

## JOB DESCRIPTION

<b>Post:</b>	Individual Giving Manager
<b>Responsible to:</b>	Head of Fundraising
<b>Responsible for:</b>	Individual Giving Fundraiser
<b>Location:</b>	Edinburgh with flexibility to work remotely at times
<b>Salary:</b>	£42,500 to £48,900

## Role Summary

To lead Children First's individual giving fundraising strategy and manage the team to meet ambitious annual targets whilst keeping expenditure within agreed limits. To plan, develop and implement a programme of individual giving campaigns, including legacies, payroll giving, in-memory and innovative giving to grow and maximise income. Monitor performance and make tactical and strategic recommendations to enhance results using the full marketing mix. Play a key role in developing donor journeys for our existing and new supporters, ensuring donors feel valued and understand the impact they are making.

## Duties and Responsibilities:

### Management

- Develop and implement an individual fundraising strategy which aligns to the charity's vision and mission.
- Manage the individual giving team, ensuring that the right culture, skills, knowledge and experience are present to deliver the charity's strategic objectives.
- Ensure that team members keep abreast of trends and developments in the fundraising sector.
- Contribute to Children First cross-organisational working groups and ensure team delivery of charity goals and objectives.
- A willingness to innovate, to embrace new technology and a commitment to applying learnings from a 'test and learn' approach based on data and evidence.
- Regular monitoring and evaluation of performance.
- Plan, build and actively manage team budgets - provide quarterly income forecasts and proactively take remedial action where necessary.
- Ensure all individual giving activity is run in compliance with the Chartered Institute of Fundraising codes of practice.
- Maintain accurate and up to date records and accept responsibility for the safe and secure handling and storage of confidential information, and in accordance with GDPR and Children First's own data protection policies.

### Individual Giving

- Develop and implement the charity's individual giving programme to include the recruitment, reactivation and retention of regular donors using traditional and digital channels.

- Responsible for the strategic planning, implementation and ongoing operational delivery of Scotland wide acquisition activity and the promotion of regular giving products.
- Using the full marketing mix across multiple channels create, develop and deliver direct marketing campaigns to increase donations, regular donors and legacies.
- Lead and manage relationships with external partners and suppliers.
- Lead and manage a programme of planned legacy donor recruitment, increasing the pool of supporters making a legacy pledge.
- Responsible for the strategic planning, implementation and operational delivery of Children First donor retention activity.
- Create donor journeys to recruit, retain, upgrade and re-activate donors.
- Work with senior managers to coordinate and manage a major donor giving programme. Work closely with the corporate fundraising and partnerships manager to plan and implement cultivation events.
- Write creative copy for fundraising communications and campaigns.
- Work with the marketing team and graphic designer to ensure appeals are on brand.
- Work closely with the database and insight manager to evaluate and gain insight from individual giving activity and make recommendations.
- Work with the finance team to ensure the administration of legacies is kept up to date and strong relationships with executors and next of kin are developed.
- Maximise opportunities for Gift Aid in all acquisition activity.
- Work closely with the supporter care officers to warmly thank donors for their support and ensure an exceptional level of customer care.
- Ensure the website is up to date with individual giving fundraising activity.

**Other Responsibilities:**

- To be committed and adhere to Children First vision, mission and values.
- To comply with Children First child protection and adult protection policies and procedures and with national guidance.
- To comply with Children First code of conduct.
- To actively consider the involvement of children, young people and families with whom we work, in all areas of practice and to implement the Children First participation standards.
- To actively consider the involvement of volunteers in all areas of our work and to implement the Children First volunteer development policy.
- To observe all health and safety requirements.
- To work within and promote policies in relation to equal opportunities and anti-discriminatory practices.
- To undertake any other reasonably required duties as instructed by line manager or someone acting on their behalf, in addition to the role specific responsibilities detailed below.

## Person Specification

Essential				
Need to Have	Need to Show	Need to Know	Need to Be	Core Values
<p>At least 2 years' experience in a similar role</p> <p>Experience of delivering direct marketing appeals and a proven track record of securing income</p> <p>Experience of developing existing income streams and new successful fundraising initiatives</p> <p>Working in a target driven environment</p> <p>Line management experience</p> <p>Experience of managing budgets</p> <p>Ability to network and create good working relationships with people and organisations at all levels</p> <p>Ability to work with team colleagues in a manner consistent with the values of the charity and highest levels of empathy</p>	<p>Excellent written and verbal communication skills, including the ability to write concise and engaging fundraising copy and promotional materials</p> <p>Ability to work and make decisions both independently and collaboratively</p> <p>Able to work to deadlines while managing a wide and varied workload using strong organisational skills</p> <p>Ability to assimilate information and recognise the importance of attention to detail</p> <p>Confident and able to form effective and credible relationships with all levels of staff</p> <p>An awareness of and interest in the work of Children First</p> <p>An awareness of and interest in the work of Children First (desired)</p>	<p>Knowledge of current trends and new techniques in fundraising</p> <p>Broad experience of the full marketing mix – traditional and digital</p> <p>Experience of the voluntary sector (desired)</p>	<p>Flexible approach to work</p> <p>Able to travel to Children First offices across Scotland</p> <p>Able to work occasional evening and weekends</p> <p>A commitment to and understanding of the principles of participation</p> <p>Confident with public speaking</p>	<p>With love we put children first.</p> <p>With purpose we transform children's lives together.</p> <p>With strength we do whatever it takes to protect Scotland's children.</p>

<p>Excellent ICT skills including MS Office applications</p> <p>Professional qualification in fundraising or marketing (desired)</p> <p>CIOF membership (desired)</p> <p>Understanding of child protection and trauma recovery (desired)</p> <p>An understanding of and commitment to the principles of involving volunteers (desired)</p> <p>Experience of working with Raiser's Edge (desired)</p>	<p>Coaching and/or training skills (desired)</p>			
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