

THE GURKHA WELFARE TRUST



JOB DESCRIPTION

Job Title: Individual Giving (Acquisition) Manager

Reports to: Head of Fundraising & Communications

Purpose of Role:

Overall management of the Trusts acquisition of new donors including new mail donors, regular givers, legacy prospects and mid value. To deliver all campaigns across mail, phone, email and social media to acquire new individual givers. To develop a strong welcome pack for all new donors to the trust irrespective to how they are acquired and based on their gift level. To manage the conversion of one-off donors to regular givers using cash to committed techniques. Once an existing donor legacy strategy is created to develop an acquisition strategy for new legacy and in mem donors.

Responsibilities:

1. Develop and implement the Trust's acquisition strategy across regular giving, one of donors, mid value and legacy pledgers in consultation with the Head of Fundraising and Communications.
2. Prepare and monitor the annual income and expenditure budget with support from the Head of Fundraising.
3. Responsible for delivering integrated campaigns spanning direct-mail, TV, door-drop, inserts, press, telephone acquisition and digital channels against the agreed schedules, targets and budgets.
4. Work closely with the Database Manager (and relevant agencies) on criteria for data selections, data extractions and supply.
5. Measure attrition in key acquisition groups as well as other key metrics on an ongoing basis and develop strategies to reactivate and mitigate against donor attrition.
6. Work with a creative agency on campaigns across all Individual Giving streams, testing and adapting regularly to optimise results.
7. Work with the Individual Giving (Stewardship & Retention) Manager, Database Manager and the appointed fulfilment house to ensure that supporters are managed to the highest level of donor care standards and GDPR guidelines.
8. Continue to develop the regular giving acquisition proposition to grow each segment of supporters and negate attrition.
9. Maximise Gift Aid income from the acquisition appeals.

10. Working with Legacy Administration team lead on legacy marketing.
11. Remain current on developments to GDPR, especially to consent and ensure all campaigns comply with those guidelines.
12. As appropriate, to support and participate in any fundraising event organised by the Trust.
13. Undertake other tasks as appropriate as directed by the Head of Fundraising & Communications.

Person Specification:

Essential

- Proven success in delivering individual giving or marketing campaigns on or over target, to budget and with tight deadlines.
- A highly organised and effective project manager with proven experience of managing omnichannel campaigns.
- Experience managing substantial income and expenditure budgets
- Experience of analysing campaign results, using data to optimise performance and preparing reports.
- Strong creative judgement with the ability to inform and inspire external agencies.
- Good communication skills in order to work effectively with a wide range of colleagues and partners.
- Understanding of legal, gift aid and data protection law and how that translates to the Individual Giving programme.
- Strong numerical skills with the ability to understand, use and manipulate data and financial information.
- Strong written, verbal, attention to detail and IT skills.
- A positive, friendly, open, can-do attitude to work and working as part of a wider fundraising team to assist colleagues when required.
- Understanding of and commitment to the work of The Gurkha Welfare Trust.

Desirable

- A relevant degree or professional qualification in fundraising or the equivalent work experience.
- Extensive experience in an Individual Giving or relevant fundraising role

- Experience managing external agencies and design, print and production processes
- Experience of managing mail/telephone acquisition campaigns and testing new acquisition medium
- Experience with CRM databases, specifically *access* or similar.