

## YOUR NEW ROLE AT THE TRUST

<b>JOB TITLE:</b>	Individual Giving Manager	<b>PAY BAND:</b>
<b>FUNCTION:</b>	Fundraising, Brand & Marketing	Support Delivering
<b>THE TEAM:</b>	The Individual Supporters & Events team raises money to give young people the opportunity to succeed by developing and delivering our individual giving, legacies, and events programme.	<b>Specialist/Managerial</b> Technical Lead/Function Head Senior Leadership Team














## WHERE YOU WILL FIT

CEO	Director of Brand & Marketing	Senior Head of Individual Supporter and Events	Head of Individual Giving & Legacies	<b>Individual Giving Manager</b>
-----	-------------------------------	--	--------------------------------------	----------------------------------

## HOW DOES THIS ROLE IMPACT YOUNG PEOPLE?

Young people need us more than ever and we will be there for them. Every year, we need to raise around £60m. You will play a critical part in raising the money we need to help young people. You'll be responsible for developing and implementing our individual giving plans, inspiring people to become regular supporters of The King's Trust.

## WHAT WILL YOU DO?

-  Develop and implement new ways of inspiring people to give to The King's Trust and become regular, committed supporters.
-  Manage the programme of activity for supporters who give regularly through committed giving or as one-off support (gift values up to £5k)
-  Provide end-to-end management of individual supporter campaigns, stewardship and products (both offline and digital) from development to implementation to analysis.
-  Ensure that individual supporter activities are giving / delivering an exceptional supporter experience.
-  Collaborate with colleagues to develop and implement digital supporter journeys to ensure best practice stewardship and conversion of different audiences to become loyal individual giving supporters.
-  Build your own knowledge and understanding of The Trust's impact on young people to be able to convey this to the individual supporter audience.
-  Develop and maintain a detailed understanding of the motivations, interests, and performance of our individual supporters.
-  Effectively monitor campaign performance and individual giving KPIs to ensure targets are reviewed and reported on regularly.
-  Ensure that our activities with individual supporters are delivered to high internal and external compliance standards including the Code of Fundraising practice and GDPR.
-  Provide matrix line-management and development of the Individual Giving and Legacies Executive.
-  Work closely with colleagues across the Brand & Marketing and Fundraising departments to develop opportunities to inspire one-off supporters to become regular, committed givers.
-  Work closely with colleagues to provide individual supporters with other opportunities to support, such as gifts in Wills, and build a deeper engagement.
-  Be responsible for actively contributing to an equitable, diverse, and inclusive workplace.



**King's Trust**

## THE SKILLS YOU'LL BRING

All of the roles at The Trust are key to our success and there are certain skills we need to be successful. And while we will shortlist the most qualified people for the role, we ask everyone for a supporting statement. If you think you could do the role, but don't have all the desirable experience, we would still love to see an application from you.

### WE REALLY NEED YOU TO HAVE THESE

Skills & Knowledge	Why do we need this?
Ability to be proactive, work with multiple stakeholders and navigate an organisation	To work with internal and external colleagues to develop our individual giving offer, for example, our campaigns or seamless journeys into regular giving
Exceptional verbal and written communication skills.	Due to a requirement to write creative briefs, data selection briefs, end-of-campaign reports and post-production reports
Excellent project management/ organisational skills; proven ability to deliver projects on time and budget and for example managing weekly Status Reports and meetings	To be able to manage multiple individual giving projects, including campaigns, acquisition, supporter journeys and stewardship activities
An analytical thinker who is comfortable working with data to both deliver projects and analysis	To be able to use data and a supporter CRM to develop our individual giving programme and drive performance
Excellent direct marketing skills with the ability to inspire action	To successfully lead our individual giving direct marketing campaigns
Understanding of compliance in an individual giving fundraising environment, including familiarity with the code of fundraising practice	To ensure that our individual giving activities are delivered to high internal and external standards
Knowledge of raising funds through individual giving, including inspiring new supporters and providing exceptional stewardship	To be able to develop and deliver the individual giving programme at The King's Trust
A strong understanding of the challenges young people within The Trust's target groups face	To be self-motivated and to inspire potential supporters with our cause
Experience	Why do we need this?
Evidenced success in project management	To be able to manage multiple individual giving projects, including campaigns, acquisition, and stewardship activities
Track record of budgeting and financial monitoring, and KPI monitoring	To manage individual giving campaigns and activities to budget and tracked against KPIs
Experience in delivering to deadlines within a target-driven environment	To be able to deliver to multiple deadlines across our individual giving campaigns and activities
Experience in managing suppliers and contracts	To manage suppliers such as creatives, agencies, or fulfilment houses
Experience in using databases, word-processing and spreadsheet packages, accurately and with good attention to detail	To be able to use data to develop our individual giving programme and drive performance

