

Job Title: Individual Giving Executive	Responsible for: Direct Marketing programme and related areas of work	Reporting to: Head of Individual Giving
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Main purpose of job

To plan, coordinate and deliver the Individual Giving programme using Direct Marketing techniques to maintain the agreed level of income – currently £1.1m (gross) p.a. across Cash and Regular Giving.

Project Management of a portfolio of Direct Marketing campaigns, including (but not limited to), direct mail activity, gaming products and online activity; managing agency relationships, developing and delivering training, expenditure and income tracking and delivery, reporting across a range of KPI's, briefing suppliers, overseeing regular data selections, exports and imports, copywriting and managing the creative processes.

Position in organisation

Part of the Individual Giving team within National Fundraising based at Head Office.

Outline Specific Tasks

- Monitoring, evaluating and forecasting the performance of each campaign.
- Ensuring that data analysis, segmentation and audience understanding forms the basis of all decision making. Work with data team for continued accuracy of selections and segmentation, mapping out Supporter Journeys for Regular Givers, Mid Value and others.
- Implementing and maintaining appropriate supporter journeys – on and offline.
- Manage the timely payment of suppliers, adhering to processes and monitoring all spend accurately.
- Compile monthly reports and end of campaign reviews for all projects – including recommendations for future project managers and areas of improvement.
- Work with Head of Individual Giving to complete quarterly income and expenditure reforecasts, and develop annual budgets.
- Work with the rest of the Individual Giving Team (Supporter Care, Legacy) and wider Charity to deliver a fully integrated programme.
- Research and network to keep abreast of sector developments and competitor activity.
- Planning and scheduling the workload working with various external agencies including creative, strategic, data as well as print suppliers.

- Writing Creative Briefs for external agencies and collating information for appeals from the Charity (Communications and Grants and Welfare)
- Driving the approvals process to ensure all stakeholders have their opinions acknowledged and amendments are made where appropriate in good time in order to hit agreed mail dates.
- Working with all relevant departments – Data Team, Communications, Grants and Welfare, SMB – whilst representing the team to the highest of standards.
- Managing the monthly reconciliation process with the Finance and Data teams and our external donation processing house.

Person Specification:

Experience

- Experience of managing direct marketing campaigns, ideally for a national charity, in a fundraising environment that is increasingly subject to regulation which is of particular importance to ourselves as the Army's National Charity.
- Experience of fundraising databases, ideally Raisers Edge.
- Experience of project management in a complex organisation.
- Experience of managing budgets and working with a range of external suppliers.
- Experience of dealing with Supporters or Customer Care.

Qualifications

- Educated to degree level standard or equivalent business qualification.

Knowledge & Skills

- Good knowledge of the Fundraising Sector and in particular Direct Marketing in a Fundraising environment.
- Excellent written and verbal communication skills; the ability to communicate with a range of stakeholders, teams and supporters at all levels.
- Ability to analyse data and to make suggestions and recommendations based on valid conclusions.
- Strong communication and presentation skills and confidence to influence and manage internal stakeholders.

- Excellent copy writing and creative skills.
- Highly numerate with good budget management skills.

Personal Characteristics

- Positive, friendly and open with a 'can do' mentality.
- Adaptable to change with the ability to see and act upon opportunities as they arise.
- Resourceful, with the confidence to work with minimum supervision to the best interests of the Charity.

Special Job Circumstances

- Willingness to work some unsociable hours and at weekends.
- Be prepared to travel across the UK and Northern Ireland to Regional Offices.
- Clean, full UK driving license.

Agreed by:

Date:

Published Date: