



**Ronald  
McDonald  
House®**  
UK

# Individual Giving Manager

Candidate pack

**Closing date:** Wednesday 24 June 2026, midnight

# Individual Giving Manager

<b>Location:</b>	Hybrid working: Two days a week from a Ronald McDonald House or office
<b>Salary:</b>	£41,500 per annum
<b>Contract:</b>	Permanent contract: Full-time / 35 hours / five days a week Flexible working patterns available
<b>Reports to:</b>	Head of Mass Engagement

## Job role:

In this exciting and varied role, within our growing Mass Engagement department we are seeking a strategic, driven, and compassionate Individual Giving Manager to join our dynamic fundraising team.

This pivotal role will lead the development and delivery of innovative individual giving strategies that deepen donor engagement, grow sustainable income, and support families with children in hospital across the UK.



# Notes from our leadership



## Ella Joseph, Chief Executive

Thank you for your interest in joining Ronald McDonald House UK.

Keeping families close is at the heart of everything we do at Ronald McDonald House UK: we build and run Houses that provide a free home-away-from-home for families who have a sick child in hospital.

We currently have a network of 14 Houses across the UK that can accommodate over 530 families each night. But we offer much more than an en-suite bedroom close to children's hospital wards – we create communities too.

Our fantastic teams, volunteers and supporters are there to provide support and practical help for families, as well as offering a safe and homely space where families can come together and know they're not alone.

We are an extremely friendly and motivated team at Ronald McDonald House Charities UK. If you are an individual who enjoys working in a collaborative environment, and who is excited to be part of our transformational journey over the coming years, then we would be delighted to hear from you.



## Vickey Fitzell, Head of Mass Engagement

At Ronald McDonald House UK, our mission is to keep families close when their child is in hospital, often far from home. Everything we do is focused on supporting families through some of the most difficult moments of their lives.

Individual giving plays a crucial role in making this possible, and we have set a clear ambition to grow and modernise our fundraising and engagement model over the next five years. This includes significantly increasing our base of regular givers and improving the consistency and effectiveness of supporter journeys.

Our internal analysis highlights that Individual Giving has significant untapped potential. Historically, activity has been more reactive, with limited structure around donor journeys, retention and legacy development. We are now looking to take a more deliberate, insight-led approach – with clearer planning, stronger performance management and a focus on sustainable long-term growth.

This role is central to that shift. As Individual Giving Manager, you will lead the development and delivery of our individual giving strategy, working closely with me to define priorities, build a more structured programme and unlock growth across digital, regular giving, mid-level donor programmes and legacy giving. This is a role for someone who is motivated by building and improving – not just maintaining. You'll take ownership of multi-channel campaign planning and delivery, use data and insight to drive performance, and shape donor journeys that improve engagement, retention and lifetime value. You'll join a collaborative, values led team at a point of real ambition and momentum. The work you do will have a direct impact – strengthening our approach to individual giving, growing income in a sustainable way, and enabling more families to stay close to their children when it matters most.

# Why work for Ronald McDonald House UK?

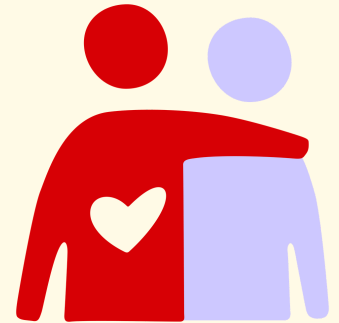
## Our purpose

At Ronald McDonald House UK, our purpose is to help families with children in hospital cope with the practical and emotional challenges they face.

Our ambition is to **serve more families and serve them better.**

## Our values

- We celebrate the diversity of our people and our programmes
- We value our heritage
- We focus of the critical needs of children and their families
- We operate with accountability and transparency



## Our impact

We are passionate about the support we give to families each year. Since 1989, we have supported over 95,000 families from all walks of life, living in the UK or coming from abroad for specialist care, for those families, staying close to their child in hospital receiving care is the number one priority.

## Our diversity statement

We aim to cultivate a culture of inclusion for all employees that respects their individual strengths, views, and experiences. We believe that our differences should be celebrated as this enables us to be a better team - one that makes better decisions, drives innovation, and delivers better results.

