

BREATH IS LIFE

**Head of Supporter Giving +
Legacies**

January 2024

**ASTHMA+
LUNG UK**

At Asthma + Lung UK, we're fighting for a world where everyone has healthy lungs.

Where lung health is prioritised through better understanding, research, treatment and support. Our mission is to be the driving force behind the transformation of lung health. We do this by changing perceptions of lung health and campaigning for its prioritisation. We push forward research and the development of new treatments and best practice. We support those affected with information, advice and practical help. And we mobilise and connect people to drive real change.

Our values

1

We have courage

We are always tenacious, making things happen, and finding ways to remove the barriers to success. When things are difficult, we keep pushing. Sometimes we fail. But we get back up, and we try again, always learning from our mistakes.

2

We always push for better

We always look for better ways to do things – whether it's the support we give beneficiaries, the information we share, or the processes we use. We encourage innovation and new ideas. We celebrate great work and we challenge things that are not right.

3

We empower our people to be their best

We help our beneficiaries to be their best and to live their best lives. We support each other to be our best and to do our best work. We value diversity and different perspectives and are always true to ourselves and fair to others.

4

We work as one

We work as one team, sharing a common attitude with our colleagues and supporters. We collaborate closely with each other and with our partners. We hold each other to account, and we support each other to deliver the very best for beneficiaries.

5

We listen and understand

We listen to people affected by lung conditions to understand how they feel and what they really need. We listen to other experts to continually add to our knowledge. We take the time to see things from other people's perspective.

Head of Supporter Giving + Legacies

The Head of Supporter Giving + Legacies is responsible for driving growth across all areas of Supporter Giving + Legacies by providing outstanding team leadership and driving programme innovation. You'll be responsible for all supporter giving income streams including regular giving, direct response, in memory, online shop and payroll giving as well as our Legacy income stream.

Your remit is to lead, develop and deliver the Supporter Giving + Legacies strategy, translating this into robust annual delivery plans, budgets and KPIs with a goal of maximising net income and sustaining long-term supporter relationships for maximum lifetime value.

You will be an active member of the Fundraising + Engagement Leadership Team and wider organisation Leadership Team ensuring that the approach to Supporter Giving + Legacies is fully integrated across the organisation, and take joint-responsibility of the overall Fundraising budget.

Team structure

You will report to the Deputy Director of Fundraising and you will line manage the Supporter Giving + Legacies team.

What you'll be doing

1. Develop and implement the Supporter Giving + Legacies strategy to grow net income through the recruitment, retention and reactivation of supporters, optimising their lifetime value and delivering the best possible supporter experience.
2. Ensure the portfolio of Supporter giving + Legacy fundraising products and programmes perform at a high level. By identifying new opportunities and developing plans to refresh and/or relaunch those with potential for growth.
3. Develop robust testing and optimisation plans for the Acquisition and Retention programmes ensuring a continuous cycle of improvement. Ensure all activities and decisions are driven by insight.
4. Develop robust and realistic Supporter Giving + Legacy budgets and be responsible for meeting these financial and non-financial targets as agreed with the Deputy Director of Fundraising.
5. Report against income and expenditure budgets and reforecasting these regularly throughout the year. Taking proactive action to address any areas of underperformance.
6. Develop, implement and evaluate KPIs for the Supporter Giving + Legacies programme to ensure maximum efficiency and effectiveness of the team. Ensuring all supporter giving + legacy campaigns have effective reporting and KPI's in place, using internal and external benchmarks.
7. Lead, manage and maintain a high performing team attracting, developing and retaining the best talent. Promoting a positive, ambitious and collaborative team culture.
8. Work closely with Digital Engagement and Supporter Care colleagues to develop supporter centric journeys that optimise income opportunities and ensure every supporter feels valued, appreciated, and informed.
9. Ensure effective oversight and governance of all supporter giving + legacies activities, enabling and encouraging best practice. This includes compliance with all relevant legislation and regulation, particularly in relation to changes in Fundraising Code of Practice and the handling of personal data.
10. Other duties as requested by the line manager.

