

Individual Giving Fundraiser

Role Description

Division:	Fundraising & Marketing
Department:	Fundraising & Marketing
Location:	Scotland based, with a blend of office (Edinburgh), home working and some travel across Scotland.
Geographical focus:	Scotland-wide
Contractual status:	Permanent
Hours:	28-35 hours per week, flexible working patterns available
Line Manager:	Individual Giving, Legacies and Brand Manager
Direct Reports:	None
Salary:	£30,458 - £33,040 pa pro rata, depending on experience (£24,366.40 - £26,432 pa actual based on 28 hours per week)

Job Purpose

Our mission is to inspire, involve and empower older people in Scotland, and influence others so that people can enjoy better later lives. To help us achieve that, our Individual Giving fundraiser will aim to acquire new donors and maximise income from existing donors.

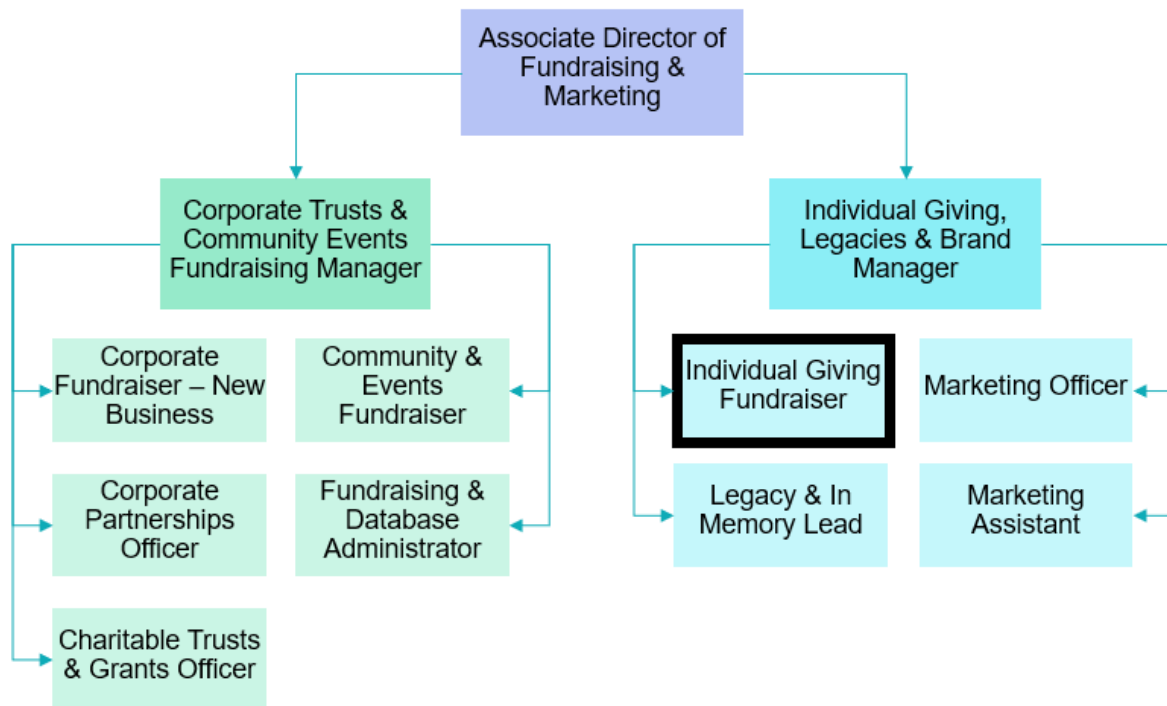
As an Individual Giving Fundraiser you will plan, develop and implement a programme of individual giving campaigns to acquire new one-off cash and regular donors, secure repeat donations from our warm database and upgrade donors to maximise and grow our individual giving income.

You will analyse and monitor performance of campaigns and make tactical and strategic recommendations to enhance results using the full marketing mix. You will lead on developing donor journeys for our existing and new supporters ensuring donors feel valued and understand the impact their donations make.

Living our values, you will approach the role with integrity, while involving, inspiring and empowering our teams, so that together we can create better outcomes for older people in Scotland.

