



**Clatterbridge**  
Cancer Charity



## INDIVIDUAL GIVING MANAGER

Working at Clatterbridge Cancer Charity  
May 2024



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## WHO WE ARE

There are over 100,000 people living with cancer in Merseyside & Cheshire. The Clatterbridge Cancer Centre, provides specialist treatment for many of these people, through its unique network of care across the region.

**We are Clatterbridge Cancer Charity, an independent charity.**

**Together with our supporters & volunteers, we are passionate about the incredible care given at Clatterbridge.**

**It is our role to fund life-saving research, invest in leading technology, enhance the patient environment and enable innovations in care that make a real difference to the lives of those who need us.**

Clatterbridge gives hope to patients and their families every day, but the need for Charity support increases each year.

We need to be ready for the future of cancer care. Together, we can help The Clatterbridge Cancer Centre to do incredible things – from small moments of wonderful care to big leaps in innovation, it's your support that changes and even saves lives.



# WORKING AT CLATTERBRIDGE CANCER CHARITY

What makes working for Clatterbridge Cancer Charity special? You'll be part of a team that is passionate about changing the lives of local people with cancer, making a real difference to care and research at The Clatterbridge Cancer Centre.

It's important that we look after our people to make them feel supported, valued and appreciated so we have a range of benefits for our staff, including:

- Competitive pension scheme
- Flexible working
- Emotional wellbeing support
- High street discounts

## WE ARE

**Passionate about helping local people with cancer**

**Enterprising in all our activities**

**Respectful to everyone we meet**

**Ambitious always embracing new opportunities**





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<b>Job Description</b>	Individual Giving Manager
<b>Location</b>	Clatterbridge Cancer Centre - Liverpool, L7 8YA and The Spine Building, L7 3FA, Liverpool
<b>Reporting to</b>	Marketing & PR Manager

### About the role

Working across Individual Giving & Lottery, the Individual Giving Manager will lead on implementing a range of supporter development techniques. Putting supporters at the heart of the Charity's work, the role includes acquisition, retention and stewardship of individual donors and lottery players to achieve a sustainable increase in income for Clatterbridge Cancer Charity.

The post holder will deliver quality fundraising campaigns, including Cash Appeals, Regular Giving and Lottery that will grow income, supporter base and lifetime value.

As part of a busy and ambitious team, this role would suit a proactive and enthusiastic individual with a talent for storytelling and a knowledge of data-driven marketing. Working with the Digital Fundraising Manager and Marketing & PR Manager, they will be instrumental to the success of Individual Giving during an exciting period of growth for Clatterbridge Cancer Charity.

### Key responsibilities

- Develop and implement an individual giving strategy for the Charity.
- Plan, produce, test, refine and grow the Charity's Individual Giving & Lottery programmes, while complementing the wider fundraising strategy.
- Plan, manage and deliver successful campaigns to secure new donors and retain existing regular giving supporters.
- Working closely with colleagues, develop and deliver recruitment, retention and stewardship through campaigns, cash appeals, lottery and regular giving.
- Identify opportunities for donor acquisition utilising the touchpoints available to the Charity team, plan engaging approaches.
- Design, write and deliver quality fundraising campaigns that will grow income, supporter base and lifetime value of donors.
- Sourcing supporter and patient case stories to develop content and collateral.
- Create compelling and professional communications for a variety of audiences and channels, with support from colleagues.



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- Monitor sector trends in Individual Giving and make recommendations to ensure sustainability and continuous improvement
- Identify potential major donor supporters to the Development Manager.
- Working with other external suppliers to ensure the successful delivery of appeals.
- Monitor performance against budgeted income and expenditure targets, ensuring financial targets are met; undertaking regular reporting on activity and income.
- Develop and implement an evaluation process, tracking core metrics and ROI to inform and refine future campaigns.
- Working with colleagues, volunteers and third party organisations, lead on the recruitment of Lottery members through a range of methods.
- Ensure any volunteers and agency personnel are fully trained in communicating the Charity's lottery messaging, while upholding the Charity's standards.
- Monitor results of Lottery recruitment, including quality control and attrition levels.
- Act as main contact for third party specialist companies, such as the Charity's External Lottery Manager and F2F Agencies.

### Cross Team Working

- Briefing & liaising with the Supporter Care team to deliver targeted & accurate data selections, ensuring the Charity's direct marketing programme is grounded in audience insight and analysis.
- Working closely with the Marketing & PR Manager, Digital Fundraising Manager and the wider team to uphold Charity key messages, brand and tone of voice.
- Working with the Digital Fundraising Manager to produce high quality digital content to support campaigns.
- Work with colleagues in the In Memory and Legacy team to produce high quality communications where required
- Act as an advocate for Individual Giving and Lottery by working across the team to ensure messages are communicated effectively.
- Identify opportunities to cross promote across other areas such as Legacies, Events and Community Fundraising to provide appropriate stewardship opportunities for supporters.
- Support other income lines by facilitating appropriate opportunities to promote other ways to support the charity, such as identifying potential Major Donors or Legators.
- Provide teams with relevant, impactful content and messaging to include in cross-team supporter communications.

