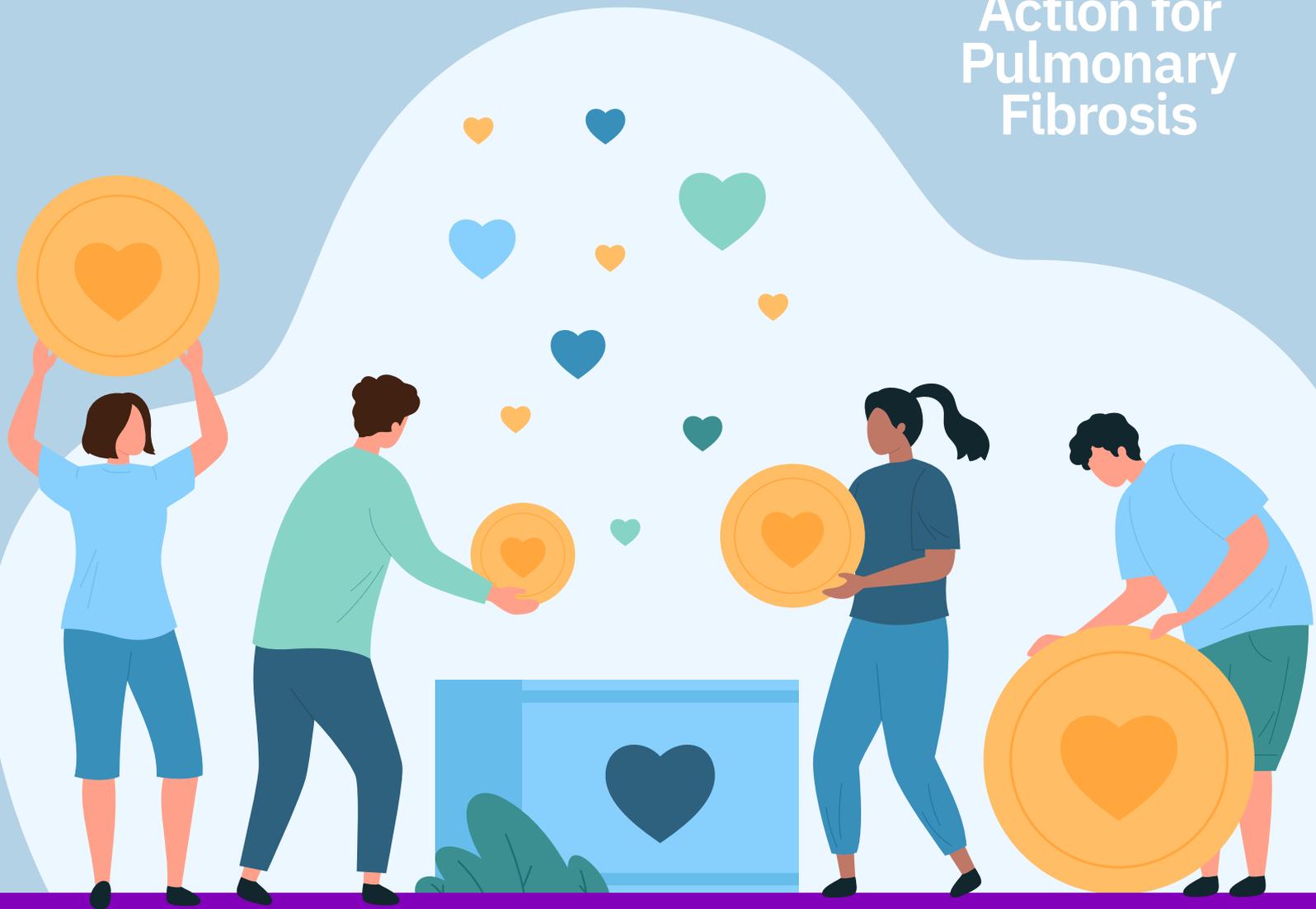




Action for
Pulmonary
Fibrosis



Senior Individual Giving Manager

Charity Commission England & Wales Registered Charity Number: 1152399
Scottish Charity Regulator Number: SC050992

actionpf.org

Job description

| | |
|------------------------|---|
| Job title: | Senior Individual Giving Manager |
| Direct Reports: | None |
| Location: | Hybrid minimum 1 day per week in the Peterborough office |
| Hours: | Full-time, 37.5 hours per week. Typically 9:00 am – 5:00 pm, with flexibility to maintain a good work–life balance. Occasional out-of-hours work may be required, with time off in lieu. Part-time considered, minimum 4 days. |
| Grade: | 4 (£40,000-£45,000) |

About Action for Pulmonary Fibrosis

Action for Pulmonary Fibrosis (APF) is the UK's leading patient charity dedicated to improving the lives of individuals and families affected by pulmonary fibrosis. Our mission is underpinned by values of compassionate, bold, expert and collaborative. We believe in creating a supportive environment in which both our employees and beneficiaries can thrive.

