



Head of Individual Giving Job Description Candidate Information Pack

Working hours: 35 hours per week.

Salary: £53,000

Team: Public Fundraising

Location: Hybrid with time in the office required on an ad-hoc basis. Office is in Holborn, London.

Contract: Full time, permanent.

Job Summary

We are looking to recruit a Head of Individual Giving to oversee our individual donor, legacy and in memory income streams, currently raising approximately £800k per annum. This is a newly created role that will inject energy into our strategy, lead on its implementation and set the foundations for future growth. You will be someone with a great understanding and experience of individual giving and be keen to explore new audiences and innovative approaches to this way of giving. We are looking for someone who shows great leadership skills and the ability to collaborate across teams to maximise opportunities and achieve our organisation goals.

We believe there is huge potential for IG at Prostate Cancer Research. That's why we're currently undertaking a strategic review (working closely with an IG specialist) to give the successful candidate the insight and tools to build the IG programme. You'll get the freedom to apply this learning and develop a strategy for people, products and campaigns to grow income. Only apply if you're excited at the opportunity to grow a successful programme!

This role will be line managed by the Director of Public Fundraising.

Key Responsibilities

Strategy, budgeting and reporting

- Develop and implement the Individual Giving Strategy in line with the wider Public Fundraising and PCR goals.
- Create a programme of work that encourages innovation through testing, learning and future proofing the income stream.
- Always have an eye on new opportunities and developments to inject new ideas into the strategy.
- Set and manage the annual income and expenditure targets, to achieve growth across income streams including Individual Donors, In Memory and Legacies.
- Ensure regular monitoring of performance across all activities and make necessary adjustments to maximise net income opportunities.
- Provide quarterly reviews of performance against income targets and the strategy.

Fundraising

- Ensure all activities have clear project plans, goals, KPIs and measurements in place.
- Drive the acquisition, retention, and growth of individual supporters, ensuring all fundraising and lead generation activities are carried out efficiently and effectively.
- Increase the number of committed donors and pledgers through online and offline channels.
- Lead on all individual donor, in-memory and legacy fundraising initiatives, using a multi-channelled approach, ensuring a good ROI and supporter experience.

Stewardship

- Maintain a good level of understanding of our supporters in order to create and implement stewardship, appeals and activities that motivate and inspire them.
- Work with the team to ensure all supporters are thanked, updated in an appropriate and timely manner.
- Ensure supporter journeys are segmented and personalised where possible.
- Work with the wider PCR team to maximise opportunities for fundraising and patient impact.
- Develop engaging supporter materials that showcase the impact of their support.

Collaboration and development

- Attend and contribute to team and office meetings, sharing new ideas and outcomes, learnings and things that might be useful for the wider team.
- Identify key stakeholders for Individual Giving within the organisation and collaborate internally to meet IG & PCR goals.
- Represent the charity externally, promoting its work and building long-term relationships with stakeholders and supporters.
- Build strong relationships with external partners, agencies, and suppliers as needed to support the delivery of the individual giving strategy and plan.
- Seek to improve team structures and processes for efficient ways of working.
- Be pro-active in self-development and openness to learning.

Line management

- Lead, manage and motivate the Individual Giving Assistant and any new team members for best performance.
- Provide clarity and direction regarding activities and organisational priorities.
- Ensure that the team are motivated and supported in the delivery of their respective objectives.
- Work with the team to create collaborative opportunities with other teams in the organisation.
- Collect feedback and do twice yearly appraisals with members of the team.
- Actively talk to team about well-being and put measures in place to improve well-being where possible.

Database and Compliance

- Ensure thorough application and understanding of the Access CRM database.
- Use Access CRM as an informed reporting tool.
- Work with the team internally to ensure effective use of the database.
- Attend relevant access webinars to improve knowledge of the database.
- Ensure everything done is in line with GDPR requirements and PCR policies.

Skills and Competencies

Our ideal candidate would have the following:

- A track record of success in individual giving fundraising, with experience in executing both acquisition, retention and growth strategies.
- The ability to see opportunities and drive progress in order to shape a successful individual giving programme.
- The ability to work collaboratively internally and externally to achieve strategic goals.
- Experience of achieving significant income growth through Individual Donations, In Memory and Legacy income streams.
- Comprehensive understanding of individual giving best practices, trends, and regulatory requirements.

- The ability to motivate and inspire a range of audiences and stakeholders through relationship building and storytelling.
- The ability to monitor and manage income and expenditure targets.
- Excellent leadership, management, and team development skills.
- A strong belief in the work we do at PCR.

How to Apply

Please apply by submitting a copy of your Curriculum Vitae (CV) and a covering letter highlighting your suitability for the position and why you are interested, by clicking on this [link](#).

For any queries please contact Suzie Groves at suzie@aawpartnership.com

Closing date: 9.00am Monday 29th April.

Interview dates: First virtual interviews will take place in the week commencing 6th May. For those progressing further, second in-person interviews will take place in London in the week commencing 13th May.

Please note we will be assessing applications as soon as they come in, so please apply early.