

Everything you need to know about being our Individual Giving Officer

You'll be working on direct marketing campaigns that engage and inspire people to donate, and make it as easy as possible for them to choose the way they give. As part of the team, you'll be innovative in a changing fundraising and external environment, to achieve ambitious annual income targets.

You'll assist with and, when required, project manage direct marketing activities through campaign, project, and agency and supplier management in order to retain existing donors and acquire new ones. To ensure everyone feels good about their donation.

What you'll do

- Assist with and, when required, project manage direct marketing campaigns, both online and offline, maximising income through acquisition and stewardship communications to secure one-off and regular gifts.
- Manage relationships with creative, print and response handling agencies working on campaigns.
- Support the Senior Individual Giving Officers in achieving strategic objectives, monitoring income and expenditure and using database analysis to inform and improve the individual giving programme.
- Integrate the direct marketing programme into Fundraising and Experience Directorate activities and support the overall Parkinson's UK strategic plan.
- Manage the administrative tasks for the Individual Giving team, such as processing invoices, ordering stock and updating key documents and materials both online and offline.

What you'll bring

- Proven experience of successfully scheduling and managing campaigns to deliver results against agreed objectives and targets. **(A,I)**
- Excellent copywriting, creative and proofreading skills for both online and offline materials. **(A)**
- Experience of operating in a modern digital workplace, including using digital tools, platforms and techniques to work collaboratively and productively. **(A,I)**
- Ability to review and evaluate data and campaign results and pull out key trends to inform future work. **(A,I)**
- Logical thought processes and attention to detail. **(A,I)**
- Ability to work well under own initiative, cope well under pressure and meet deadlines. **(I)**
- Knowledge of legislation related to fundraising, particularly the role of data protection in direct marketing. **(I)**

(A) assessed at the application stage **(I)** assessed at interview stage **(T)** assessed by a test/presentation

A bit more about the role

You'll report to the **Senior Individual Giving Officer**.

Your contract will be **permanent**

You'll work **35 hours a week**.

This role is hybrid and your in person working depends on your team agreement, requirements of the role and led by activity based principles. The in person/office attendance expectation for this role will be a minimum on average 1 day per month.

You'll be paid **£33,957.33 per year (Travel expenses to the UK office are not covered by the charity)**

Your main relationships will be with:

- **External agencies and suppliers**
- **Fundraising & Experience Directorate staff**
- **Supporter Engagement, Finance, Supporter Care, Research and staff from the External Relations Directorate and other Directorates**

Be part of the **Fundraising and Experience** directorate

How do we get Parkinson's understood? Through the work of our Fundraising and Experience team. Our bold and creative communications challenge stereotypes, keep Parkinson's in the public conversation and inspire people to take action.

We're a movement powered by people. We grow, engage and inspire communities, volunteers and supporters to rally behind our charity goals. We work to transform Parkinson's, together. We raise funds to enable our ambitious work.

The Fundraising and Experience team develops and delivers effective engagement activities – to support all areas of our strategy, maximise income and raise the profile of Parkinson's and the charity.

What we offer

We recognise that our greatest asset is our people! And our benefits reflect our commitment to nurturing a thriving and fulfilled workforce.

Our benefit package is designed with your well-being in mind. From reward, health and wellness initiatives, learning and development opportunities and a range of perks tailored to enhance your work-life balance.

To find out more about what we offer, follow this link

Our benefits, and what we offer can be found on our website:

<https://www.parkinsons.org.uk/about-us/benefits-working-us>

What we do and how we do it

Our vision • our ultimate aim

Together we will find the cure, and improve life for everybody affected by Parkinson's.

Our social mission • what we deliver

We're a people-powered movement. On the verge of major breakthroughs in Parkinson's. By uniting we will find a cure. Together, we will help people get the best care and will ensure everyone sees the real impact of Parkinson's.

Our values • the way we work

- **People-first:** We're a strong movement for change, informed, shaped and powered by people affected by Parkinson's. We value and support each other.
- **Uniting:** We're people with Parkinson's, scientists and supporters, fundraisers and families, carers and clinicians. We're working, side by side, to improve the lives of everyone affected by Parkinson's
- **Pioneering:** We innovate across everything we do. Creative, courageous and with pioneering spirit, we strive to continually improve.
- **Driven:** We live and breathe our purpose. We set clear goals and strive to deliver the greatest impact for people affected by Parkinson's.