

Individual Giving Executive

Working hours: 35 Hours per week

Salary: £35,863 - £39,163

Team: Public Fundraising, Individual Giving and Legacies

Line Managed By: Individual Giving Manager

Contract: Full time, 12-month fixed term contract, with the potential to extend or become permanent

Location: Fox Court, 14 Gray's Inn Road, London. Hybrid working with requirement for attending away-days and ad-hoc meetings in person as requested by your line manager and the organisation.

Job Description

Ready to build the campaigns that bring thousands of new supporters to the fight against prostate cancer?

At Prostate Cancer Research, we're making huge strides. Our supporter base has quadrupled in the last two years, our campaigns are making national headlines, and we have just secured board approval for a significant new investment in individual giving.

We are looking for an ambitious Individual Giving Executive to take real ownership of campaign delivery, running acquisition activity from brief to results, and building the supporter journeys that turn a first gift into a lasting relationship.

This is a hands-on delivery role with genuine scope to grow. You will not be waiting for permission to test something. We're looking for someone who wants to own campaigns, learn fast from what the data tells them, and see the direct line between their work and better outcomes for patients.

Your Mission:

- Take end-to-end ownership of individual giving acquisition campaigns across paid social, paid search, email and offline appeals.
- Design and build the welcome, impact and upgrade journeys that new regular givers experience in their first year, and beyond.
- Develop and deliver the activity that turns campaigners, petition signers and event participants into committed supporters.

Why Join Us?

- This is a new, investment-funded role for impact, with a clear remit and visible results from day one.
- We are committed to your professional development within a supportive team. You will start with a clear focus, and as you grow there will be scope to broaden into other areas of IG and shape your own specialism.
- We value our people. Enjoy flexible working, private BUPA healthcare, a competitive pension, thank you staff bonus, and more.

If you're a fundraiser who thrives on delivery, wants ownership of your own campaigns, and wants to fight prostate cancer, we encourage you to apply.

Key Responsibilities

The responsibilities below reflect where the role will focus in its first year. Individual Giving is a growing team working to Agile principles, so priorities will develop over time. We would expect the postholder to support colleagues across Public Fundraising as needs change, and to shape their own areas of specialism as they grow in the role.

Campaign Delivery and Acquisition

- Take end-to-end ownership of assigned individual giving acquisition campaigns, from brief and creative development through to build, launch, optimisation and evaluation.
- Deliver lead generation activity across paid social, paid search and email, working with our digital consultants and agency partners on execution.
- Support the delivery of integrated campaigns where conversion takes place by telephone or mail, briefing our telemarketing partner, managing lead flow, and monitoring lead quality and volume.
- Deliver cash appeals across email, direct mail and digital, taking a named lead role on agreed appeals within the annual cycle.
- Test and optimise creative, audiences, landing pages and asks, maintaining a clear test log and sharing what we learn across the team.
- Monitor campaign performance against CPL, CPA, response rate and ROI targets, reporting on results and flagging where reallocating budget would improve returns.
- Contribute to the testing and rollout of new fundraising propositions as they emerge from our proposition development work.
- Track campaign spends against budget, raise purchase orders, and support reforecasting.

Supporter Journeys, Retention and Upgrade

- Design, build and implement the welcome journey for new regular givers, covering the welcome pack, thank-you contact and automated email sequence.
- Plan and deliver structured upgrade activity and other asks to regular giving and cash supporters, working with agency partners where telephone delivery is used.
- Contribute to reducing first-year attrition and increasing average gift value against agreed targets, reporting on retention by cohort and upgrade take-up and taking learnings forward.

- Work closely with the Team so that journeys are practical to deliver, with reactive supporter contact and fulfilment considered.

Cross-Sell and Collaboration

- Develop and deliver cross-sell activity that introduces supporters from one part of our fundraising to another, for example inviting campaigners, petition signers, community fundraisers and event participants to give regularly.
- Support legacy and in-memory promotion by embedding appropriate messaging within acquisition and supporter journey communications.
- Work with Agile principles in mind, planning and delivering collaboratively.
- Provide cover and support for colleagues across Public Fundraising during periods of peak activity, absence or change, and deputise for the Individual Giving Manager where required.

Data, Compliance and Ways of Working

- Maintain accurate campaign and supporter records within our CRM system (Access CRM), and brief data selections and segmentation accurately.
- Hold a good working knowledge of key aspects of data protection law including GDPR and PECR, as well as the Fundraising Code of Practice.

Skills and Competencies

Our ideal candidate would have the following:

- Demonstrable experience delivering direct marketing or individual giving campaigns end to end, within a charity, agency or comparable commercial environment.
- Hands-on experience setting up and managing campaigns in Meta Business Suite and/or Google paid advertising, and in email marketing platforms such as Mailchimp.
- Experience planning, building or contributing to supporter journeys, welcome programmes or automated email sequences.
- Comfortable working with campaign data and reporting against metrics such as CPL, CPA, response rate and ROI using tools such as Google Analytics 4 (GA4), and within Excel, and using results to make decisions.
- Strong written communication, with the ability to write and brief compelling fundraising copy that motivates and inspires.
- Experience briefing and working alongside agencies, consultants or external suppliers to deliver activity to deadlines.
- Ability to manage multiple concurrent campaigns and priorities in a busy environment, with excellent attention to detail.
- A collaborative and innovative mindset with a desire to test, learn, and work cross-functionally.
- Comfortable in a changing environment where priorities shift, and willing to take on new areas as the team's needs and your own development require.
- A strong belief in the work we do at PCR, and a demonstrable desire to improve outcomes for patients through our work in fundraising.

Desirable:

- Experience of regular giving retention, upgrade or reactivation activity.
- Experience of telemarketing or direct mail campaigns, including briefing agencies and managing data selections.
- Experience working with a CRM system, particularly Access CRM, and with donation platforms such as Fundraise Up.
- Knowledge of WordPress website optimisation and landing page build, or a strong desire to learn.
- Experience working within Agile project management frameworks.
- Ability to utilise and integrate AI tools and workflows such as Microsoft Copilot including agents to improve effectiveness, efficiency and outcomes where appropriate.

How To Apply

Please apply by submitting your CV and a short supporting statement (maximum 300 words) outlining why you would like the role and why you think you'd be a good fit, giving examples of previous experience.

There will be a two-stage interview process. The first interview will be online via Teams, and the second will be an in-person interview at our office in London. There may be a test and a question to prepare for in advance of either interview stage should your application be taken forward. The deadline for applications is Friday 18th September 2026 with first round interviews scheduled to take place w/c 28th September 2026.

For more information about the role, please contact careers@pcr.org.uk

For more information about our organization and what we do, visit the Prostate Cancer Research website: [Home - Prostate Cancer Research](#)

The Prostate Progress webpage: [Prostate Progress - Prostate Cancer Research](#)

And the PCR online patient resource, The Infopool: [Home | Infopool](#)

PCR is an equal opportunity employer committed to diversity and inclusion. We welcome applications from all qualified individuals regardless of their race, gender, disability, religion/belief, sexual orientation, or age.