### Insight and Analysis

- Utilise Donorflex to analyse data, undertake trends mapping, data integrity and GDPR compliance.
- Regularly monitor, evaluate and analyse campaigns, providing regular results and recommendations for strategy development based on data-driven insights.



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- Use the analysis of results and audience insight to inform future activity.
- Work with the supporter care team to ensure collection, storage and use of supporter data is accurate and compliant with data protection legislation.

### Diversity and Inclusion

- Ensure equality, diversity and inclusion are considered in all aspects of your work.
- Ensure all communications are made with the needs and voices of local people with cancer in mind.

### Good Practice

- Remain up to date with sector best practice and giving trends, with the aim of identifying, testing and implementing anything relevant to Individual Giving and Lottery.
- Represent Clatterbridge Cancer Charity at internal and external events where required.
- Be a great advocate for the Charity and local people with cancer.
- Work in line with the Charity's values, maintaining the reputation of the Charity.
- Ensure compliance with Charity policies, Fundraising Regulator guidance and relevant legislation.
- Undertake project work as assigned by the Charity CEO, and any other duties appropriate to the grade of the post to help with the spreading of workload and smooth running of the department.
- Ensure that all fundraising activity supports and enhances the positive reputation of CCC.
- Develop effective relationships, both internally (Charity and CCC) and externally, that will help maximise success and create new opportunities for growth.
- Ensure safe handling of donations, including those made in cash, as and when required.
- Maximise income and add value to fundraising activities by sharing knowledge, specialist expertise and best practice.
- Take responsibility for, and prioritise own workload, making decisions as required to ensure that the overall objective of meeting income targets is met.
- Sensitively assist patients, loved ones and the wider public who express a wish to support the Charity, using an awareness of the potential for distress within the hospital environment.
- Ensure mandatory training is up to date.
- Seek out and progress opportunities for personal development.
- Support the wider Charity team with their fundraising activities, e.g. events team.

This job description is not intended to be an exhaustive list of duties, but it aims to highlight the key responsibilities of the post and may be subject to review from time to time in consultation with the post-holder.



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### Person Specification

#### Experience

##### Essential

- Experience developing and delivering an individual giving strategy
- Experience planning, implementing, and evaluating direct marketing campaigns
- Experience developing and implementing individual giving and/or lottery programmes with effective stewardship journeys.
- Ability to monitor and evaluate campaign results and supporter feedback to make recommendations for future improvements.
- Evidence of achieving targets, monitoring budgets and forecasting effectively.

##### Desirable

- Experience using Donorflex or similar CRM database.
- Experience managing charity gaming, raffles and lotteries

#### Knowledge, Skills & Attitudes

##### Essential

- Qualified to degree level
- Proficient in use of IT, particularly Word, Excel, Outlook and Powerpoint
- Understanding how to create, deliver and evaluate communications campaigns.
- Sound knowledge of the 'donor journey', including acquisition, retention, stewardship and lifetime value.
- Understanding and awareness of working within brand identity guidelines.
- Ability to communicate creatively, persuasively and effectively on a range of topics to a variety of audiences.
- Accurate spelling and grammar with excellent attention to detail.
- Knowledge of the regulations around fundraising and lottery including GDPR
- Self-motivated with good organisational skills and the ability to multi-task a range of competing priorities to meet a variety of deadlines
- A flexible approach to work and willingness to undertake some evening and weekend work to support the wider charity
- Great team working skills with the ability to work across departments.

##### Desirable

- A clear understanding of standards set out by the Fundraising Regulator, ICO and the Gambling Commission, including regulations and relevant legislation.
- Full driving licence with use of own vehicle for business use.



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### What's Next?

We hope this pack has inspired you to join our team! If you have any questions, or need more practical information, please contact:

**Recruiting Manager: Karen Williams**

0151 556 5566

If you've got everything you need and you're ready to apply, please send your CV and supporting statement to

**Recruiting Manager: [Karen.williams28@nhs.net](mailto:Karen.williams28@nhs.net)**

Your statement should give examples of how you meet the criteria of the person specification, and what you feel you would bring to this role.

Final closing date: 15 May 2024

Please note, applications may be assessed as and when they are received, and interviews arranged, so we may close the position before the closing date if a suitable candidate is found.





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## Find us at

Clatterbridge Cancer Centre – Liverpool, L7 8YA

The Spine Building, Liverpool, L7 3FA

Clatterbridge Cancer Centre - Wirral, CH63 4JY

**[clatterbridgecharity.org](http://clatterbridgecharity.org)**

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**@ClatterbridgeCC**