



**ANTHONY  
NOLAN**

Saving lives through stem cells

RECRUITMENT PACK

PERMANENT

FULL-TIME

FUNDRAISING

# Senior Individual Giving Officer – Retention



## We are Anthony Nolan

We're here to uncover the answers inside us. Answers for people with blood cancer and blood disorders. Answers that will not only improve lives today but save them tomorrow.

Every day, we match incredible individuals willing to donate their stem cells to people who desperately need a lifesaving transplant.

It all began in 1974 when Shirley Nolan's three-year-old son Anthony was in urgent need of a bone marrow transplant. She set up the world's first register to match donors with people in desperate need and with it, our charity. Today we are pioneers in transforming the lives of those needing stem cell transplants across the globe and we currently give four people a day another chance to live.

But we're not stopping there. We have always believed new ways to save and improve lives can, and must, be found.

Driven by patients, backed by stem cell donors, and powered by science, we won't stop until everyone who needs a transplant can find their lifesaving match and every patient who needs us can not only survive, but thrive.

As we build 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..

**Ivonne Rueda**  
**Individual Giving Manager**  
[ivonne.rueda@anthonymolan.org](mailto:ivonne.rueda@anthonymolan.org)

## Background

The Senior Individual Giving Officer, Retention is a key role within the Fundraising Division. Its aim is to optimise the loyalty of our 30,000 individual giving supporters to help meet our annual fundraising targets and allow us to continue our lifesaving work.

Working collaboratively with the Individual Giving Manager and the team, this role will create and deliver supporter-centric and insight-driven retention campaigns. You will develop and assess a range of supporter journeys and asks to best retain supporters across regular giving, raffle, lottery, cash and legacy – through digital, telemarketing and direct mail channels.

This is an exciting opportunity to help shape and grow our supporter retention and engagement programme within an agreed annual budget and calendar of communications. You will be an experienced direct marketing and digital project manager and a collaborative team player with strong numerical and analytical skills.

## Key responsibilities

These include but are not limited to:

- Plan, develop and implement multi-channel audience-centric and insight-led direct marketing and digital retention campaigns and supporter journeys, to retain and maximise financial income and engagement from existing supporters
- Shape and grow the supporter retention and cross sell programme, identify new Anthony Nolan audiences and develop and test new ideas, creative and channels
- Excel in campaign project management and be accountable for operating against agreed schedules, expenditure and processes
- Forecast, track, analyse and report on results throughout and at the end of campaigns, whilst monitoring supporter feedback
- Implement best practice in fundraising campaign management, complying with brand guidelines and all relevant fundraising regulations

## Essential attributes

- A detailed understanding of supporter engagement for mass audiences across a range of channels including digital, direct mail and telemarketing

- Efficient and effective project and budget management
- Excellent organisational skills and attention to detail
- Experience of delivering campaigns to agreed income and expenditure targets
- Experience of producing financial analysis, including budgets and reforecasts
- Experience of test and learn within delivery of campaigns
- Excellent written and verbal communication skills and confident use of data, Excel and MS Office

**You will do the role by:**

- Acting as the voice of the supporter to place them at the heart of our engagement
- Working collaboratively with internal and external stakeholders and participating in cross-team and audience-centric projects
- Being able to work to strict timeframes and manage conflicting priorities within campaign deadlines
- Seeking opportunities to personally and professionally learn, grow, and develop
- Engaging with Anthony Nolan's policies and procedures
- Living the Anthony Nolan values

## Terms of appointment

**Salary:** £33,000-£36,000 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 (plus bank holidays)	✓ Paid dependents leave
✓ Travel Insurance & Loan	✓ 24-hour Employee Assistance Hotline	✓ Enhanced Maternity, Paternity & Adoption pay
✓ Salary Sacrifice Car Scheme	✓ Medical Cash Plan	✓ Flexible start/finish times (role dependent)
✓ Life Assurance (4x annual salary)	✓ Cycle to Work scheme	
✓ 1000s of discounts!	✓ Gymflex	

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

## How to apply

Go to [anthohnolan.teamtailor.com/jobs](https://anthohnolan.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@anthohnolan.org](mailto:recruitment@anthohnolan.org)

Anthony Nolan is a [Disability Confident Committed](#) and [Living Wage](#) accredited employer.