

Individual Giving & Audience Growth Manager – Job Description

Reporting to: Head of Fundraising & Marketing

Direct reports: None

Salary: £45,000

Hours: Full-time

Location: Remote, with regular travel to London and occasional travel elsewhere in the UK

About Dreams Come True

Dreams Come True is a national charity that makes life-changing dreams come true for children living with serious illness, disability and poverty. Through memorable experiences, special opportunities, equipment and family breaks, we help children build confidence, create lasting memories and enjoy more of what matters to them.

We are entering an exciting period of growth and investing in the people, systems and digital tools needed to reach and engage more people, create better supporter experiences and grow sustainable income. Our priorities include audience growth, joined-up supporter journeys, stronger digital conversion, better use of Beacon CRM and the development of our individual giving programme.

Job purpose

The Individual Giving & Audience Growth Manager will lead how Dreams Come True grows, understands and engages its audiences, building joined-up digital journeys that turn awareness and first contact into action, donations and long-term support.

Starting from an early stage, the postholder will use audience insight, digital acquisition, email, website journeys, CRM automation and testing to grow engagement, conversion and individual giving through appeals, regular giving, lottery and early legacy marketing.

Working across fundraising, communications and service delivery, the postholder will oversee the supporter experience across email, website, donation pages, paid media and Beacon CRM, using audience growth, engagement, conversion, retention, income and relationship strength to measure success.

We are looking for someone who combines audience-growth and digital-marketing expertise with the ability to develop fundraising activity. They will be confident setting a strategy, building journeys and campaigns, managing budgets, using data to improve the supporter experience, and taking ideas from early testing to wider delivery.

Key responsibilities

Audience strategy, growth and engagement

- Develop and deliver a three-year audience growth and engagement strategy, with clear priorities, budgets, forecasts and measures for reach, audience quality, engagement, conversion, retention, income and value for money.
- Use research, CRM insight, segmentation and personalisation to understand existing and potential audiences, what motivates them and how to make their communications and experiences more relevant.
- Create relevant routes into the charity for people who may donate, fundraise, take part, advocate or build a longer-term relationship with us.
- Develop joined-up journeys that move people from awareness and first contact to meaningful action and ongoing support.
- Create a culture of testing and learning, building on what works and changing or stopping activity that does not deliver agreed results.

Digital audience growth and supporter journeys

- Plan and deliver paid, organic, partnership, email and offline activity that attracts high-quality audiences and moves supporters from first contact to donation, repeat giving and wider involvement.
- Use Beacon CRM, segmentation, personalisation and automation to create joined-up supporter journeys, manage consent and deliver relevant appeals, welcome, stewardship and re-engagement communications.
- Own and improve the digital supporter experience across email, website, landing pages, forms and donation journeys, working with colleagues and suppliers to remove friction and increase engagement and conversion.
- Use analytics and testing to understand supporter behaviour, acquisition cost, income and longer-term value, reporting on performance and applying learning to future activity.

Individual giving, campaigns and content

- Develop individual giving journeys and digital-first campaigns that turn engagement into donations, regular gifts, lottery participation, legacy interest and longer-term support.
- Create relevant, impact-led propositions and content across email, website, paid social media and print, using the charity's brand and children's and families' stories consistently, respectfully and with appropriate consent.
- Work with fundraising colleagues to offer supporters relevant ways to deepen their involvement, respecting their preferences and consent.
- Set budgets, monitor conversion and return, and scale effective activity when evidence supports further investment.

Data, insight and performance

- Create a clear set of measures and reports for individual giving and digital fundraising.
- Track audience growth, the quality and cost of new supporters, donations, retention and longer-term supporter value.
- Provide regular performance updates and practical recommendations to the Head of Fundraising & Marketing and Executive Team.
- Use testing and audience insight to improve results and guide future investment.
- Provide evidence and forecasts to support fundraising plans and strategy.

Success measures

Within the first 12–18 months, the postholder will establish the audience, supporter-journey and income foundations needed for sustainable growth.

- An agreed audience growth and engagement strategy, budget and set of measures covering reach, audience quality, engagement, conversion, retention and income.
- A larger, engaged and contactable audience, with clear priority segments, evidence of what motivates them and relevant routes into support.
- Joined-up, personalised journeys from first contact to ongoing support, with improved conversion across website, landing pages, sign-up, email and donations.
- A programme of tested digital acquisition and engagement activity, with successful approaches scaled when results support further investment.
- Sustainable growth in individual giving income, including appeals, regular giving and lottery, with income targets supported by clear reporting.
- Reliable reporting on audience growth, engagement, conversion, retention, income, costs and value for money.

Person specification

Essential

- A strong track record in audience growth, digital marketing, supporter engagement, acquisition or a related field, with evidence of increasing reach, engagement or conversion.
- Practical experience of designing, delivering and improving digital supporter journeys across websites, landing pages, forms and email, including segmentation, automation and testing.
- Experience using a CRM to understand audiences, personalise communications and improve engagement, conversion and retention.

- Experience of paid digital acquisition, analytics and testing, with the ability to assess audience behaviour, journey friction, acquisition cost, supporter quality and longer-term value.
- Experience managing budgets, forecasts and performance targets, with a clear understanding of value for money.
- Experience developing campaigns and communications that lead to measurable action, income growth or supporter value; direct fundraising experience is helpful but not essential where strong transferable experience is demonstrated.
- Excellent written communication, project management and relationship-building skills.
- Commitment to working in accordance with the charity's safeguarding policies and procedures.

Desirable

- Experience managing agencies, freelancers or specialist suppliers while balancing several priorities.
- Experience of charity fundraising, Beacon or a similar CRM, paid social media, SEO, Google Analytics, and lottery, legacy or payroll-giving programmes, with an understanding of the Code of Fundraising Practice, UK GDPR and PECR.