

Job Description

Job title: Individual Giving Executive

Job location: Haywards Heath/hybrid working

Reports to: Senior Individual Giving Manager, Retention

Responsible for: N/A

Department: Individual Giving

Job purpose

The Individual Giving team is responsible for recruiting new supporters via printed, broadcast, 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.

The Individual Giving Executive is a crucial role within the Retention team and is responsible for helping to deliver excellent direct marketing across the UK and Norway. The post holder will be responsible for delivery of effective campaigns that maximise supporter retention and long-term income growth for Sightsavers. They will plan, develop, implement and evaluate allocated projects to meet the objectives of the overall programme and work alongside another IG Exec, an IG Campaign Manager and report to the Senior Individual Giving Manager, Retention.

Principal accountabilities:

1. To implement direct response marketing campaigns across an integrated programme of supporter retention across the UK and Norway focusing on the people and methods that will be of the greatest long-term benefit. This role also works closely with the Ireland team who replicate the UK cash appeal programme. Overall, you will aim to maximise short, medium, and long-term net income streams from Individual Givers from the retention point.
2. To be directly responsible for effectively briefing and managing your direct response marketing campaigns, across multiple countries (if applicable). Channels include, but are not limited to Direct Mail, Telemarketing, and Digital.
3. To liaise with Supporter Services, Digital Fundraising and Fundraising Analysis teams to brief campaigns, integrate digital elements and analyse the results of your campaigns.
4. To manage individual campaign budgets, including monthly reforecasts – both expenditure and income targets.
5. To take responsibility for ensuring that all supporter communications are consistent with the Sightsavers brand and messaging.
6. Manage and hold external suppliers to account against contracts and SLAs.
7. Continually evaluate activity and help produce detailed end of campaign reports, and ensure key learnings and insight is fed into planning of future activity as appropriate. Ensure results are shared across teams.

8. To take an active part in the annual planning cycle, and to be accountable for individual campaign performance.

Jobholder entry requirements - *the essential knowledge, skills and behaviours required*

1. The post requires excellent communication skills, as the post-holder will need to liaise regularly with internal departments and external agencies and suppliers.
2. Excellent interpersonal, communication and negotiation skills.
3. Proven project management and planning skills.
4. Experience in Fundraising or Direct Marketing (DM) including proven experience in devising and implementing successful direct marketing campaigns to mass market audiences.
5. Experience in managing Direct Mail campaigns, creating direct response appeals and managing relationships with creative and media buying agencies.
6. Print buying – including negotiating costs, strong knowledge of production techniques, formats, and quality control.
7. Telemarketing – managing call centre suppliers, campaign mandatories, results and script set up.
8. Proven experience of a ‘test and learn’ approach to DM campaigns.
9. Proven experience of devising and monitoring relevant performance indicators for fundraising campaigns.
10. Testing segmentation – good understanding of the application of various analytical techniques.
11. A good understanding of legislation related to direct marketing/data protection issues and Gambling Commission regulations.
12. An ability to manage multiple priorities and ensure deadlines are met.
13. A professional and accountable approach to all areas of work with the desire and commitment to continuously improve.
14. A positive and flexible approach.
15. An understanding of and commitment to equality and inclusion.

Knowledge (education and related experience):

Experience of working in a global marketing environment would be desirable.

Managing Direct Mail campaigns in international markets.

Core behaviours:

- Communicating and influencing
- Team working
- Planning and organising
- Change and improvement
- Decision making
- Delivery and implementation
- Accountability

Key relationships

Internal

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

External

Various external suppliers including printers, call centres, and creative agencies.