



JOB DESCRIPTION

Role Title: Individual Giving Executive	Rank: 5
Reports to: Individual Giving Manager	Notice Period: 4 weeks
Direct Reports: None	
DBS Check: Enhanced & Barred	
Team and Directorate: Fundraising – Income Generation	
Location: Homebased & Oxford	Date: 9th February 2023
<p>Summary of the Role's Main Purpose:</p> <p>The Individual Giving Executive works with the Individual Giving Manager to deliver our individual giving programme to maximise income from individual donors. You will work on both donor recruitment and retention activities, across several different income streams, including Regular Giving, cash, lottery, and legacies to deliver over £1 million in income annually.</p> <p>You will support the delivery a calendar of fundraising campaigns and activities across digital and traditional channels, including direct mail, telephone, face to face, social media, and email. The position requires someone with a can-do attitude who is both creative and analytical. You will have a passion for excellence in supporter care, and a strong team ethic in working across the Fundraising team and charity.</p>	

MAIN DUTIES AND RESPONSIBILITIES:

- ✓ Work with the Individual Giving Manager to deliver individual giving fundraising campaigns to recruit and retain individual donors across a range of offline and digital channels, including direct mail, face to face, telephone, email, and social media.
- ✓ Support the Individual Giving Manager to manage a range of external suppliers and agencies, e.g. telemarketing and face to face fundraising agencies, to ensure individual giving campaigns and activities are delivered to schedule and budget.
- ✓ Work with the Supporter Services team to put in place appropriate thanking and acknowledgment processes for all individual giving campaigns.
- ✓ Write campaign data briefs for the Data team and spot check data provided.
- ✓ Work with the Marketing team to deliver inspiring creative and content for individual giving campaigns.
- ✓ Draft inspiring fundraising copy for campaigns as needed.
- ✓ Working with the Individual Giving Manager to plan and execute and evaluate supporter journeys and donor stewardship activities to maximise donor retention and lifetime value.
- ✓ Monitor campaign performance and report against target, highlighting any shortfall.
- ✓ Work with the Individual Giving Manager and marketing team to develop our legacy proposition and to deliver legacy marketing campaigns and communications to warm supporters.
- ✓ Contact regular supporters to thank them for their on-going support and ask whether they could increase their giving.
- ✓ Build strong working relationships with colleagues across the charity to ensure the effective delivery of individual giving income streams.



- ✓ Work with the Donor Support Officer and third-party agencies to respond to donors' queries and responses to complaints received due individual giving campaigns.
- ✓ Send out required communications to supporters, including Regular Giver Welcome Packs.
- ✓ Support in the management of our legacy events to generate new legacy supporters. Follow up by telephone with attendees after the event.
- ✓ Monitor campaign expenditure to ensure it remains within budget, including checking, logging, and coding campaign invoices.
- ✓ Keep abreast of UK fundraising trends and best practice, including the regulatory environment.
- ✓ Attend and support on the day delivery of HDH fundraising events as appropriate. TOIL will be given for working weekends and evenings.

Key Technical Skills, Knowledge, Experience and Behaviours:

Essential:

Educated to A level standard or equivalent.

Previous experience in fundraising, marketing, or supporter/customer care.

Good project management skills, with experience in managing projects involving multiple stakeholders and delivering them to budget and schedule.

Analysis skills and the ability to use data and supporter insight to support decision making.

Experience in monitoring budgets.

Excellent oral and written communications skills, including the ability to write concise briefs and inspiring fundraising copy.

Able to proactively plan and manage a varied and busy workload.

Good prioritisation and proof-reading skills, with excellent attention to detail.

Strong team worker and self-motivator who is resilient and be able to maintain a positive attitude.

Able to work independently and use own initiative.

Microsoft Office skills (especially outlook, Excel and Word).

Desirable

IoF, CIM or IDM membership or qualification.

Experience of using a database / CRM system.

Experience in delivering marketing campaigns across a range of channels, including social media, email and direct mail.

Experience of Donorflex.

Knowledge of fundraising legislation and regulations, including GDPR, Fundraising Code of Conduct and Gift Aid.

Experience of using Microsoft teams and Zoom.