

## JOB DESCRIPTION

**Job Title** Individual Giving Manager

### **Working Conditions and base**

Full time (37 hours per week)

Working base will be Great George Street Office in Bristol, with the option to work a few days a week from home. Some regional travel will be expected. Occasional evening and weekend work as necessary (TOIL awarded)

**Responsible to** Head of Fundraising

**Team** Fundraising

### **Responsible for**

Individual Giving Officer, Supporter Data Officer and Supporter Care Assistants

### **Overall Purpose of Job**

To continue to grow unrestricted income to support the Trust's work with wildlife through a balance of fundraising, membership and supporter recruitment activities, delivered alongside an excellent supporter experience that builds long-term supporter loyalty.

### **Main Responsibilities**

- Lead individual giving fundraising activities, including segmented seasonal appeals, upgrade campaigns, lead generation, memorial giving, and developing new areas.
- Grow income through membership recruitment activity, developing our digital offer and managing the operational relationship with our face-to-face recruitment company.
- Retain support by delivering a high-quality supporter experience, effective supporter journeys for different segments and cross-channel opportunities to connect with the Trust's work to strengthen supporter loyalty.
- Lead on development and operation of our CRM system for membership and fundraising, ensuring robust processes and data cleansing are in place, running data selections, and completing campaign analysis to provide insight.
- Liaise with Finance to support key business processes including twice-monthly direct debit and gift aid submissions.
- Work across the sector, and within the Wildlife Trust movement to keep abreast of trends in supporter experience and fundraising, making recommendations for suitable, additional activity as capacity allows.
- Lead and develop the Individual Giving team to provide an excellent, continuously-improving service across individual giving, supporter data and supporter care.

## **JOB SPECIFICATION**

### **Management and Supervision**

Manages a small team of staff and volunteers involved in individual giving and supporter care function. Manages operational relationships with our face-to-face membership recruitment company and external agencies involved in delivering a high-quality supporter experience.

### **Accountability and Resources**

Responsible for stewardship and development of the Trust's supporter base and associated operational systems and processes. Plans, monitors, and controls expenditure on individual giving, including membership.

### **Job Impact**

Significant external impact through supporter communications, fundraising campaigns and support for external communications.

Shapes the Trust's supporter development, oversees the use of CRM to support fundraising and data-led decision-making, and ensures compliance with data and fundraising standards.

### **Independence and Judgement**

A high level of independent working is expected with the ability to prioritise and progress key tasks within a busy workload.

### **People and Contacts**

This role requires a good communicator with the ability to connect with people at all levels, inside and outside of the Trust, and handle sensitive issues with discretion.

### **Creativity and Innovation**

This role offers creativity and innovation to develop an inspiring supporter journey and membership/donor experience and support development of the Trust's website and communications.

## PERSON SPECIFICATION

<b>Job Title</b>	Individual Giving Manager
<b>Team</b>	Fundraising

### Essential experience of

- project managing whole cycle from concept to delivery of multiple campaigns through a year, ensuring that the team and colleagues across the charity have clarity of roles and responsibilities in order to meet deadlines;
- successful supporter/membership/customer recruitment and retention tactics across channels;
- planning and implementing a series of multi-channel supporter-facing campaigns including cash appeals; membership promotions; and supporter journeys for different behavioural groups e.g new supporters, to meet schedule and budget;
- employing digital communication to promote action-taking e.g. joining, donating, sharing in a relevant context and the ability to set and track key performance indicators (KPIs);
- CRM database good practice in a relevant context. We use Access Charity CRM, formerly known as ThankQ.
- coordinating print production and fulfilment;
- complying with best practice and charity legislation.
- Strong budget development and management skills to ensure the charity achieves the best value for money through negotiation with suppliers, effective budget creation, tracking and reconciliation of income and expenditure.
- Minimum of 3 years' experience working in a fundraising, membership or direct marketing function.
- Line-management experience gained in a relevant context.
- Managing external suppliers to schedule and budget.

### Desirable experience

- An understanding of how the supporter experience fosters supporter loyalty and contributes to lifetime value.
- Bringing insight and learning to contribute to annual planning cycles and longer-term strategy development.
- Communicating an environmental or wildlife cause.

### Competence, Knowledge & Skills

- Able to set and adhere to annual income and expenditure budgets, including variance reporting and reforecasting.
- Analytic mindset, confident with data and its application in a supporter context
- Fluent in Microsoft Office.
- Organised, efficient and with good attention to detail.
- Professional and confident communicator with people at all levels - face-to-face, by telephone or in writing.

- Pro-active with ability to prioritise a busy workload and deliver tasks and projects to successful completion.

## Personal Qualities

- Collaborative team player.
- Creative, flexible and innovative and demonstrating good problem-solving.
- Ambitious, entrepreneurial and professional.
- Committed to our goal of developing an inclusive and diverse charity where everyone feels supported, valued, and able to be their full selves.
- An interest in wildlife and nature conservation and supportive of the aims of The Wildlife Trusts.

Committed to our values:

- Passion – we behave with belief and passion for the cause, recognising the urgency we face.
- Inspiration – we recognise our role in enabling, empowering, and inspiring all people to take action for nature.
- Innovation – we know that to achieve change we must use our initiative, push boundaries, and challenge ourselves to improve our knowledge and understanding.