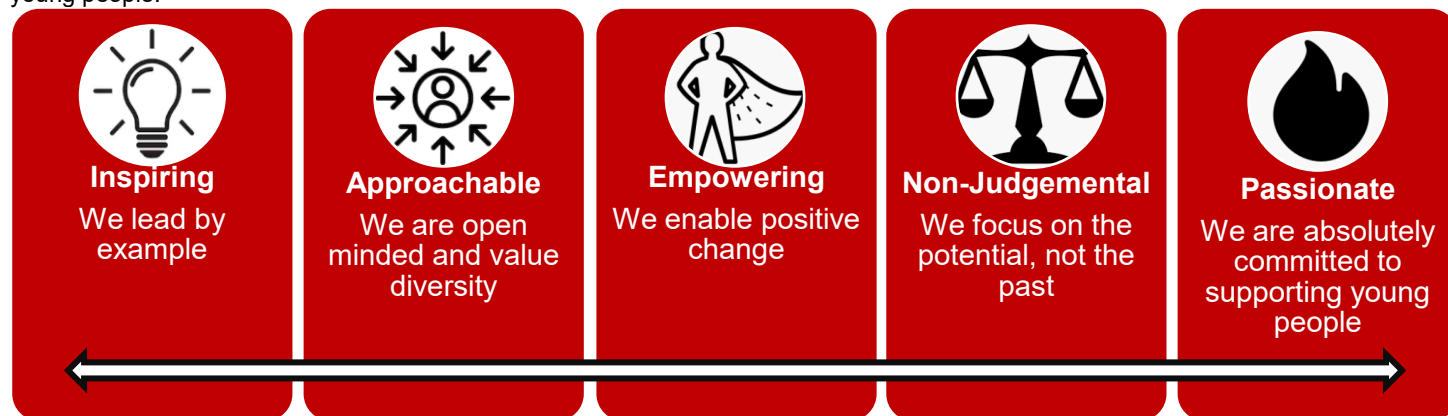
### WE WOULD LOVE IT IF YOU COULD DO THIS

Experience	Why do we need this?
Experience of using a charity CRM system such as Microsoft Dynamics.	To ensure that our individual giving supporter's data is being captured appropriately in line with their expectations and to support the programme.

# WHAT DO WE EXPECT FROM YOU?

## OUR VALUES

Our values are at the heart of everything we do – they articulate who we are and how we work together to achieve our aims to help young people.



Here at The King's Trust, we're committed to equality, diversity and inclusion. We want to be an organisation that's representative of the communities we serve, which is why we strive for diversity of age, gender identity, sexual orientation, physical or mental ability, ethnicity and perspective. Our goal is to create an environment where everyone, from any background, can be themselves and do the best work of their lives.

We're a Stonewall Diversity Champion and we are Disability Confident employer. Our staff, volunteers and young people are supported by KT CAN (our Cultural Awareness Network), KT GEN (Gender Equality Network), KT DAWN (Disability & Wellbeing Network) and PULSE (LGBTQIA+ Network). For more information, [click here](#).

## OUR BEHAVIOURS

We expect certain behaviours from you about how you interact with colleagues, our partners, young people & the public. As someone who works at a specialist/managerial level, we would expect that you live these behaviours.

Leading by Example	Continuous Improvement	Effective Communication	One Team	Delivering Results
<p>You inspire others through a passion for what we do You keep young people and our end goal in mind You build trust in others through reliability and holding self-accountable for success Resilient in the face of challenges, not taking constructive criticism personally You're authentic and bring unique talents to work, encouraging others to do the same You role model integrity and act according to our Values</p>	<p>You champion change initiatives and help others see the benefits and opportunities You take an entrepreneurial approach to improving how we do things You seek opportunities to enhance your own development and build expertise You role model a positive and constructive approach to giving &amp; receiving feedback You support others in adapting to change</p>	<p>You're approachable, clear and assertive You cascade important and relevant information to others clearly and swiftly You treat people as individuals, tailoring communication and influencing style accordingly You communicate difficult messages and challenge others' thinking effectively You listen to and empathise with others to understand the root of situations before responding</p>	<p>You role model effective and mutually supportive teamwork with colleagues You manage the expectations of others, gaining buy-in where required You share knowledge and information You build and invest in relationships across The Trust You use awareness of how your own team fits within the wider organisation to find solutions</p>	<p>You translate The Trust's long-term vision and strategy into actionable plans &amp; targets You take responsibility for making and implementing logical, data-based decisions You're flexible and responsive as priorities and requirements change You seek solutions and solve problems, empowering others to do the same</p>

## THE WELFARE OF OUR YOUNG PEOPLE

The King's Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. As part of this commitment, we undertake basic disclosure checks per the Codes of Practice for all roles within The Trust, and for our roles working directly with young people, at an enhanced level. Having a criminal record will not automatically exclude applicants.