

Individual Giving and Legacies Manager

If you require any adjustments to make the process more accessible, or to arrange an informal conversation about the role, please email the recruiting manager, Sho Nair, at sho.nair@populationmatters.org

Hours: 35 hours per week, Monday to Friday

Salary: Starting at £45-50,000, negotiable within this range

Contract: Permanent

Working Pattern: We promote and encourage flexible working in line with our new flexible working policy (*in effect from 1st Nov 24*)

Location: Home-based in the UK or internationally, with occasional travel and access to our office space

Benefits: 25 days' annual leave pa; additional three days' closure over Christmas; employer pension contribution 6-8%, employee matching contribution min 2%; Employee Assistance Programme; we fund and encourage CPD.

Reports To

Head of Fundraising and Engagement

Responsible For

Fundraising Officer

Purpose and accountability

This is a new role, with a brief to review and develop individual giving, legacy and in-memory fundraising at Population Matters (PM) – taking a strategic, long-term approach to maximising income and engagement in these areas.

This includes continuous review, using KPIs, of what is working and testing of new initiatives, supported by a marketing budget of c. £50k per annum.

The post-holder will have the opportunity to shape the strategy and programme according to their experience, best practice and what works at PM. This will include evaluating the current programme, comprising an appeals programme and membership offer, and infrequent and low-cost legacy marketing. It will also include new initiatives, including new supporter acquisition and development initiatives, developing and marketing a legacy proposition, and introducing legacy stewardship.

The post-holder will form part of a growing peer group of managers as the organisation's recent successes means it grows, professionalises and increases its focus on impact.

Duties and Responsibilities

- Develop and deliver PM's individual giving, legacy and in-memory fundraising strategy, working collaboratively with Fundraising colleagues and the Campaigns and Communications Team.
- Lead, develop and grow the Individual Giving and Legacies Team.
- Maximise our appeals programme.
- Review and develop regular giving products, including membership.
- Review and develop supporter engagement and journeys, and website user experience.
- Make recommendations about the effectiveness and suitability of our CRM.

- Profile, segment and cleanse our supporter database, to maximise engagement and comply with GDPR and the Fundraising Regulator's Code of Practice.
- Test donor re-activation and acquisition initiatives, potentially including, but not limited to digital, phone, post, face-to-face, media and inserts.
- Devise a legacy proposition to feature throughout PM communications.
- Devise and carry out legacy marketing and direct marketing programmes.
- Devise and implement legacy stewardship.
- Devise an in-memory fundraising offer.
- Develop the Supporter Promise.
- Work closely with the finance team, who are responsible for legacy administration.
- Track the effectiveness of all Individual Giving and Legacies activity using KPIs, reporting internally and changing course as necessary.
- Contribute to budgeting and reforecasting.
- Manage and report on budgets with various return on investment targets, changing course where necessary.
- Source and manage agencies and suppliers.
- Collaborate with fundraising colleagues to maximise engagement with emerging philanthropy, community and event and institutional funding prospects.
- Contribute to donor development initiatives, such as a potential mid-level donor programme.
- Seek out and incorporate best practice on an ongoing basis.
- Take responsibility for own CPD, both formal and informal.
- Help to develop the organisational fundraising culture.
- Attend and participate in regular team meetings face to face and virtually.
- Deputise for the Head of Fundraising and Engagement as needed.
- Any other duties that arise from time to time pertaining to this role.

Person specification

Essential:

- Passion for and commitment to Population Matters' vision, mission and values.
- Experience of devising and successfully delivering individual giving or legacies and in-memory targets and plans, and evaluating and reporting on them internally.
- Experience of bidding for, deploying and monitoring expenditure budgets to successfully achieve targets and KPIs.
- Excellent interpersonal, and verbal and written communication, skills.
- Ability to thoughtfully and strategically use, evaluate and use CRM systems to maximise engagement.
- Excellent knowledge of MS Office.
- Self-motivated and organised, used to working independently.
- Strong desire to learn and develop.
- Experience of line management.

Desirable:

- Experience of integrating fundraising and campaign asks in a campaigning organisation.