

## **Job Description – Blind Veterans UK**

**Job title:** Head of Individual Giving  
**Reports to:** Director of Engagement and Fundraising  
**Department:** Engagement  
**Location:** London  
**Last updated:** September 2017

### **Job purpose**

To develop and implement the plan to achieve a step increase in income from Blind Veterans UK's 'individuals' target audiences (mass market) including lifetime and legacy gifts.

To lead and manage a team (of circa 15 people) to acquire, retain and develop individual supporters, including legacy pledges, as part of the fundraising strategy.

To achieve/surpass fundraising and marketing targets.

### **Main accountabilities of the post**

1. Recruit, develop, lead and manage a highly effective team to achieve stretch goals, managing team performance on an ongoing basis, rewarding success and acting on under performance.
2. With the Engagement leadership team, work to deliver the Engagement strategy with accountability for operationalizing the individual giving and legacy strands.
3. Develop and implement the 5-year plan to grow income from individual givers (largely through direct marketing channels).
4. Develop and implement the 5-year plan to secure legacy pledges and grow legacy income.
5. Develop and manage a budget to achieve the required ROI, year on year.
6. Lead on the acquisition of supporters with best LTV, across all fundraising functions.
7. Lead on development of supporter journeys across all fundraising activity and channels.
8. Support the evolution of Blind Veterans UK's community engagement programme to be a core part of supporter journeys.
9. Support the development and implementation of a programme of events that delivers value either through introducing new audiences or benefits value and retention.
10. Manage relationships with agencies to achieve goals
11. Monitor and evaluate all activity, seeking constant improvement.

## **Additional responsibilities**

- Attend in-house and relevant external training courses, as agreed with line manager.
- Practise and comply with all Blind Veterans UK current policies and procedures.
- Ensure GDPR compliance across all direct marketing activity.
- Ensure that all activity helps to build the brand and is at all times brand compliant.
- Engage actively with our volunteers as appropriate and within the scope of the post.
- Promote and embed Equality Diversity and Inclusion (EDI) in all work and ensure community engagement information is communicated in plain English and meets accessibility requirements.
- Undertake any reasonable tasks from time to time at the line manager's request, as may be deemed appropriate within the scope of the post.

## **Autonomy and decision making**

The post is largely self-directed in terms of prioritising workload and time management. The candidate will have a high level of decision making and it is essential that the candidate has the proven ability to work under pressure often with conflicting priorities to drive tasks or projects to assured successful conclusions.

## **Communications**

The post holder will use high level interpersonal and communication skills on a regular basis to influence decision making by others, this will include colleagues across the organisation, our Board, partners, supporters and potential supporters.

The post holder will work with Senior Staff, internal and external stakeholders, including the charity's partners.

Work with the Director, Heads of Department and managers to establish an engagement function that others across the organisation want to work with and receive professional assistance from.

## **Work context**

1. The post operates within a busy department in a fast -moving Charity where effective matrix management and teamwork across divisions is pivotal. Primarily office based in London but given the nature of this role, the job holder may be required to travel within the UK on a regular basis.
2. Working remote from Head Office and managing a geographically dispersed team.
3. Setting and working to challenging targets with conflicting demands requiring prioritisation.
4. Managing a diverse team of professionals through a period of change.

## Person Specification

	<b>Essential</b>	<b>Desirable</b>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Media strategy, planning and evaluation with significant budgets</li> <li>• Supporter acquisition</li> <li>• Supporter relationship management</li> <li>• Direct marketing theory and practice</li> <li>• Fundraising practice</li> <li>• Budget management</li> <li>• Working knowledge and understanding of GDPR regulations</li> </ul>	<ul style="list-style-type: none"> <li>• Brand and marketing theory and practice.</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Proven ability to engage diverse groups of colleagues across the organisation, creating a culture of 'one organisation, one team' and motivating all members of staff and volunteers to become a Blind Veterans UK brand ambassador.</li> <li>• Direct marketing at an advanced level</li> <li>• Legacy marketing</li> <li>• Demonstrable capacity to generate imaginative, innovative, cost effective solutions to complex market problems.</li> <li>• Excellent interpersonal and communication skills.</li> <li>• Ability to engage and lead a diverse team to achieve outstanding results.</li> <li>• Meticulous attention to detail</li> <li>• Good analytical skills</li> </ul>	<ul style="list-style-type: none"> <li>• Inter-personal and communications skills to inspire and motivate a wide range of audiences</li> </ul>
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Degree in relevant discipline or equivalent relevant vocational experience.</li> <li>• Member of the chartered Institute of Marketing or Member of Institute of Fundraising</li> </ul>	<ul style="list-style-type: none"> <li>• A direct marketing qualification</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Significant experience of leading/managing a diverse team to achieve targets.</li> <li>• Strong track record in managing effective direct and legacy marketing teams</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of the military environment</li> <li>• Experience of managing a team through a period of change</li> </ul>

	<ul style="list-style-type: none"> <li>• Experience of embedding strategic thinking and planning and ability to clearly articulate a strategic direction and plan</li> <li>• Achieving stretch goals in the area of direct marketing/B2C</li> <li>• Champion for innovation including strong knowledge and experience of managing innovation projects and programmes, as well as proven track-record of delivery</li> <li>• Effective budget management, driving efficiencies and effectively supporting priorities to deliver long term sustainable advantage</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of managing external strategic partnerships including agencies and suppliers.</li> <li>• Experience of gathering and using audience insight to inform planning</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Personal qualities</b></li> </ul>	<ul style="list-style-type: none"> <li>• Well-developed level of emotional intelligence</li> <li>• Hard working, tenacious, determined</li> <li>• Highly credible; convincing and able to influence</li> <li>• Champion of supporter centricity</li> <li>• Strong leadership by example</li> <li>• Tact and diplomacy</li> <li>• Resilience</li> <li>• Resourcefulness and creativity</li> <li>• Good team player</li> </ul>	