

## Job description

**Job title:** Individual Giving Manager

**Team:** Fundraising

**Responsible to:** Head of Development

**Responsible for:** No direct line management responsibility, task management involving colleagues will be required.

**Working base:** Avon Wildlife Trust head office 17 Great George Street, Bristol BS1 5QT with all Avon Wildlife Trust owned or managed sites

### Overall purpose of job

To continue to grow unrestricted income to support the delivery of the Trust's strategy in line with charitable objectives through membership and supporter recruitment initiatives, delivered alongside an excellent supporter experience that builds long-term supporter loyalty and increases member retention.

### Main responsibilities

- Lead individual giving fundraising activities, including segmented seasonal appeals, upgrade campaigns, lead generation, in-memory giving, and developing new areas.
- Retain membership support by delivering a high-quality supporter experience and effective supporter journey, leading a donor-centric approach across the Trust's fundraising activity.
- Maximise income through membership recruitment, supporting our face-to-face membership recruiters and liaising with supporter care officer to ensure members' on-boarding and ongoing experience is high quality.
- Develop our membership recruitment programme, for example through digital channels and through our nature reserves and venues.
- Raise Avon Wildlife Trust's profile through materials and content at our reserves and provide opportunities for donations and memberships.
- Review and develop our gift in wills and in-memory programme.
- Support development of mid-value giving and related stewardship activities including events.
- Manage the Individual Giving budget, reporting on income and expenditure.
- Analyse and report on performance of appeals and other fundraising campaigns, using data to inform future plans and improve results.
- Liaise with Supporter Care colleagues to identify and access data required for reporting, stewarding, supporter journeys, appeal segments, etc. to maximise fundraising opportunities.



- Collaborate with our Communications, Marketing and Campaigns team to develop content and materials for member and supporter stewarding, recruitment and engagement.
- Support development of communications plans, integration of The Wildlife Trusts and Avon Wildlife Trust's campaigns into communications and production of bi-annual members' magazine.
- Build relationships across the sector, and within the Wildlife Trust movement to keep abreast of trends in fundraising, making recommendations for new or adapted fundraising activity and implement as resources allow.
- Support the Head of Development and stand in with other duties as and when required.

## Job specification

### Management and Supervision

- Manages operational relationships with our face-to-face membership recruitment company and external agencies to ensure a high-quality experience for members.

### Accountability and Resources

- Responsible for recruitment and retention of the Trust's members and supporters, overseeing the associated operational systems and processes.
- Plans, monitors, and controls expenditure on individual giving activity, including membership recruitment.

### Job Impact

- Significant organisational impact through ensuring membership and supporter income targets are achieved
- External impact through member and supporter communications, fundraising campaigns and appeals.

### 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

- A strong 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

- Creative thinking to develop new and innovative fundraising approaches to improve recruitment, retention and income from supporters.

### Working conditions

- Generally office based with occasional travel to other Avon Wildlife Trust hubs and sites
- You may be required to work from other AWT hubs and at a range of locations around the West of England area.
- Occasional out of hours support for events.
- Occasional evening and weekend work as necessary (TOIL awarded)
- Optional home working by prior agreement with your line manager
- You will not be required to work outside of the UK.

## Person specification

Please note - we have robust safeguarding procedures in place. This post is subject to a successful enhanced DBS (Disclosure and Barring Service) check if applicable, and we will require two workplace references.

### Essential Experience

- Successful supporter and member recruitment and retention tactics across channels
- Planning and implementing a series of multi-channel campaigns including appeals; membership promotions; and gifts in wills for different target groups
- Writing compelling content to support fundraising activity, such as membership recruitment, appeals, member stewardship and gifts in wills.
- Employing digital communication to promote supporter engagement
- Experience of using a fundraising CRM as a tool for excellent stewardship and supporter journeys
- Setting and tracking key performance indicators (KPIs) to assess the impact of fundraising activity and campaigns
- 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
- Relevant experience of working in a fundraising, membership or direct marketing function
- Managing external suppliers to schedule and budget, such as coordinating print production, supporter mailings, and materials.

### Desirable Experience

- Bringing insight and learning to contribute to annual planning cycles and longer-term strategy development
- Running stewardship and engagement events for supporters and members
- Communicating a conservation, wildlife or nature focussed cause.

### Competence, knowledge and skills

- Able to set and adhere to annual income and expenditure budgets, including variance reporting and reforecasting
- Analytical mindset, confident with data and its application in a supporter context
- Able to utilise capability of Microsoft Office and design tools such as Canva
- Organised, efficient, good attention to detail

- Professional and confident communicator with people at all levels – face-to-face, by telephone and online.
- Strong writing skills, adjusting approach and style for different audiences.
- Pro-active with a can-do attitude with ability to prioritise a busy workload and deliver tasks and projects to successful completion.

## Personal qualities

- Collaborative working style, with ability to take on board and act on feedback
- Creative, flexible, innovative and good at 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:

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