What skills you'll have

- Highly motivated and target orientated.
- Creative and innovative, with an ability to identify and secure income generation opportunities.

- Proven ability to identify and develop strategic opportunities, working internally and externally to implement these.
- Excellent networking and relationship building skills and ability to build excellent, mutually beneficial relationships with key internal and external contacts.
- Outstanding organisational skills and the ability to juggle multiple projects, prioritise own workload and meet deadlines.
- Strong data driven marketing skills with the ability to guide and deliver successful marketing campaigns through multiple channels including digital for a wide variety of products.
- Strong and effective leadership skills of both individual teams and within the broader organisation, able to present ideas clearly and gain support.

What you'll be experienced in

- Extensive charity Supporter Giving + Legacy experience across a wide range of donor acquisition, retention and development channels.
- Developing and delivering successful fundraising strategies to meet or exceed ambitious financial targets.
- Supporter focus with experience of implementing growth audience planning and supporter journeys to achieve results.
- Setting and reporting to effective KPI's, using these to make changes and drive programmes forward. Able to work effectively with data to achieve results.
- Management of multimillion income and expenditure budgets.

This role

This is a full-time role, Monday-Friday, 35 hours per week.

It will be offered as a permanent contract and annual salary: £52,000 to £55,000 per annum.

- Occasional travel may be required as we have staff based across the UK.
- Occasional overnight stays away from home.
- Occasional attendance at meetings and events during evenings and weekends.

At A+LUK we trust our people to work in the best location for the task. Sometimes that's the office, sometimes it's at home. Face-to-face working is an important part of our culture, and we use our office in Aldgate E1 as the main place where that happens. This role is contractually based in the Aldgate office and you'll need to be able to attend this office a minimum of two days a week. We think that amount of face-to-face working is the right balance to support our vision of a world where everyone has healthy lungs.

How you act

Determined

Determined to keep going to achieve our mission, tenacious, finding ways to remove the barriers to success and doing all you can to help the people who need us.

Courageous to try new things

Risking failure, and trying again - Looking for better ways to do things, ambitious and innovative. Willing to sometimes fail, but get back up again, try again and learn from your mistakes

Using insight effectively

Evidence-led, actively seeking data to inform decisions, listening to experts and those affected by lung conditions.

Pushing the boundaries

Curious and inquisitive, not just doing things because that's how they've always been done. Challenging blockers and encouraging others to do the same.

Making things happen

Getting things done, driven by a passion to serve the people who need us. Influencing and collaborating with others, setting realistic goals, delivering what you commit to and holding each other to account.

Staying focused

Focused on our vision, keeping people with lung conditions at the heart of everything we do. Believing our time has come and seizing the moment.

Working collaboratively

Believing you can achieve more by working together and supporting each other. Seeking opportunities to partner with others, internally and externally.

Bringing our true and best selves

Understanding that we're all different, that makes us a great team. Looking after ourselves and each other to ensure we can be at our best.

We offer

Our benefits include:

- 30 days holiday per year, plus public holidays
- Health cash plan cover
- Employee Assistance Programme advice and support scheme
- 4 times salary life assurance
- 5.5% employer pension contributions
- Bike to work scheme
- Flexible working – we believe that it's important for us to work flexibly so we're supportive of working from home and in the office

Our selection process

If you like the sound of this role, please apply!

If we think we'll be a good fit for one another, we'll get in touch to arrange an interview, which will either be over the phone, via Microsoft Teams, or in person. During the interview we'll talk to you about the role, why we enjoy working here and find out more about you. We'll let you know as soon as we've made a decision on whether we'd like to take things further with you.

If you have any questions, you're always
welcome to reach out to our People team:
recruitment@asthmaandlung.org.uk



**ASTHMA+
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Asthma + Lung UK
18 Mansell Street
London E18AA

0300 222 5800
info@asthmaandlung.org.uk
AsthmaAndLung.org.uk



Asthma and Lung UK is a charitable company limited by guarantee with company registration number 0 18636 14, with registered charity number 326730 in England and Wales, SC0384 15 in Scotland, and 1177 in the Isle of Man.