

RECRUITMENT PACK

PERMANENT

FUNDRAISING

# Individual Giving Manager



**ANTHONY  
NOLAN**

Saving lives through stem cells

## We are Anthony Nolan

Every day, we match incredible individuals willing to donate their blood stem cells, bone marrow or cord blood to people with blood cancer and blood disorders who desperately need a lifesaving transplant.

We are pioneers in transforming the lives of those needing stem cell transplants across the globe, and we have always believed new ways to save and improve lives can and must be found.

It all began in 1974. With her three-year-old son Anthony in urgent need of a bone marrow transplant, Shirley Nolan set up the world's first register to match donors with people in desperate need.

Now, we help four people each day find that lifesaving match, conduct world-class research, and provide essential patient information and services to support people before, during and after their transplant or treatment.

It starts with someone being ready and waiting to help. And thanks to the generosity of our donors, the great minds in our labs, and the selflessness of our supporters, it can end with someone's life being saved.

Now, we're building on our 50 years of experience and expertise to keep pushing the boundaries of what we can achieve for our patients. We hope you will join our incredible team as we embark on a journey to unlock new ways to treat every patient.

## Our vision

A future where every patient who needs us can survive and thrive.

## Our purpose

Uniting people and science to unlock the cures, treatments and transplants that will transform the future for more patients.

## Our aims

- Survival: To give every transplant patient the best chance – and quality – of life.
- Equity: To ensure all patients have the best access to, experience of and outcome from, treatment.
- Progress: To explore and embrace new cell therapies and make them available for patients more quickly

## Our commitment to equity, diversity & inclusion

**We celebrate** diversity in all its richness, including ethnicity; race; socioeconomic background and status; gender; disability and exceptionalities; language; religion; culture; sexual orientation; neurodiversity, and geographical area.

**We value** the invisible and visible qualities that make you who you are and cultivate a culture where you feel a real sense of belonging and can bring your full self to work.

**We welcome** you as an individual who brings unique experiences and perspectives that will help us to realise our vision and purpose to unite people and science to unlock the cures, treatments, and transplants for more patients.

**We strive** to embed equity, diversity, and inclusion practices in every aspect of our daily work.

**We are proud** of the progress we have made, but know that meeting our commitment to equity, diversity and inclusion is an ongoing endeavour.

**We respect** the voice, experience and perspective of every member of our diverse community of supporters, partners and patients.

**We commit** to supporting and promoting equity, diversity and inclusion best practice for every member of the Anthony Nolan community.

**Welcome from..**

**Jo Mazur**

**Head of Individual Giving**

**[Jo.Mazur@anthonymolan.org](mailto:Jo.Mazur@anthonymolan.org)**

**Background**

The Individual Giving Manager is a key role within Fundraising Division, raising circa £3.9 million voluntary income. The role manages two Senior Individual Giving Officer direct reports working across supporter acquisition and retention, along with a significant expenditure budget.

In collaboration with the Head of Individual Giving and the team, the Individual Giving Manager will develop and flex an audience-centric and insight-driven integrated Individual Giving plan for the year, designed to attract, retain and develop supporters. The role will ensure that all Individual Giving campaigns deliver to budget and against key short-term and long-term KPIs. It will ensure all fundraising is managed effectively, within the regulatory and contractual requirements, and implementing best practice.

**Key responsibilities**

These include but are not limited to:

- Manage our Individual Giving fundraising, setting and achieving agreed income and expenditure targets to help us to continue our lifesaving work.
- Plan, develop and implement high impact, audience-centric Individual Giving acquisition and retention fundraising campaigns. This includes regular giving, lottery, raffle, cash and emergency appeal propositions, across a range of channels including private sites fundraising, digital, telemarketing and direct mail.
- Manage, support and bring focus and cohesion to a high performing team of two Senior Individual Giving Officers, to deliver impactful, audience-centric and measurable Individual Giving fundraising.
- Identify, plan, develop and implement innovative new audience-centric fundraising and income streams.
- Project manage key high-impact integrated campaigns.
- Ensure that all Individual Giving campaigns are managed efficiently and effectively.
- Track, report and benchmark results and supporter feedback to inform decision making for future activity.
- Lead on building and maintaining sustainable, constructive relationships with



colleagues and key suppliers.

- Collaborate with the wider Individual Giving team to ensure integrated planning with legacy marketing, other fundraising teams, the register team, marketing, along with other colleagues to identify sustainable ways to deliver our current and future Fundraising strategy.
- Promote and implement best practice in integrated fundraising campaigns, contract management and regulatory compliance.

### **Essential attributes**

- Experience of managing large scale, multi-channel, audience-centric and insight-led individual giving campaigns.
- Demonstrable track record of achieving fundraising success through integrated communications to individual supporters.
- A track record of developing and meeting financial targets and generating a positive return on investment.
- Experience of producing financial analysis, including detailed budgets, reforecasts, and long-term return on investment modelling to improve fundraising activity and lifetime value.
- Experience of leading a diverse team, demonstrating a coaching style of line management to achieve agreed goals.
- Excellent written and verbal communication skills.
- Ability to understand and interpret complex information and situations.

## Terms of appointment

**Salary:** £40,000 – £43,000 per annum, dependent on experience

**Contract:** Permanent, full time

**Location:** Hybrid, with head office in Hampstead, NW London

### Benefits:

Financial	Wellbeing & Health	Family Friendly
✓ Enhanced Pension Scheme	✓ 27 days annual leave in addition to normal public holidays	✓ Paid dependents leave
✓ Travel Insurance	✓ 24-hour Employee Assistance Hotline	✓ Enhanced Maternity, Paternity & Adoption pay
✓ Interest free Travel Loan	✓ Medical Cash Plan	✓ Flexible start/finish times (role dependent)
✓ Salary Sacrifice Car Scheme	✓ Cycle to Work scheme	
✓ Life Assurance (4x annual salary)	✓ Gymflex	

And more! (full list of benefits available on website)

## How to apply

Go to [anthonymolan.teamtailor.com/jobs](https://anthonymolan.teamtailor.com/jobs) and click on the relevant job. You will be asked to fill in some details, add a covering letter and upload your CV.

We will be selecting candidates for interview on a rolling basis, so please submit your application as early as possible in advance of the closing date.

We will contact you to let you know if you have been successful in being invited to interview or not.

If you have any queries, please email [recruitment@anthonymolan.org](mailto:recruitment@anthonymolan.org)

Anthony Nolan is committed to equal opportunities and is a living wage accredited employer.



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