job Summary:

Lead on the creation and implementation of the Individual Giving, Lottery and Legacy strategies to increase income and donor engagement. Managing a team of four to plan, deliver and evaluate an ambitious and effective Individual Giving development programme across in memory giving, individual donations, appeals, regular giving, raffles, lottery, legacy marketing, including the effective use of digital and online supporter journeys. Using supporter insight and data analysis to drive strategic decision-making, segmentation, strengthening targeting across acquisition, retention and development to increase income and supporter lifetime value.

Key Responsibilities:

- Lead the development and delivery of the Individual Giving, Lottery and Legacy strategies to increase income and donor engagement, through the creation of annual plans and budgets aligned with the Fundraising Department's action plan, departmental strategy and organisational business plan.
- Responsibility for achieving income targets, budget management and forecasting across Individual Giving, Lottery and Legacy income streams.
- Lead and inspire team members, supporting training and development, agreeing objectives, reviewing performance and addressing line management matters in line with policies and procedures.
- Deliver against programme KPIs and use data, insight and testing to monitor performance, respond effectively to shortfalls, and optimise activity across digital and offline channels to ensure income targets and budgets are achieved.
- Monitor, evaluate and optimise campaign performance using data, testing and reporting, generating actionable insight to drive continuous improvement, forecast income and support evidence-based decision making.
- Brief and manage suppliers, external agencies and internal colleagues as required, ensuring projects are delivered to brief, on time and within budget.
- Continually evaluate activity and produce detailed end-of-campaign reports, ensuring learning and insight inform future planning and budgets.
- Confidently write, review and shape engaging and emotive copy for appeal letters, emails, newsletters and digital fundraising content, with a strong focus on supporter experience and long-term stewardship.
- Work with the Lottery Administrator to ensure external fundraising agencies are informed, motivated and compliant, with a strong understanding of Trinity Hospice and the weekly lottery and operate in line with relevant legislation and the Code of Fundraising Practice.
- Work closely with the Communications Manager to ensure the effective use of case studies, photography, statistics and organisational information, and that all communications, including digital communications and online journeys, are consistent with Trinity Hospice brand guidelines.

- Take responsibility for ensuring the operation of the Lottery complies with current gambling legislation and data protection requirements, keeping up to date with and implementing regulatory changes as required.
- Work with the Database & Donor Care Manager to develop effective welcome, stewardship and thank-you processes and supporter journeys, including digital journeys and touchpoints, and the transition from early engagement into longer-term In Memory support.
- Contribute to Fundraising Department objectives by sharing ideas, supporting all income streams and promoting positive team working.
- Ensure all fundraising activity complies with relevant legislation, regulation and best practice, including the Fundraising Regulator Code and data protection requirements.
- Keep abreast of sector trends, best practice and learning, including developments in digital fundraising and supporter engagement, and apply relevant insight to improve performance.
- Develop a strong understanding of the ethos and work of the hospice in order to act as an effective ambassador to the public and local community when required.
- Act in accordance with Trinity Hospice values and ways of working at all times.

This job description is not exhaustive and is subject to review in conjunction with the post holder and according to future changes/developments in the service.

General Responsibilities

- Be a cooperative and supportive member of the Fundraising Team, ensuring your line manager is aware of workload pressures that may affect other members of the team.
- Undertake mandatory training as required by Trinity Hospice & Palliative Care Services and participate in relevant in-service training.
- Maintain strict confidentiality at all times, particularly in relation to patients, staff, donors and volunteers.
- Participate in annual appraisal and personal development reviews and take responsibility for ongoing professional development.
- Manage volunteers within your area of responsibility and maintain effective working relationships, providing regular feedback.
- Ensure compliance with all organisational policies, procedures and new systems or technologies introduced.
- Provide cover for colleagues where required.
- Ensure all activities comply with relevant legislation and best practice.
- Take responsibility for compliance with Health and Safety policies and procedures.

Measures of Performance

- Successful delivery of agreed action plans, projects and activities
- Achievement of financial targets and effective budget management
- Demonstrates strong creative judgement in individual giving campaign development, working with colleagues and suppliers to create and shape effective concepts, design and copy
- Quality of donor care and supporter experience
- Effective interpretation and use of data, results and sector trends
- Demonstration of Trinity's values and ways of working

Key Competencies

- Planning and organisation
- Creativity and innovation
- Time Management
- Communication

Special Conditions

- Travel regularly within Blackpool, Fylde and Wyre; mileage paid monthly.
- Work flexibly, including evenings and weekends at hospice-led events.
- Hold a full driving licence with access to a vehicle insured for business use.

Events Fundraiser Personal Specification

CRITERIA	E	D	ASSESSMENT
Qualifications			
▪ Fundraising or Marketing qualification		✓	
Experience			
▪ Proven experience, knowledge and understanding of individual giving, legacy and lottery fundraising	✓		
▪ Experience using data insights and analysis to drive strategic decision-making and segmentation	✓		
▪ Experience of developing and implementing a programme of individual giving activities.	✓		
▪ Marketing and promoting a wide range of activities to a range of different target audiences through varied media channels	✓		
▪ Proven ability to balance a demanding working load with multiple ongoing projects and meet tight deadlines	✓		
▪ Proven experience of meeting financial targets and managing expenditure budgets	✓		
▪ Using databases for marketing and promotion activities as well as donor care and financial reporting	✓		
▪ A proven track record of success in working with others, ideally with line management experience, to deliver high quality results and income growth.		✓	
▪ Knowledge of relevant regulations for fundraising, lottery and raffles, data protection, Gift Aid and the fundraising codes of practice.		✓	
Personal Skills and Characteristics			
▪ Excellent communication skills	✓		
▪ Excellent team working skills	✓		
▪ Creative and innovative	✓		
▪ Excellent organisational and time management skills	✓		
▪ Excellent attention to detail and accuracy	✓		
▪ Works well under pressure	✓		
Other			
▪ Full driving licence, with access to own car and appropriate business insurance	✓		
▪ Willingness and ability to work outside of office hours, including weekends.	✓		
▪ Willingness to attend courses and conferences to widen understanding and skills of fundraising and events.	✓		