Organisational Chart

Individual Giving Fundraiser



What you'll do

Individual Giving

- Using a storytelling technique develop and deliver all aspects of direct marketing appeals ensuring effective and emotive copywriting and by working collaboratively with colleagues and external suppliers to deliver within budget and meet income targets.
- Co-ordinate all aspects of Age Scotland's donor acquisition programme to develop and build our individual donor base using traditional and digital channels.
- Lead the creation and implementation of donor journeys to recruit, retain, upgrade and re-activate donors. Review and make recommendations where appropriate.
- Explore, develop and test new ways of recruiting new donors and generating income.
- Lead the creation of a strategy to re-activate lapsed donors.
- Develop and implement plans to recruits payroll giving donors.
- Work with colleagues throughout the organisation to identify, engage and cross-sell individual giving opportunities to key stakeholder groups.
- Evaluate all campaigns and prepare reports and recommendations for the development of individual giving based on data and insight.
- Provide expertise and guidance on all matters relating to Gift Aid, including maximising income, and work closely with the fundraising and database administrator to ensure gift aid declarations are processed timely and accurately.
- Project and forecast income.
- Support the development of a mid-high level donor strategy.

Fundraising administration and processes

Individual Giving Fundraiser

- Work closely with the Fundraising & Marketing Assistant to warmly thank donors for their support and ensure an exceptional level of donor care.
- Capture monthly income from the different individual giving income streams on the fundraising database.
- Lead on tracking individual giving income to meet targets and ensuring costs are within budget.
- Project and forecast income and contribute to annual operating plan.
- Ensure the website is up to date with individual giving fundraising activity.
- Ensure all individual giving activity is run in compliance with the Chartered Institute of Fundraising codes of practice.
- Maintain accurate and up to date records and accept responsibility for the safe and secure handling and storage of confidential information, and in accordance with GDPR and Age Scotland's own data protection policies.
- Work with the fundraising and database administrator to ensure gift aid claims are processed accurately and timely.

Other Duties

- When required, support in taking donations or setting up regular donations over the phone.
- During peak campaign periods support in the processing of donations.
- Attend, present and participate in events and meetings, as appropriate, to represent and promote Age Scotland's interests.
- Work collaboratively with colleagues to ensure that each income stream feeds into and supports others so that funds are maximised.
- Ensure that all activities are carried out in accordance with relevant legal and regulatory conditions.

What you'll bring

Experience:

- Minimum 2 years' experience within a similar role.
- Demonstrable experience of delivering direct marketing appeals and a proven track record of securing income using the full marketing mix.
- Experience of managing individual relationships.
- Experience of developing existing income streams and new successful fundraising initiatives.
- Experience of ensuring activities and fundraising materials are aligned with brand and tone of voice.
- Experience of working in a target driven environment and of meeting or exceeding targets.
- Proven experience of copywriting and storytelling to create engaging content.
- Experience in project management, reporting and analysing results (desirable).
- Experience of using website content management systems (desirable).
- Experience of monitoring budgets (desirable).
- Experience of using Raiser's Edge or similar CRM (desirable).
- Experience of monitoring budgets (desirable).

Individual Giving Fundraiser

Qualifications:

- Member of the Institute of Fundraising (desirable).

Knowledge, Skills & Qualities:

- Knowledge of Gift Aid, GDPR and fundraising best practice.
- Excellent communication skills – both written and oral – and the ability to communicate to a variety of audiences and write concise and engaging copy.
- Ability to work on own initiative but to also work closely with colleagues and managers across a variety of functions to achieve objectives.
- Strong people skills with the ability to develop and cultivate relationships.
- Excellent interpersonal, listening, communications, presentation and networking skills including the ability to make a compelling case for support.
- Ability to win people over and convey ideas succinctly and persuasively.
- Good organisational skills, ability to work flexibly, prioritise workloads, manage competing demands and work under pressure and to tight deadlines.
- Team approach and ability to work collaboratively with colleagues to ensure that each income stream feeds into and supports others so that funds are maximised.
- Competent user of Microsoft Office applications, including Excel, Word, Outlook and Teams.
- Knowledge of current fundraising trends and social and political issues particularly in relation to Scotland's older people (desirable).
- Ability or knowledge of storytelling techniques in fundraising (desirable).
- Confidence in public speaking and to a range of audiences (desirable).

Additional requirements

- Desire to seek out professional development opportunities and to shadow other fundraisers to learn and grow.
- The role requires occasional travel in Scotland and occasional weekend work.
- Commitment to the aims and vision of Age Scotland and the ability to demonstrate our values (Empowering, Inspiring, Inclusive & Integrity) in your work.
- Commitment to work alongside and support volunteers.
- An understanding of and commitment to equal opportunities.
- Willingness to work from the Edinburgh Office as part of the role (NB, travel costs from home to the office will not be reimbursed by Age Scotland.)
- Employees are expected to have a suitable homework space with a good broadband connection for occasional home working.
- Employees are expected to undertake any and all other reasonable and related tasks allocated by their Line Manager.
- Employees enrolled in Multi-Factor Authentication (MFA or 2FA) will be expected to install and maintain an app on either their personal or work mobile device.