

**Job Description**

Job title: Individual Giving Fundraiser

Salary: £28,000 to £30,000 per annum

Reports to: Senior Philanthropy Manager

Location: The Poppy Factory, Richmond, Surrey with flexibility where appropriate

Hours: Full time, 37.5 hours a week. There may be requirement for evening and/or weekend work for which time off in lieu will be given.

**Purpose of the role:**

To work with the Director of Fundraising and Senior Philanthropy Manager to develop and implement a strategy to deliver Individual Giving, to include Cash Appeals, Regular Giving, Major Donors and Legacies.

You will take a lead role in stewarding our existing Individual donors, and developing our relationship with them. You will help plan and will implement strategies for recruiting new donors and will build relationships and create opportunities for increased individual giving. The post holder will be responsible for the overall management of all Individual Giving activity, to include the processing and acknowledgement of gifts.

This is an existing role for The Poppy Factory and we are confident that with the growing interest in our work, the role has the potential to generate significant income for the charity.

We require someone dynamic and confident, and who will focus on maximizing charitable donations through the delivery and development of our Individual Giving strategy.

This is an exciting new opportunity to join a growing team, and to help develop The Poppy Factory’s fundraising strategy. The role will require someone who is forward thinking, and able to seek new opportunities as well as develop existing relationships. In return, you will be part of a fun team, who are passionate about their cause, and for who no two days are the same.

**Principal Duties:**

The key duties specific to this role are:

To work with the Senior Philanthropy Manager to manage a co-ordinated Individual Giving strategy to grow income across individual giving streams, including:

* + Donor acquisition, to secure donor numbers and giving values as agreed.
  + Donor retention, to maximise retention of donors and increase their giving as agreed.
  + Legacy giving.
  + Database management and banking administration

This will include:

* Managing and processing all income received from Individual Donors.
* Increasing the amount of income raised through our Poppy Factory tour experience.
* Managing a Regular Giving programme which can be targeted to all individual supporters.
* Take ownership of the donor journey to ensure that all supporters are welcomed, thanked and stewarded effectively.
* Work with the Senior Philanthropy Manager and Marketing and Communications Manager to develop appropriate marketing materials to support the acquisition of donors and increased giving.
* To create and project manage an annual communication plan for donors, ensuring the highest possible standard of supporter care for all individual donors.
* Work alongside the Finance Department to track donations and pledges and to ensure regular gifts are managed and processed.
* Process Gift Aid claims throughout the year to achieve maximum benefits.
* Use Harlequin CRM system for efficient recording of existing, lapsed and potential donors.
* Complete monthly and quarterly reports for Individual Giving based on activity, numbers and budget status.
* Work with the Senior Philanthropy Manager to forecast annual income and expenditure budgets for Individual Giving.
* To work across the Fundraising department and wider organisation promoting good working practice in Individual Giving.
* Ensure that all activities meet the requirements of the Charity Commission, the Fundraising Regulator, the Fundraising Preference Service, the Institute of Fundraising’s code of conduct, the Data Protection Act and GDPR, in accordance with The Poppy Factory’s internal compliance policies
* To contribute to the development of The Poppy Factory’s Fundraising team and function by contributing to meetings and taking on ad hoc projects and fundraising activities as appropriate.

The list of responsibilities outlined is not exhaustive and may change to meet the needs of the organisation.

The post-holder may also be required to carry out such other duties as may be required from time to time which are broadly consistent with the status of the post within the organisation.

**Person Specification**

**Essential Experience, Skills and Capabilities**

* 2-3 years’ experience of managing the Individual Giving income stream, with a good understanding of the relevant fundraising market and trends.
* Experience of introducing new Individual Giving streams, including Regular Giving.
* Excellent IT skills (MS Office), with proven experience of using fundraising or CRM databases.
* Demonstrable experience of recruiting and managing new donors.
* Experience of delivering exceptional donor stewardship programmes
* Demonstrable experience of achieving income against agreed targets.
* Demonstrable experience of manging external suppliers
* Demonstrable and highly developed interpersonal and communication skills both written and verbal.
* Understanding of relevant Data Protection, Gift Aid and VAT legislation
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* Understanding of relevant Data Protection, Gift Aid and VAT legislation.
* Excellent communication skills, written and oral.
* Able to inspire and motivate support and engagement.
* Strong organisational skills with the ability to meet deadlines, plan, prioritise and work under pressure.
* Familiar with Institute of Fundraising Codes of Practice, data protection including GDPR, and the fundraising regulatory environment.
* A good level of educational attainment to A Level standard or equivalent.
* Self-starter, capable of acting on own initiative and highly motivated to meet personal and team targets and objectives.
* Ability and empathy to work effectively with individuals facing challenges arising from disabilities.
* Good team player with a collegiate approach to sharing experience and information.