Founded in 2013 by people affected by PF and clinicians, APF has grown into a respected national charity rooted in community and evidence. We provide trusted information and support, help a growing network of support groups, campaign to

improve access to care and invest in research to bring hope of new treatments. APF strives to be an organisation of equity and inclusion, welcoming people from all backgrounds – our team and volunteers aim to reflect the diverse communities we serve.

We have just launched an ambitious five year strategy (2025–2030), co-created with the PF community, which focuses on expanding support, transforming care, and accelerating research. This strategy marks a step change with a clearer focus, stronger delivery model and greater ambition to ensure no one faces pulmonary fibrosis alone.

Role purpose

The Senior Individual Giving Manager is responsible for driving the growth of Action for Pulmonary Fibrosis' individual giving income through data-led acquisition, engaging fundraising campaigns and exceptional donor stewardship.

This role owns the income targets and leads the strategy and execution of individual gifts, regular giving, direct mail appeals (digital and print), in-memory giving and lottery. They will coordinate direct mail campaigns and support the Operations team to deliver meaningful stewardship.

Collaborating with teams across the organisation, the post holder will proactively identify opportunities to introduce fundraising asks within engagement journeys, helping convert new audiences into long-term supporters. They will ensure APF's campaign planning and engagement pathways are designed with inclusion and lived experience at their core, while driving sustainable income growth through acquisition and retention. Combining strategic thinking with storytelling, data insight, careful planning and management of warm stewardship, you'll ensure donors feel valued and inspired to continue supporting APF.



Key responsibilities

1. Individual giving strategy and stewardship

- Lead and grow APF's individual giving programme, helping to build meaningful relationships with our supporters.
- Map out and improve the donor journey from first interaction through to long-term support, increasing acquisition, retention and lifetime value.
- Track and monitor income performance, contributing insight to forecasting and helping shape realistic and ambitious targets.
- Lead on the evaluation and analysis of the Individual Giving programme by monitoring performance against objectives and using sector trends, benchmarking and competitor insights to strengthen our approach.
- Identify and address any barriers in the donor journey to improve conversion and engagement.
- Support the Operations Team to deliver consistently meaningful and timely stewardship to individuals including those giving in memory of loved ones.

2. Direct mail campaign coordination

- Coordinate direct mail appeals and renewal campaigns from planning through to delivery, developing compelling fundraising requests aligned to organisational priorities and connect supporters with APF's impact.
- Develop campaign briefs, segmentation plans and income projections.
- Manage campaign timelines and work with external suppliers where required to ensure activity runs smoothly.
- Monitor response rates, ROI and overall income performance.
- Capture and apply learning from each campaign to continually improve and strengthen future activity.

3. Regular giving programme development

- Lead the development and growth of APF's regular giving programme, including the lottery product, helping to build a strong and sustainable base of monthly supporters.
- Create recruitment, onboarding and retention strategies that welcome and inspire regular donors.
- Develop tailored stewardship journeys that keep monthly supporters connected to the impact of their giving.
- Monitor and track acquisition, attrition and upgrade trends to inform future growth.
- Test and refine propositions to strengthen long-term income and supporter engagement.

4. Data segmentation and insight

- Lead audience segmentation across individual giving activity to ensure supporters receive relevant and meaningful communications.
- Use CRM data and behavioural insight to inform targeting and messaging and campaign planning.
- Produce regular analysis of performance sharing insights and recommendations.
- Champion a culture of testing, learning and continuous improvement across fundraising activity.

5. Acquisition through engagement pathways

- Work collaboratively with colleagues across Services, Involvement and other teams to identify opportunities to introduce appropriate fundraising requests within wider engagement journeys.
- Use a mixture of digital and direct mail acquisition techniques to attract new supporters, increasing both the number of donors and their engagement with APF.
- Support the development of workflows that that define next steps following different types of engagement and shape clear engagement pathways that support conversion from initial engagement through to appropriate fundraising opportunities.
- Ensure lived experience and inclusive practice are reflected in all design and messaging.



