

JOB SUMMARY AND PERSON SPECIFICATION

Job Title: Head of Individual Giving

Reports to: Commercial Director

Based at: The job can be remotely based, but will require one day a week at the Head Office in Salisbury

Job Purpose	The Head of Individual Giving will lead Help for Heroes individual programmes, responsible for the development of both existing and new propositions, products, audiences, channels and technology to drive long term loyalty and value.
Accountabilities	<ul style="list-style-type: none"> Responsible for the development of Help for Heroes overall Individual Giving programme. Setting the strategy and leading on the development of existing income streams including regular giving, legacy giving and in memoriam, payroll giving and cash.
Main Responsibilities	<ul style="list-style-type: none"> Growing the active donor base and maximising long term sustainable income from all individual giving income streams. Working collaboratively across the charity to identify new strategic products, opportunities or audiences, such as Lottery and Gaming. Using experience, expertise, analysis and insight to develop a multi-channel direct marketing fundraising programme, effectively targeting specific audiences, and stewarding supporters towards long term positive relationships. Leading a test and learn approach to growth, using supporter insight and motivations to test new products, asks, and channels. Management of the Supporter Care Team, ensuring we run an efficient and effective service that complies with sector regulation and best practice. Management of CRM system and any other internally designed or externally sourced platforms that support individual giving and fundraising. Management of budget, including the development of forecast tools/models and business cases for additional investment and resource. Working across Help for Heroes to develop relationships, processes and opportunities with colleagues which deliver the best outcome for the charity as well the function. Development of robust business plans and complex projections to deliver long term profitable relationships with a broad range of supporters, working across teams as appropriate. Line management, performance manage and coach direct reports to deliver on the agreed strategy, in line with Help for Heroes policies.



	<ul style="list-style-type: none"> • To maintain an up to date knowledge of H4H including an understanding of existing and future Recovery plans and the type of grants made available. • To keep abreast of charity law and fundraising developments across the charity sector by liaising with fundraising staff in other organisations, undertaking training and abiding by the Charities Act and IOF code of fundraising practice. • Ensure relevant stakeholders are kept up to date and fully briefed on all undertaken activities • Undertake any other duties of a compatible nature as may be required from time to time by your line manager
Essential Qualifications and Experience	<ul style="list-style-type: none"> • At least 5 years' experience of both developing and delivering individual giving strategies covering multiple channels, products and audiences, with a proven ability to turn these into detailed plans and activities. This includes IG, RG and Legacies. • Experience of developing effective supporter stewardship programmes. • In depth knowledge and direct experience of working in key areas of Individual Giving, including print, digital, telephone and face to face. • Experience of using a CRM database and other tools to build understanding and insights and to identify opportunities and make strategic decisions. • Experience of working with other internal teams to identify, develop and implement processes that improve efficiency and effectiveness. • Experience of engaging with external agencies, managing them according to internal procurement processes, and ensuring their effectiveness of delivery.
Essential Knowledge, Skills & Understanding	<ul style="list-style-type: none"> • Inquisitive and analytical. Able to assimilate large quantities of complex information and share these simply with a range of audiences. • Strong and driven negotiator, able to use data and insights to influence and persuade colleagues across the charity. • Strong Senior leadership and line management skills. Able to lead and motivate your direct team and work with peers across the charity. • Extensive knowledge of direct marketing principles, including regular giving, cash, legacy, in memoriam and Lottery/Gaming. • Understanding of fundraising platforms such as CRM and online donation portals. • Good working knowledge of Charity Law, Data Protection, Fundraising Code of Practice, Gift Aid and marketing practices that relate to individual giving.
Key Competencies & Behaviours	<ul style="list-style-type: none"> • Confident and polite manner • Ability to build rapport quickly and to understand needs and expectations • Positive, empathetic, patient, polite and friendly manner

- Ability to remain calm under pressure
- Displays the highest levels of integrity, confidentiality and commitment
- Respond quickly to changing demands and demonstrate strong skills in prioritisation and time management
- Work within a range of environments and working cultures, adapting personal style accordingly
- Lead and drive work forward with minimal direction
- Analyse information quickly and communicate in a concise and articulate manner
- Well organised with the ability to prioritise
- Attention to detail in all aspects of work
- Demonstrates an ability to work as part of a team and be a flexible team player
- Demonstrates self-motivation
- Flexible re. hours of work

Model our Values. We are:

- Innovative-Collaborative-Authentic-Resourceful-Energetic