

Job Description

Individual Giving Assistant (Acquisition)

Job title:	Individual Giving Assistant (Acquisition)
Office location:	Haywards Heath / hybrid working
Reports to:	Senior Individual Giving Manager (Acquisition)
Department:	Public Fundraising and Marketing

Job purpose

Sightsavers' vision is of a world where no one is blind from avoidable causes and where visually impaired people participate equally in society. We are an international organisation working with partners in developing countries to eliminate avoidable blindness and promote equality of opportunity for people with disabilities. We have around 650 staff worldwide, with our head office based in Haywards Heath. The Global Fundraising team is responsible for raising around £43m of largely unrestricted income. The Individual Giving team is responsible for recruiting new supporters via printed, broadcast, face-to-face and digital media. Relationships with these supporters are then developed to maximise lifetime value to the charity, predominantly by generating ongoing cash donations, regular gifts, and legacy pledges. Sightsavers has Individual Giving programmes in Italy, Sweden, Norway, UK, Ireland and India. India and Ireland are managed independently from head office although close collaboration between teams is needed. The Individual Giving team sits alongside Fundraising Services, Brand, Web & design, Digital Fundraising and Analysis teams, within the Fundraising Directorate.

The Individual Giving Assistant is an important role within the Individual Giving team and is responsible for supporting the IG Executives to deliver excellent direct marketing across the UK and Norway. The post holder will be responsible for the management of key administrative tasks attached to the delivery of effective campaigns that maximise supporter recruitment and long-term income growth for Sightsavers. They will manage and monitor team processes that are key to meet the objectives of the overall programme.

Responsibilities

1. Management and monitoring of team processes, including consistent filing of electronic documents, quality control (call listening, testing numbers during set up, etc) and alerting the team to critical dates i.e., initial briefing of campaigns.
2. Support the IG Senior Managers and Executives with organising supplier and internal stakeholder meetings.
3. Manage **Events** digital advertisement campaigns, with the support of one of the Acquisition IG Executives, focused on recruiting event participants for specific events throughout the year.
4. Manage **Events** enquiries i.e. London Marathon, keep track of supporting journey, send out events packs, enter event supporters' data to CRM system, chase sponsorship, as well as managing reforecasting.
5. Manage **Payroll Giving** processes, keeping master spreadsheet up to date, raising annual purchase order and processing invoices, as well as managing reforecasting.

6. Provide day to day support to the Individual Giving team with ad-hoc tasks and projects.
7. Provide admin support for purchase order (PO) raising and invoice receipting process.
8. To take an active part in the department, contributing to team meetings / brainstorms and the annual planning cycle.
9. Shadow members of the team to build up a solid knowledge of fundraising campaigns.

Jobholder entry requirements

Skills (Special Training or Competence):

1. Experience of working in Fundraising / Marketing or Administration would be an advantage.
2. Highly literate and numerate, with strong written and oral communication skills.
3. Experience of working as part of a team.
4. Be confident working with several stakeholders across the department.
5. An eagerness to learn about fundraising, both in the UK and globally.
6. A positive and flexible approach.
7. The post requires excellent communication skills, as the post-holder will need to liaise regularly with internal departments and external agencies and suppliers.
8. Excellent interpersonal skills.
9. Proven organisation and process management skills.
10. An ability to manage multiple priorities and ensure deadlines are met.
11. A professional, proactive and accountable approach to all areas of work with the desire and commitment to continuously improve.
12. A positive and flexible approach.
13. An understanding of and commitment to equality and inclusion.

Skills (special training or competence):

Excellent knowledge of Excel.

Core behaviours:

- Communicating
- Team working
- Planning and organising
- Change and improvement
- Accountability

Key Relationships:

Internal

- Digital Fundraising, Supporter Services and Fundraising Analysis (within IG)
- Major Giving Directorate
- Norway Fundraising Team
- Finance Teams

External

Various external suppliers including printers, call centres, media buying and creative agencies. Also fundraising platforms as JustGiving.