## Our families

Across our 14 locations in the UK, our Houses aim to reduce the emotional and financial burdens that come with having their child in hospital.

Families often wish to share their stories with us, highlighting their family's journey through honest and first-hand experiences.



## Employee benefits

**We're able to offer the successful applicant a highly competitive salary and benefits package.**

# About the role

## Key responsibilities

### Strategy & Leadership

- Collaborate with the Head of Mass Engagement to design and implement a robust individual giving strategy aligned with the Charity's 5-year Impact Strategy.
- Identify and capitalise on growth opportunities across digital channels, regular giving, and mid-level donor programmes.
- Lead the Individual Giving Team (Currently 1x Individual Giving Fundraiser)

### Donor Engagement & Stewardship

- Build and nurture meaningful relationships with individual donors, ensuring high levels of satisfaction and long-term support.
- Develop tailored stewardship and cultivation plans, enhancing donor connection to the Charity's impact.
- Lead on the creation of compelling donor journeys and engagement campaigns that inspire giving and loyalty.

### Campaign Management

- Plan, execute, and evaluate multi-channel fundraising campaigns and appeals, working closely with internal teams and external partners.
- Use insights and data to refine campaign strategies, improve performance, and maximise return on investment.

### Data & Insights

- Leverage CRM systems and fundraising databases to monitor donor behaviour, track income, and generate actionable insights.
- Produce regular reports to inform decision-making and demonstrate impact.

### Collaboration & Integration

- Work cross-functionally with colleagues in communications, digital, and Family Services to ensure cohesive messaging and donor experience.
- Champion individual giving and digital fundraising across the organisation, promoting best practices and innovation.

# About the role

## Skills and experience

### Essential:

- Demonstrable experience delivering successful Individual Giving campaigns, with strong knowledge of multi-channel direct marketing techniques
- A proven track record of income generation, supporter acquisition and retention, and delivering against financial targets and budgets
- Experience in managing and reporting on income and expenditure budgets, with proven experience meeting or exceeding income targets
- Experience and knowledge of digital tools, channels and tactics for raising money from individuals and deepening engagement
- Experience of using audience insights and segmentation tactics to improve results
- Creative thinker with a proactive approach to problem-solving and innovation.
- Collaborative, able to work effectively across teams and support our collective success
- Strong understanding of donor stewardship and relationship management
- Excellent written and verbal communication skills, with the ability to craft compelling narratives and engage diverse audiences
- Analytical mindset with experience in using CRM systems to report on performance and optimise campaigns
- Highly organised with strong project management skills and the ability to manage multiple priorities.
- Up-to-date knowledge of fundraising trends, especially in digital and donor engagement
- Line management and team development experience

### Desirable:

- Experience managing agencies and suppliers, alongside strong analytical skills to interpret data, test and optimise campaign performance
- Experience developing new income streams within Individual Giving



**Staff stories**

**Find out what some of our staff think about working for Ronald McDonald House UK.**

# How to apply

## Closing date:

**Wednesday 24 June 2026**

All applications must be submitted before midnight on this date.



### Please enclose:

- A full CV
- A completed demographic form (optional)
- A cover letter

**To submit your application, please email:**  
**[ronaldmcdonaldhouse.recruitment@uk.mcd.com](mailto:ronaldmcdonaldhouse.recruitment@uk.mcd.com)**

All applications will be considered and then informed following the closing date if they have been shortlisted for a first-stage interview.

If you would like to discuss the role before applying, contact us at:



**0203 892 0774**



**[ronaldmcdonaldhouse.recruitment@uk.mcd.com](mailto:ronaldmcdonaldhouse.recruitment@uk.mcd.com)**

### Our Artificial Intelligence (AI) Statement

We encourage candidates to minimise their use of AI tools when answering questions in this recruitment process. Our goal is to understand your authentic self, your unique perspectives, and your genuine skills. We value originality and personal insight, which are best demonstrated through your own words and experiences.

### Equal Opportunities Employer

The Charity is an equal opportunities employer and welcomes applications from all suitably qualified individuals regardless of race, ethnicity, religion, sex, gender identity, sexual orientation, disability, or age.

