

## JOB DESCRIPTION

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<b>JOB TITLE:</b>	Individual Giving & Insights Manager
<b>STATUS:</b>	Permanent
<b>HOURS:</b>	35 hours per week (Breakthrough T1D operates a flexible working hours policy)
<b>SALARY:</b>	£40,450 per annum
<b>HOLIDAY:</b>	25 days plus statutory holidays pro rata
<b>LOCATION:</b>	Hybrid working part London Office (Islington, London) part homework  The post holder will work a minimum of one day a week in the office
<b>REPORTS TO:</b>	Head of Supporter Marketing & Experience
<b>DIRECT REPORTS:</b>	Individual Giving Officer; Legacy Officer
<b>KEY INTERNAL RELATIONSHIPS:</b>	Database & Insights Manager, Supporter Care Manager, Fundraising & Engagement team, Brand & Marketing team; Content team
<b>KEY EXTERNAL RELATIONSHIPS:</b>	Creative freelancers and agencies; supporters; key stakeholders: counterparts in related organisations



Breakthrough T1D UK, formerly JDRF UK, is the leading global organisation funding type 1 diabetes research. Our mission is to accelerate life-changing breakthroughs to cure, prevent and treat type 1 diabetes and its complications. To accomplish this, Breakthrough T1D has invested more than £2 billion in the last five years alone. We collaborate with the most talented minds to develop and deliver a pipeline of innovative therapies to people living with type 1 diabetes. Our staff and volunteers around the globe are dedicated to campaigning for our vision of a world without type 1 diabetes.

## **DEPARTMENT**

The Individual Giving & Insights Manager role sits within the Fundraising & Engagement directorate, reporting to the Head of Supporter Marketing & Experience.

## **PURPOSE OF THE ROLE**

You'll be joining our Fundraising and Engagement team at an exciting time as we leverage our new, global brand to engage and recruit supporters and raise essential funds to power our work.

We're looking for a strategic, insights-led individual to join our passionate Supporter Marketing & Experience team and lead Individual Giving. The team is on an exciting journey of growth as we prepare to launch a new Membership product to unlock our connected masses and grow our Legacies programme.

With your insight-led approach and direct marketing expertise, you'll help shape the programme, working closely with the Head of Supporter Marketing & Experience.

## **KEY TASKS**

- To oversee delivery of our established IG programme of £1.2m pa, with support from the Individual Giving Officer.
- To manage the development and launch of our new Membership product
- To oversee the launch of our legacy marketing activity, with support from the Legacy Officer.
- To lead on developing supporter journeys that grow supporter engagement and income
- To develop supporter insights and data segmentation that improve targeting and enable data-led decisions for acquisition and retention across our mass fundraising programme.
- To identify, test and implement new activities to increase income at Breakthrough T1D, with a focus on cost-effective, digital channels.



- To develop reporting systems that support data driven decisions and steer our Individual Giving activity going forwards.

**Any Other Duties:**

- To assist with any other duties, as required.

## PERSON SPECIFICATION

Criteria	Essential	Desirable
<b>Experience</b>	<p>Leading and managing a team</p> <p>Planning, managing and evaluating multi-channel direct marketing campaigns for supporter acquisition and retention</p> <p>Planning, executing and evaluating integrated supporter journeys, using digital and email platforms</p> <p>Developing and monitoring KPI's and reporting to drive decision making</p> <p>Collaborative working with multiple internal and external partners including fundraising &amp; marketing agencies</p> <p>Planning and managing projects and budgets</p> <p>Evaluation and reporting of direct marketing activities</p> <p>Working in a recognised data base</p> <p>An understanding of current data legislation, particularly GDPR</p>	<p>Fundraising experience or knowledge of the not-for-profit sector</p> <p>An understanding of different donor types and motivations including regular giving, cash, payroll and legacy</p>
<b>Skills</b>	<p>Provide advice on, and convey knowledge and skills of, direct marketing, fundraising and data management with colleagues</p>	<p>Good copywriting skills</p> <p>An eye for good design</p>

	<p>Able to lead and/or influence colleagues in order to embed a data-led culture</p> <p>Experience building, monitoring and evaluating supporter journeys across all channels.</p> <p>Experience in developing and implementing a test and learn approach, setting KPI's and measuring performance to determine impact of new activity</p> <p>Able to prioritise and manage own workload, to deliver campaigns effectively, within budget and to schedule</p> <p>Work well using own initiative and to make independent decisions within the scope of your projects</p> <p>Work collaboratively within the team and across the organisation, so that work can be done more effectively and efficiently</p> <p>Develop and maintain strong working relationships with colleagues and external suppliers</p> <p>An understanding of storytelling techniques in fundraising</p> <p>Excellent written and verbal communication skills</p> <p>Strong attention to detail</p> <p>Working knowledge of Microsoft Office, particularly Word and Excel, mail merge</p>	
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<p><b>Personality</b></p>	<p>Commitment to Breakthrough T1D's values</p> <p>Creative and able to persuade others of ideas</p> <p>Self-motivated and able to work independently</p> <p>Team player</p> <p>Confident</p>	
<p><b>Other</b></p>	<p>Willingness to work occasionally outside office hours</p> <p>Willingness to undertake occasional national and international travel on behalf of Breakthrough T1D</p>	<p>Knowledge of diabetes, diabetes research and Breakthrough T1D</p>



## **EQUAL OPPORTUNITIES**

Breakthrough T1D is an equal opportunity employer and does not discriminate against employees for job applications on the basis of race, sexual orientation, religion, colour, sex, age, national origin, disability or any other status or condition protected by applicable law. This policy extends to but is not limited to recruitment, selection, remuneration, benefits, promotion, training, transfer and termination.

Breakthrough T1D is the operating name of JDRF, a registered charity No. 295716 (England and Wales) and SC040123 (Scotland)  
Raising funds for research to find a cure for type 1  
diabetes.[www.breakthrough1d.org.uk](http://www.breakthrough1d.org.uk)