

JOB DESCRIPTION & PERSON SPECIFICATION

Job Title: Individual Giving Manager
Reports to: Head of Supporter Engagement
Based at: Downton

Job Purpose	The purpose of the Individual Giving Manager is to increase giving through acquisition and retention of new and existing supporters, ensuring high quality stewardship throughout
Accountabilities	Accountable for the overall management of Help for Heroes Individual Giving (IG) and Cash proposition

Main Responsibilities	<p>Fundraising campaign management</p> <ul style="list-style-type: none"> • Manage the planning and delivery of effective, integrated individual giving & cash appeals; including donor recruitment, conversion, retention and development, that maximises the long-term potential of all supporters, on behalf of Supporter Fundraising • Through data insight and research, develop and implement new packages and products for donor acquisition and engagement, whilst refining and reinvigorating existing offers • Prioritise target audiences, identifying the right offers and products to energise and engage existing supporters and entice new donors • Ensure clear, detailed project plans, timelines and communications around all activity you have responsibility for to ensure effective delivery from all involved • Meet agreed targets <p>Collaborative working</p> <ul style="list-style-type: none"> • Manage day to day relationships with external agencies • Lead multifunctional project groups where required to ensure exceptional delivery and management of products and activities • Work closely with teams across Help for Heroes to develop and deliver engaging supporter journeys, providing expert advice and support where required <p>Financial</p> <ul style="list-style-type: none"> • Proactively manage income and expenditure budget, including monitoring and reporting on a regular basis, working closely with the finance business partners • Monitor plans and targets, analyse data, produce reports and financial forecasts <p>Compliance</p> <ul style="list-style-type: none"> • Updating supporter information systems on a regular basis in line with GDPR legislation to ensure all records are up to date and accurate • Keep up to date with fundraising, legal and financial compliance
------------------------------	--



<p>Essential & Desirable Knowledge, Skills & Experience</p>	<ul style="list-style-type: none"> • Minimum two years' hands on experience of running effective income generation and stewardship campaigns • Hands on experience of both donor acquisition and retention with proven ability to increase supporter donations, engagement and lifetime value • Experience of developing and delivering a range of fundraising products and stewardship activities to warm and cold audiences across online and offline channels • Examples of leading cash and regular giving appeals using direct mail and digital • Demonstrable experience of analysing data and monitoring results and should be evidence driven • Experienced in project management and delivering initiatives to tight deadlines and budgets • Knows how to balance the essential task of raising funds with the provision of a supporter journey that ensures each individual feels important and appreciated, no matter how or why they give • Familiar with GDPR and relevant fundraising and data legislation • Experienced in working with internal teams and agencies to deliver effective fundraising campaigns • Experience in payroll giving, radio and print advertising, door drops and lotteries or raffles (desirable) • Good knowledge of legal and compliance issues in the charity arena (desirable)
<p>Key Competencies & Behaviours</p>	<ul style="list-style-type: none"> • The post holder should demonstrate our team values - Innovative, Collaborative, Authentic, Resourceful, Energetic • Be solution driven • Ability to remain calm under pressure • Displays the highest levels of integrity, confidentiality and commitment • Ability to build strong working relationships with colleagues and external stakeholders • Respond quickly to changing demands • Demonstrate strong skills in prioritisation and time management • Lead and drive work forward with minimal direction • Communicate in a concise and articulate manner • Flexible re. hours of work