**Desirable**

* Experience of fundraising in the military sector or social welfare sector.
* Professional fundraising qualification.

**Company Information**

The Poppy Factory is an independent charity which was founded in 1922 with the object of providing paid employment opportunities for disabled ex-Servicemen and women. A factory was established in Richmond to make poppies and other commemorative items to achieve this purpose. The products are sold under special arrangements to The Royal British Legion.

Whilst the charity continues to provide paid employment through its Factory for disabled ex-Servicemen and women, it also facilitates paid and meaningful employment opportunities for wounded, injured and sick (WIS) ex-Servicemen and women throughout England and Wales, via its community based employability service. We can also provide assistance in Northern Ireland.

This is an excellent opportunity to join The Poppy Factory at an exciting period of expansion in its activities supporting veterans. We hope you are inspired to join us in our important and exciting work to create a world in which every workplace values disabled veterans.

**How to apply**

To apply for this position please prepare your CV and a covering letter clearly outlining how you meet the essential criteria in the person specification. You may address your covering letter to **Sian Mexsom, Director of Fundraising**.  
  
Applications will be reviewed on an ongoing basis.  
  
For an informal conversation about the role please contact Charlotte Dymock on 020 8439 2841.

**Benefits, terms and conditions**

The Poppy Factory aims to be a model employer and offers equitable terms & conditions of employment and a range of enhanced benefits, as outlined below:

**Salary:** All our salaries are benchmarked based on the requirements of the job description and comparable roles in the charity sector. Salaries are subject to annual review.

**Hours of Work:** Unless otherwise stated, contracts are normally offered on a full time basis, 37.5 hours a week, Monday to Friday.

**Location:** The Poppy Factory, 20 Petersham Road, Richmond, Surrey TW10 6UR (or home based if applicable).

**Contract:** unless advertisement states otherwise all posts are offered on a permanent contract (subject to completion of a six-month probationary period).

**Pension:** on completion of three months service staff will be auto-enrolled into the Poppy Factory occupational pension scheme offered by Standard Life. Contribution rates on auto-enrolment are 1% employer and 1% employee (via salary sacrifice). Staff may choose to increase their contribution rate to either 2.5% or 5%. The Poppy Factory will contribute double the rate i.e. 5% or 10% respectively.

**Annual Leave:** Full time staff entitlement is 24 days per year with 1 day’s additional leave on completion of 3, 4, 5 and 9 years’ service (i.e. to a maximum of 28 days) plus 1 day in lieu of Armistice Day plus public holidays.

**Reservists Leave:** Staff who are members of the Reserve services are entitled to five days paid leave to support their reservist activities.

**Life Cover:** Life insurance cover of 3x annual salary.

**Employee Assistance Programme**: 24 hour/365 days confidential service offering a wide range of advice and support.

**Family Friendly:** Enhanced parental benefits (subject to meeting statutory requirements).

**My Work/Life Benefits:** Childcare vouchers scheme (via salary sacrifice), cycle to work scheme, and access to our benefits portal offering a wide range of discount vouchers and promotions for high street shopping, restaurants, experiences and days out.

**Equality, Diversity and Inclusion**

We are committed to equality, valuing diversity and promoting inclusion within our workforce, including the volunteers who give their time to us. We work to maintain an environment where the needs and aspirations of all employees are met, irrespective of characteristics protected under the legislative framework of the Equality Act 2010. We expect everyone to understand and accept their personal responsibility to recognise and value differences and the unique contributions that people make to the way we deliver our work.

As an equal opportunities employer our commitment is to take positive measures to recruit people from underrepresented groups, and we actively encourage applicants from diverse backgrounds. As a Disability Confident employer, we offer a guaranteed interview for any job applicant with a disability who meets the essential criteria for the role. Please indicate in your application if you wish to be considered under this scheme. We are also happy to discuss reasonable adjustments to the application or interview process to accommodate disabled candidates.

We are a family friendly employer and happy to discuss flexible working.