

RNRMC Job Description

Job title		Responsible to
Senior Individual Giving Fundraiser		Development Manager (Individual Giving)
Location	Contract	Date Reviewed
Portsmouth, UK	Permanent – Full Time	08/01/2024

About the Royal Navy & Royal Marines Charity

RNRMC is the Navy’s principal charity which exists to support every sailor, marine and their families, for life. We do this by offering grants to and working with, other organisations to deliver programmes that meet the needs of our beneficiaries. We work hard, engaging with supporters to help raise awareness and funds to deliver the outcomes required for today and tomorrow.

Values

In all your dealings, you will be expected to abide by the values of the charity and act as a role model both internally and externally. The values are:

Beneficiary focused	We will use the best evidence available to achieve maximum impact on the lives and morale of those who serve today, or who have ever served, and their families.
Integrity	We will act with honesty and transparency in all our activities.
Commitment	We will demonstrate the highest ambition and commitment for our cause
Inclusiveness	We will recognise and celebrate diversity in the sector
Teamwork	We will always behave in a way that strengthens the sector

Job Summary

Supported by the Development Manager (Individual Giving) and Individual Giving Fundraiser, the Senior Individual Giving Fundraiser will be directly responsible for the delivery of individual giving activity through engagement of existing donors and recruitment of new supporters to the RNRMC. This includes appeals, regular giving, lottery, raffles, legacy marketing, and in-memory fundraising. You will deliver supporter acquisition activity as well as retention, reactivation, upgrade, and cross-sell.

A key part of your role will be to apply your excellent project management and scheduling skills to work in collaboration with suppliers and key stakeholders to deliver activity on time, within budget and meet targets.

Your role will involve helping to create fundraising propositions and developing/introducing fundraising products whilst also contributing to creating integrated marketing plans and then delivering these to a variety of different audiences by various on/offline methods.

At all times you will create positive working relationships, provide excellent supporter care and stewardship. You will contribute to the gathering of supporter insight to improve our fundraising offerings as well as supporting development of IG fundraising strategy, budgets, and activity plans year to year.

You will be an experienced fundraiser with at least 2 years' experience of meeting and/or exceeding fundraising targets in a similar Individual Giving Fundraising role with demonstrable competence in delivering individual giving activity end-to-end across a variety of different online & offline direct marketing disciplines. You will possess excellent project management skills and have a history of delivering projects on time and within budget. You will work with a high level of attention to detail, be a real team player, proactive and be able to communicate in a clear and friendly way.

As an experienced fundraiser you will be adept in writing briefs (creative, data etc.) and copy/scripts, and reviewing, and feeding back on artwork/creative. You will also write and present results of fundraising activity and make recommendations to improve results in the future as well as suggesting future tests. You will be experienced in using CRM such as Raisers Edge for fundraising purposes and will write data briefs to ensure data selections will provide the best ROI.

The role is mainly office based. RNRMC has a hybrid working policy which offer 40% home-working opportunities.

Responsibilities and Duties

Project Management

- Lead on delivery of IG fundraising activity including scheduling, writing briefs, meeting with suppliers & key stakeholders and working with RNRMC Communications team or external suppliers to deliver creative/activity.
- Support the creation of fundraising propositions.
- Deliver projects on time, to budget whilst meeting targets and objectives.
- Provide feedback to suppliers (internal & external) in a sensitive, accurate and clear way.
- Source case studies, quotes, and images in collaboration with RNRMC Communications Team and Grants Team.
- In collaboration with RNRMC Communications Team support the development of video for fundraising purposes.
- Write integrated marketing plans which will not exceed expenditure budget but will deliver targets.
- Write copy/scripts as needed for online and offline activity.
- Seek approvals from key stakeholders and ensure changes are made without compromising results of fundraising activity. Feedback amends in an accurate and timely fashion to suppliers/Communications Team.
- Ensure supporter experience from activity is to a high standard and that thanking/enquiries are followed up with impact led/appropriate communications.
- Monitor attrition and notify Development Manager (IG) when this is exceeding predicted rates.
- Write and/or present results of activity including recommendations for improved performance and future tests.
- Ensure all activities meet all legal/professional standards requirements including GDPR, Fundraising Standard Board, Gambling Commission etc.
- Ensure content of activity is accurate and reflective of the work of the RNRMC.
- Work with Development Manager (IG), Database Lead and Finance Teams to ensure supporter activity/donations are recorded accurately.

