

# East Anglia Children's Hospices - EACH

## Job Description



**Job Title:** Individual Giving Manager

**Responsible to:** Head of Supporter Engagement

**Responsible for:** To be confirmed

**Directorate:** Fundraising

### Job Summary:

As the Individual Giving Manager, you will review and improve EACH's current Individual Giving programmes to drive year-on-year income growth. You will build and deliver a strategy to expand our donor base as well as retaining and enhancing our current supporter giving models. Your focus will include digital and direct mail Appeals and Raffles, one-off donations up to the value of £250, our third-party Lottery partnership, and Regular Giving programme.

You will concentrate on both the acquisition of new, and retention of current and past supporters, uplifting income across the Individual Giving fundraising lines and identifying supporters who would benefit from the support of other income stream managers. You will work closely with the charity's Database Manager using donor insight and data to inform and test programmes and products. You will manage both the income and expenditure budgets for all Individual Giving disciplines.

You will use creative thinking to deliver exciting and innovative campaigns, with the support of design and delivery from our Marketing and Communications team. You will use first-class communication skills to share ideas and listen to constructive staff and supporter feedback to build unique campaigns to increase income and enhance donor loyalty.

Your decision making will be informed by adhering to compliance, risk management and GDPR protocol.

## Responsibilities

- To develop, deliver and manage the charity's Individual Giving programmes, hitting targets across all Individual Giving areas through effective budget, project and people management.
- To have chief responsibility for the Individual Giving income and expenditure budgets, producing reports, monitoring income, preparing forecasts, and accounting for variation in income and mitigating if needed.
- To analyse our current Individual Giving strategy, identifying areas for improvement and introducing new Individual Giving products and campaigns for income generating activity through digital and/or direct mail.
- To collaboratively create a minimum of 4 Individual Giving Appeal and/or Raffle campaigns per year, leading the management of each with consistent performance analysis, identifying areas for future improvement.
- To build and analyse new Regular Giving campaigns for both new and existing donors.
- To manage and enhance our Local Hospice Lottery partnership, building key external relationships with administrative support from other team members.
- To line manage effectively, with a focus on personal development and relevant training, and monitoring progress and performance against individual objectives through 1:1s, quarterly reviews and annual appraisals.
- To work closely with the Database Manager to analyse data and key supporter segmentation to inform successful individual giving campaigns, generating income from current, lapsed and new supporters.
- To work with the Head of Supporter Engagement to ensure Individual Giving income streams are reaching, or ideally exceeding, targets.
- To work closely and effectively with the Marketing and Communications team to create and deliver influential marketing campaigns, adhering to the EACH brand guidelines, across all Individual Giving areas.
- To report on campaign and stewardship performance; monitoring KPIs, analysing results against targets, and identifying and testing trends, implementing recommendations using supporter and colleague insight and feedback.
- To communicate clearly and with reasonable timescales to wider team colleagues, ensuring effective Fundraising, Finance, Data, Supporter Care and Marketing & Communications processes are followed.
- To build strong relationships with external suppliers and agencies including negotiations of costs and project delivery.
- To research and keep up to date on sector news and trends within Individual Giving, insight, data and stewardship, so EACH can continually improve the supporter experience.
- To identify opportunities to cross-sell Individual Giving campaigns across all existing audiences.
- To ensure Individual Giving content is effective and up to date on all EACH communication channels including website, social media and printed materials.
- To act at all times in accordance with all internal and external Data Protection regulations.
- To ensure that Individual Giving activity is in line with compliance and best practice as per ICO, DMA, Fundraising Regulator, Gambling Commission, Institute of Fundraising and Advertising Standards Authority regulations.

## General requirements

- Maintain confidentiality in all areas of work at EACH.
- Ensure that your conduct within and outside EACH does not conflict with organisational expectations.
- Actively support and promote EACH and all its policies.
- Promote the safeguarding and welfare of children, young people and vulnerable adults
- Ensure an awareness and observation of Fire and Health and Safety Regulations.
- Ensure the respect, dignity and rights to privacy of children, young people and their families as far as possible.

### EACH - Values

#### Empathy and understanding

Understanding the view and feelings of others is central to our work relationships and how we interact daily

#### Commitment to quality

We consistently employ our best efforts and strive for the highest standards in everything that we do, always looking for ways to improve

#### Open and respectful

We operate in an honest and participative way. Welcoming constructive feedback and different views, we understand the power of words and behaviour and hold ourselves accountable for maintaining a positive and considerate work environment

#### Make it happen

We are empowered to and take responsibility for getting things done

## Additional Points of Reference

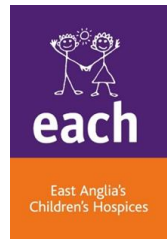
This job description reflects the present requirements of the post. As duties and responsibilities change and develop, the job description will be reviewed and is subject to amendment in consultation with the post holder.

The management and clinical philosophy of EACH is based on a multi-disciplinary approach. Staff regardless of grade or discipline are required to participate according to this concept. All staff must be sympathetic to, and able to project the philosophy and concept of hospice care.

The role of volunteers is integral with the work of EACH, and paid staff are required to underpin this in their attitude and actions.

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## Person Specification



**Job Title:** Individual Giving Manager

	Essential	Desirable
<b>Knowledge/ Training</b>	<ul style="list-style-type: none"> <li>• Knowledge of Data Protection</li> <li>• Database usage and reporting with experience of using insight and trends to inform strategy</li> <li>• Use of Microsoft packages</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of Gift Aid, Charity Law, Fundraising Code of Practice, and other relevant marketing or fundraising standards across the UK</li> <li>• Experience of using Raiser's Edge and Power BI</li> <li>• Using AI to improve performance</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Significant experience of marketing and income campaign management with a demonstrable track record of achievement</li> <li>• Strategy composition and delivery</li> <li>• Income and expenditure budget management</li> <li>• Line management</li> <li>• Project management – delivery of campaigns within agreed timescales and budgets</li> <li>• Evidence of collaborative success from working with colleagues across departments</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working within a Direct Marketing function in the charity sector</li> <li>• Experience of working with issues of health and/or disability</li> <li>• Experience of using digital platforms for delivery and marketing of projects/campaigns</li> </ul>
<b>Skills &amp; Abilities</b>	<ul style="list-style-type: none"> <li>• Target driven, with a keen interest in cost effective planning to deliver a good ROI</li> <li>• Very organised with the ability to work under pressure and prioritise in a busy environment, meeting deadlines</li> <li>• Excellent communication skills with the ability to translate complex information into persuasive appeal literature and to evaluate and feedback on plans and creative work prepared by</li> </ul>	

	<p>agencies and staff members</p> <ul style="list-style-type: none"> <li>• Ability to work proactively and make decisions, demonstrate initiative, and take action to solve problems and maximise opportunities</li> <li>• Creative and innovative thinking</li> <li>• The ability to extrapolate and analyse data to test and improve campaigns</li> </ul>	
<b>Other Requirements</b>	<ul style="list-style-type: none"> <li>• Conduct in line with the general standards of conduct, values, norms and behaviours of the charity, embracing the cultural diversity of all staff, volunteers and supporters</li> <li>• A passion for making a difference to ensure the charity's success</li> </ul>	<ul style="list-style-type: none"> <li>• A full, clean driving licence and access to a car to travel to our three sites for meetings</li> </ul>