The Greyhound Trust strives for the day when all racing greyhounds retire to loving homes and are treated with compassion and kindness.

Individual Giving and Legacies Officer

Location: Horley, Surrey *(This role is based at the National Greyhound Centre, Horley, Surrey, RH6 9SX, offering flexible working by arrangement with a minimum of three days in the office and the option to work two days from home.)*

Hours: Full-time (36 hours), part-time considered

Reports to: Head of Income Generation and Engagement

Salary: £30,000-£34,000

Job role:

Each year, thousands of greyhounds across the UK rely on the generosity of supporters of the Greyhound Trust to find safe, loving homes. With an annual income of around £4.5 million, individual giving and gifts in Wills is central to our income generation strategy and this role will help to grow and nurture it.

This role is perfect for an ambitious fundraiser looking to take your next step in the animal welfare sector. From leading on donor communications and appeals through to managing our legacy pipeline, you will support the Head of Income Generation and Engagement to shape the income generation strategy.

You will take the lead in developing, testing, learning and growing the direct marketing programme and developing supporter journeys both online and offline. You'll develop our email marketing and online supporter journeys for now and the future.

This is a broad, varied role, and we don't expect you to arrive as an expert in everything. Whether your background is in individual giving, community fundraising, legacies, digital or data, if you are a confident communicator and comfortable managing relationships with compassion and determination, this is the role for you.

Key responsibilities:

1. Work with the Head of Income Generation and Engagement to develop the individual giving strategy and contribute to annual planning, budgeting and KPIs.
2. Create a sustainable individual giving programme, increasing the supporter base across all channels and developing strategies to engage and motivate supporters.
3. Plan and deliver engaging multi-channel fundraising campaigns and appeals.
4. Provide advice and support to branches for one-off lottery or other individual giving initiatives; ensuring compliance with our gambling commission licence nationally and through branches.
5. Review and develop the charity's programme of appeals, regular giving and sponsorship products, lottery and donor development programmes.
6. Maximise digital fundraising opportunities whilst recognising the contribution of non-digital approaches for certain audiences and product types.
7. Develop our email marketing and online supporter journeys.
8. Review and develop opportunities for legacy giving and in-memory fundraising.
9. Analyse income and expenditure monthly, using a set of KPIs to report on progress and forecast future results.
10. Design and implement a stewardship programme with particular attention to supporter journeys for new and existing supporters that increase average values and long-term support.
11. Ensure compliance of the individual giving programme, escalating risks to the Head of Income Generation and Engagement.
12. Ensure data collection, management, use, storage and destruction comply with data protection law and best practice.
13. Engage with staff and volunteers on the importance of fundraising from individuals and how their individual roles can enhance fundraising opportunities.
14. Work closely with other members of staff to ensure individual giving products and initiatives are integrated with other areas of the charity, such as brand and marketing programmes, retail development and homing campaigns.

Essential skills and experience:

- Experience of working in an individual giving, direct marketing, community, or general fundraising role.
- Experience of delivering income growth and establishing new programmes of activity.
- Ability to manage and monitor external suppliers and agencies (copywriters, designers, mailing houses, platform developers, etc.) to maximise outcomes.
- Demonstrable experience of donor development, journeys and stewardship.
- Proficient written and verbal communicator with the ability to adapt tone to engage and inspire different audiences and write compelling fundraising copy.

- Excellent stewardship skills with the ability to communicate with supporters via letter, email, telephone and face to face with care and compassion.
- Able to plan and prioritise independently across several income streams.
- Track record of writing clear, engaging supporter communications (appeals, newsletters, thank you journeys).
- Confident using data to select, segment, or report on supporter groups.
- Experience managing ongoing relationships with individuals (donors, supporters or clients).
- Understanding of legacy marketing.
- Proficiency in using a CRM to manage donor relationships and supporter journeys.
- Working knowledge of charity law, GDPR and the Fundraising Code of Practice.
- A collaborative approach and willingness to learn new areas of fundraising.

Desirable experience and qualifications:

- Relevant fundraising or marketing qualification (e.g. Institute of Fundraising / CIOF certificate, CIM), or evidence of ongoing professional development.
- Experience of legacy marketing, legacy administration, or legacy pipeline management.
- Experience of writing legacy-specific communications (in-memory, will-writing campaigns, pledger updates).
- Experience of developing and evaluating acquisition or retention campaigns and activity across a variety of offline and digital channels.
- Experience of building or improving email marketing programmes or automated supporter journeys.
- Experience of working with fundraising databases (e.g. Raiser's Edge, Donorfy, Beacon) and GDPR-compliant data handling.
- Experience of liaising with solicitors, executors, or handling sensitive/bereavement-related conversations.
- Experience of managing a pipeline or CRM-tracked process from enquiry through to completion.
- Have empathy and enthusiasm for the mission of the Greyhound Trust.

You don't need to have all of this – if you have strong individual giving or communications experience and are excited to grow into legacies and digital, we'd love to hear from you.

You will be required to work or provide support outside of standard working hours for events and operational needs, so flexibility is key. This post and its role requirement will develop with the needs of the charity.