

## JOB PROFILE: HEAD OF INDIVIDUAL GIVING (MATERNITY COVER)

Role:	Head of Individual Giving (Maternity Cover)	Date profile last reviewed:	May 2026
Name:		Reports to:	Director Fundraising

### MAIN SUMMARY OF ROLE:

The Head of Individual Giving provides strategic leadership to the Individual Giving team, driving sustainable income growth for the Fund through the development and optimisation of multiple income streams, including regular giving, cash appeals, legacies, and supporter care. The role is responsible for growing supporter engagement and lifetime value, ensuring a high-performing programme that delivers effective long-term supporter relationships and income growth.

### KEY ACCOUNTABILITIES/RESPONSIBILITIES:

- To successfully lead and manage the Legacy Marketing, Direct Marketing, and Supporter Care teams in the delivery of multiple campaigns. Building on the success and learnings to date to deliver in-year targets and building future pipelines of income growth and legacy prospects.
- To develop, implement and monitor supporter led fundraising strategies across a range of products including: regular giving, cash, in memory, Service Day Pay Giving, in memory and legacy along with the Fund's online shop.
- Deliver the five-year Individual Giving strategy and develop annual business plans in line with long term projections.
- To manage, review and report against delivery of financial targets as per the agreed budget, strategy and business plan.
- To realise the potential of the supporter database and increasing net income /LTV/cross selling and continued support and value to other strategies in the Fund. To maximise LTV and net income from the supporter database, using data and insight to drive decision making and investment opportunities for the IG team and other areas of the Fund.
- Maintain contemporary understanding of the Individual Giving fundraising specialisms (Legacy Marketing, Direct Marketing, Service Day's Pay Giving and Digital Fundraising).
- Work as part of the Fundraising Heads leadership team, facilitating broader Fundraising departmental integration and championing cross departmental working.
- Effective management of external supplier relationships including contract negotiation and ongoing relationship management.
- To follow the Fund's performance development and review programme to recruit, develop and manage team members to achieve high performance and motivation.
- To create an environment and team culture of encouraging innovation across all of the team's income streams
- To take responsibility for fundraising and data protection regulation for direct marketing, legacy marketing, in memory, lottery and trading income streams. Ensuring all IG team activities are implementing in line with all relevant legal and best practice requirements.

### COMPETENCIES REQUIRED FOR THE ROLE

<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> <li>• Leading and Supervising</li> <li>• Planning and Organising</li> <li>• Deciding and Initiating Action</li> </ul>	<ul style="list-style-type: none"> <li>• Persuading and Influencing</li> <li>• Relating and Networking</li> <li>• Learning and Researching</li> </ul>

<ul style="list-style-type: none"> <li>Analysing</li> <li>Delivering Results and Meeting Customer Expectations</li> <li>Formulating Strategies and Concepts</li> </ul>	<ul style="list-style-type: none"> <li>Working with People</li> <li>Coping with Pressures and Setbacks</li> </ul>
<b>QUALIFICATION(S), KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED FOR THE ROLE</b>	
<b>Academic or Professional Qualifications (or equivalent):</b>	
<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> <li>Professional experience.</li> </ul>	<ul style="list-style-type: none"> <li>Member of Chartered Institute of Fundraising</li> </ul>
<b>Knowledge/ Experience:</b>	
<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> <li>A demonstrable track record of successfully driving income growth in Individual Giving where targets have been exceeded or met.</li> <li>Highly strategic in thinking and planning</li> <li>Highly experienced in Legacy Marketing or Direct Marketing across multiple media channels</li> <li>Proven ability to develop and motivate a multidisciplinary team</li> <li>Experience of proactive financial management and budgets</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of the RAF</li> <li>Experience of managing online shop (Shopify)</li> </ul>
<b>Skills/Abilities:</b>	
<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> <li>Strong people management and leadership skills</li> <li>Ability to positively influence stakeholders at all levels</li> <li>Strong communication skills both written and oral</li> <li>Creates personal credibility</li> <li>Strong financial acumen with demonstrable ability to interpret, develop and deliver complex income and expenditure projections</li> </ul>	
<b>Other Requirements:</b>	
<ul style="list-style-type: none"> <li>Ability to work outside of office hours and travel country-wide on occasion.</li> <li>To carry out any other duties that is within the scope of the job as requested by the Director of Fundraising.</li> </ul>	

## Signature

I confirm this job profile has been drawn up with my full involvement and accurately reflects the responsibilities of the role.

Postholder's Signature:

NAME:

Line Manager's Signature:

NAME:

Date: