



JOB DESCRIPTION

Overview of Role	
Job title	Individual Giving Manager
Reports to	Head of Individual Giving
Hours	37.5
Contract	Permanent
Location	Leeds/Hybrid
Holiday	27 days per year (for a full-time member of staff, pro-rata for part-time staff)
Leeds Hospitals Charity	
<p>Leeds Hospitals Charity is proud to support Leeds Teaching Hospitals NHS Trust. The Trust comprises seven hospitals and a dental institute, including Leeds General Infirmary, St James's University Hospital, Leeds Children's Hospital and Leeds Cancer Centre. At Leeds Hospitals Charity, we work with NHS staff to improve the experience of patients and families. We're passionate about healthcare and about making our hospitals amazing.</p>	
About the role	
<p>The Individual Giving Manager position is a key role within the team reporting to the Head of Individual Giving. This role will help the charity to grow unrestricted income from individuals – including regular giving, giving in appreciation, mid value giving and appeals. You will lead on plans to grow our Individual Giving supporter base, uplifting donor gifts and providing excellent supporter experience to increase retention rates through the loyalty and commitment of donors. The role will include management of the Individual Giving Officer, providing regular support and guidance to increase income and retention.</p>	

Key Job specifics and responsibilities

Acquisition & retention

- Manage new donor acquisition, engage lapsed donors and develop the stewardship of supporters to increase retention.
- Manage and identify growth opportunities for key individual giving income streams including appeals, regular giving, mid value giving, supporter newsletters, digital giving and appreciation of care donations.
- Lead on multi-channel campaigns and acquisition/retention campaigns.
- Write engaging, impactful copy to engage and motivate donors and potential new donors.
- Introduce new acquisition channels and develop existing channel and identify key opportunities for growth.
- Keep up to date with sector trends and best practices.

Supporter Experience and Loyalty

- Work with colleagues to identify suitable stories and engaging content for acquisition and retention materials.
- Work with the Supporter Journeys Officer to plan, introduce and evaluate integrated supporter journeys to grow loyalty and commitment.
- Understand supporter motivations, through surveys and conversations, and tailor content accordingly.

Innovation, reporting & insight

- Develop and monitor objectives and KPIs in line with our charity strategy and income plans.
- Produce detailed reports for the Director of Fundraising and Head of Individual Giving on campaign performance and monitor against past performance and planned expectations.
- Adopt a test and learn approach to grow income and engage with new audiences.
- Reporting on KPIs and other key metrics such as cost per acquisition (CPA), return on investment (ROI) and attrition/retention rates to monitor performance and identify areas for development.

Collaboration

- Work closely with colleagues across the charity, in particular the MarComms Team, the Digital and Marketing Manager, Funding Team and the Supporter Care and Database teams.
- Work closely with the Digital and Marketing Manager and MarComms team on direct marketing campaigns and multi-channel fundraising to maximise opportunities.

Strategy

- Develop detailed strategies and plans to increase the number of regular giving in our 'Become a Friend' programme. Support the Individual Giving Officer to devise new campaigns to increase the number of direct debits, development of stewardship and monitoring of attrition and retention of donors.
- Develop an Individual Giving strategy and in year plans for development.

Budget management

- Responsible to meeting targets in relation to regular givers, as well as financial targets.
- Manage the income and expenditure budgets, including forecasting and plans for increasing income.

Other

Confidentiality and Data Protection Act

All employees of the Charity must not, without prior permission, disclose any information regarding patients or staff. In instances where it is known that a member of staff has communicated information to unauthorised persons, those staff will be liable to dismissal. Moreover, the Data Protection Act 1998 also renders an individual liable for prosecution in the event of unauthorised disclosure of information.

Health & Safety

All staff are required to make positive efforts to maintain their own personal safety and that of others by taking reasonable care, carrying out requirements of the law whilst following recognised codes of practice and policies on health and safety

Service Excellence

All staff are required to support the Charity's commitment to developing and delivering excellent customer-focused service by treating patients, their families, friends, carers and staff with professionalism, respect and dignity.

Equality Diversity & Inclusion

No job applicant or employee is discriminated against either directly or indirectly. The Charity commits itself to promote equal opportunities and will keep under review its policies, procedures and practices to ensure that all users and provides of its services are treated according to their needs

Disclosure & Barring Service

If you are offered a position, you may be required to undertake a DBS. The Charity may administer the DBS check on your behalf or you may be asked to undertake it yourself and report the result. The Charity will cover the cost. You may also be required to participate in the DBS Update Service. This is a condition of your employment.

Review of Job Description

This job description and person specification are an outline of the tasks, responsibility and outcomes required of the role. The job holder will carry out any other duties that may reasonably be required by their line manager and amended in the light of the changing needs of the organisation, in which case it will be reviewed in conjunction with the post holder.

Terms & Conditions

As this post is based on NHS hospital premises, this post is exempt from the Rehabilitation of Offenders Act 1974, meaning that any criminal conviction must be

made known at the time of application and interview. The NHS Employment Checks Standard will apply to all applicants.

Charity Activity

Charitable Activities 20% Raising Funds 80%



PERSON SPECIFICATION

	Criteria	Measured by:
Knowledge & Experience		
Essential	<ul style="list-style-type: none"> • Experience of working as a senior member of an individual giving/relationship based fundraising team, delivering engagement, retention and growth strategies. • Ideally you will have 3-4 years' experience in a similar individual giving role. • Track record of raising income from individuals and increasing LTV. • Line management experience, including conducting 1-1s and appraisals. • Budget management experience, including ability to set detailed budgets and KPIs, provide detailed reforecasts and identify growth opportunities. • Full campaign management including briefing agencies, sourcing content, managing data, copy development, proofing, briefing stakeholders, developing campaign analysis and reporting, managing budgets. • Experience of acquisition, retention and stewardship development. • Able to carry out detailed monitoring and evaluation of fundraising, through data analysis, and provide recommendations for future activity. 	CV/Application form & Interview

	<ul style="list-style-type: none"> • Development of supporter journeys and providing an excellent donor experience and 'wow moments.' • Using a CRM database and experience of working with data teams/agencies to update key information, segment audiences and interpret results. 	
Skills and Attributes		
Essential	<ul style="list-style-type: none"> • An understanding of charity law, GDPR, data protection, PECR and the code of fundraising practice. • A natural storyteller, able to demonstrate impact of support to encourage donations and increase retention. • Excellent communication skills – ability to relate to professionals, patients and the public at all levels. • Excellent copywriting skills to motivate donors to give and stay engaged. 	CV/Application form & Interview
Other		
Essential	<ul style="list-style-type: none"> • An understanding of and able to demonstrate the Leeds Hospitals Charity values. 	CV/Application form/Certificates