Scheduling

- Be responsible for creating the detailed schedules and monitoring progress against for all IG activity so as an IG team we can remain on target to deliver activity throughout the year.

Stewardship

- Provide excellent supporter care and support/deliver activity to feedback to donors about impact of their gifts. Cross-sell fundraising products to increase lifetime value.

General

- Support creation of IG strategy, budgets, and activity plans.
- Play an active role within the Team, working effectively with colleagues to achieve objectives and support major events/activities when needed.
- Train professional fundraising organisations/staff/volunteers as needed.
- Act in accordance with the Charity's GDPR Policy to ensure data remains confidential and is used appropriately.
- Always follow to brand guidelines as advised by Communications Team.

Other

- Act as a champion, displaying model behaviours and professionalism in company values.
- Rigorously follow organisational Safeguarding, Risk Management and Health and Safety policy and procedures
- Be a brand ambassador for the Royal Navy and Royal Marines Charity and be able to 'sell' and support the charity to external audiences.
- Support the RNRMC in seeking ways to continuously improve.

Team

- Adopt an 'in it together' team attitude, taking personal responsibility for fostering good working relationships amongst colleagues within the department and across the charity.
- Support the department in inducting new staff members and in developing colleagues.
- Support the department in seeking ways to continuously improve.

Self-Development

- Take responsibility for your own professional development, seeking advice from others for career-based matters.
- Fully participate in the annual Professional Development Review process and one to ones as required.
- Attend training sessions as and when required to ensure compliance with Health & Safety, Safeguarding, RNRMC Policies and procedures or other training programmes as directed.

This description is not intended to establish a total definition of the job, only an outline of the duties involved. You will be expected to carry out any other duties commensurate with the level of the post and which may reasonably be required by the Charity.

RNRMC may amend an employee's duties and responsibilities from time to time and may require you to undertake other duties and responsibilities as are necessary to meet the needs of the Charity.

Person Specification			
	How Evaluated	Essential	Desirable
Evaluation Key: APP = Application AR = Application Review SA = Skills Assessment IV = Interview			
Education & Professional Qualifications			
Minimum of 5 GCSE's including Maths and English	APP	✓	
Certificate or Diploma in Fundraising	APP		✓
Experience			
Previous experience in a comparable role with experience in planning and delivering multiple fundraising campaigns	APP	✓	
Strong end to end project management skills with a history of delivering within budgets and timescales	APP	✓	
Experience in the acquisition and retention of donors, keeping them engaged via compelling fundraising communications	APP/SA	✓	
Experience of working with CRM databases such as Raiser's Edge	APP		✓
Knowledge			
Computer literate; proficient in using Microsoft Outlook 365 suite of tools: TEAMS, Word, PowerPoint, Excel	APP	✓	
Knowledge of the charity of military sector	APP		✓
Good working knowledge of GDPR, rules of Gift Aid, PCI Compliance, Fundraising Codes of Conduct, Gambling Commission	APP	✓	
An understanding of different donor types and motivations including regular giving, cash, payroll and legacy	APP	✓	
Skills and Aptitudes			
Understanding and empathy for the Royal Navy, Royal Marines and Charity Sector	APP/AR/IV	✓	
Highly creative with the ability to propose and develop campaign projects	AR/IV	✓	
Ability to analyse campaign results, using insight to optimise future campaigns	IV/SA	✓	
Ability to work collaboratively with multiple internal and external partners to deliver campaigns	AR/IV	✓	
Excellent proof-reading skills with high levels of attention to detail	IV/SA	✓	
Self-motivated with ability to use initiative and make decisions within own area of responsibility	AR/IV	✓	
Ability to prioritise, manage a busy workload and multitask whilst managing to meet deadlines	IV/SA	✓	
Ability to work collaboratively with others and effectively as a team	AR/IV	✓	
Demonstrates good interpersonal skills and the ability to communicate in a professional and persuasive manner	APP/AR/IV/SA	✓	
Demonstrates the ability to work with high levels of confidentiality	IV	✓	
Is flexible and adaptable to the demands of the role	AR/IV	✓	
Works in a methodical and systematic manner	IV/SA	✓	
Ability to work on own initiative and with minimum supervision	IV	✓	
Possess the right to work in the UK	APP	✓	