Key responsibilities (continued)

6. Supporter care standards and compliance

- Support operational teams to deliver a high standard of supporter care at every stage of the supporter journey.
- Provide guidance on stewardship principles and help navigate more complex supporter relationships.
- Work with the Governance and Operations Manager to ensure all activities complies with GDPR and the Code of Fundraising Practice.
- Use data and engagement insights to identify high-value or high-potential supporters and refer them appropriately.
- Work in collaboration with internal stakeholders to achieve objectives, including attending and contributing to cross organisational meetings.

Person Specification

Essential experience

- Significant experience managing individual giving or direct marketing fundraising programmes.
- Experience developing and growing regular giving programmes.
- Experience in building and developing supporter journeys with evidence of impact such as retention, acquisition or upgraded giving
- Demonstrable success in coordinating multi-channel fundraising campaigns including direct mail appeals
- Strong experience using CRM systems for segmentation and targeting, as well as monitoring performance and ROI
- Demonstrable ability to use data to drive income growth and improve performance.

Essential skills and attributes

- Strategic thinker who is able to translate data and supporter insight into impactful campaign planning and donor journey design.
- Strong commercial mindset, balancing emotional engagement with measurable fundraising outcomes.
- Excellent project and campaign planning skills, able to coordinate complex activity across teams, timelines and channels.
- Confident using data and analytics to gain insight, shape decisions, track performance and recommend improvement.

- Skilled communicator who can build trust, influence stakeholder and bring clarity to planning and delivery.
- Exceptional organiser, able to prioritise, maintain momentum and deliver at pace without losing sight of quality.
- Confident decision-maker with a solutions-first mindset and ability to balance long-term strategy with delivery needs.
- Strong understanding of ethical fundraising practice, regulation, data protection, GDPR and supporter consent.

Desirable

- Experience in a health or research-based charity.
- Experience working with lived experience groups or inclusive co-design approaches.

Commitment to equality, diversity and inclusion

- Demonstrates a proactive commitment to inclusive fundraising that engages diverse audiences.
- Understands barriers to participation and designs supporter journeys with accessibility, relevance and representation in mind.
- Champions equitable practice in campaign design, storytelling and donor experience.



Person Specification (continued)

Commitment to supporter experience and fundraising ethics

- Deep belief that meaningful supporter relationships are the foundation of sustainable income growth.

- Strong understanding of ethical fundraising practice, regulation, data protection, GDPR and supporter consent.
- Champions donor-centric practice while maintaining financial rigour and campaign effectiveness.

Safeguarding and Compliance

APF is committed to safeguarding everyone we work with. This role will complete relevant safeguarding training and uphold all policies.

Diversity and inclusion

At Action for Pulmonary Fibrosis, we are committed to promoting equity and inclusion. Pulmonary fibrosis does not discriminate and neither do we. We believe that our team should reflect the diverse communities we serve.

We warmly welcome applications from all candidates, irrespective of age, disability, race, sex, pregnancy or maternity, gender reassignment, sexual orientation, religion or belief, or marital or civil partnership status.



Terms of appointment

| | |
|------------------------|--|
| Contract: | Permanent |
| Salary band: | Band 4 (£40,000–£45,000) |
| Pension: | Auto-enrolment (APF contributes 3%) |
| Holiday: | 25 days plus 3 discretionary days at Christmas, plus bank holidays (pro rata for part-time). Buy/sell leave scheme available |
| Location: | Hybrid (Peterborough office 1 day per week) |
| Hours: | 37.5 hours full-time (flexible with TOIL), part-time considered (minimum 4 days per week) |
| Other benefits: | Flexible working policies, free gym membership at Peterborough office, life assurance |
| Probation: | You will have an initial six-month probationary period. |
| Notice periods: | Two weeks on both sides during the probation period and extending to three months thereafter. |

How to apply

Please submit a CV and a covering letter (maximum of two pages) to HR@actionpf.org highlighting your skills and suitability to the role, reflecting the key responsibilities in the job description.

First stage interviews to be held virtually on 1st May, second stage interviews to be held at the Peterborough office on 8th May.

