



Job description

Working Animals International is dedicated to transforming the welfare of working animals in greatest need globally. By increasing access to skills, knowledge and resources and campaigning for policy change, we're building a world where working animals are healthy and valued, communities are stronger and livelihoods are more secure.

Find out more at workinganimals.org

- Job title:** Individual Giving Manager
- Report to:** Head of Individual Giving
- Location:** UK based, hybrid working with regular attendance (approximately one to two days per month, or more if preferred) in our London office
- Terms:** Full-time (34.5 hour per week), permanent
- Salary:** c £42,000 per annum subject to skills and experience
- Benefits:**
- 26 days annual leave, plus bank holidays; further leave accrues after two years of service to a maximum of 30 days.
 - Generous company pension scheme with 10% employer contribution if employee contributes a minimum of 5%.
 - Healthcare cash plan with Medicash, including access to virtual GP appointments.
 - Enhanced employee assistance programme.
 - Group income protection and life insurance scheme.
 - Volunteer day programme.

Purpose of the role

The Individual Giving Manager will play a key role in developing and delivering our individual giving programmes. They will work closely with our Head of Individual Giving to shape strategic plans across UK and international markets, driving income growth and expanding our global impact.

Key responsibilities

Area 1: Programme and campaign management

- Manage the development and delivery of our regular giving programme in the UK and globally, including sponsorship products, weekly lottery and text-to-give activities.
- Use audience and market insight and learnings to ensure optimal performance across the programme.
- Manage the production and delivery of direct mail campaigns across UK and global markets, ensuring activities meet timelines and income targets.
- Manage the development and delivery of virtual gifts across online and offline channels, ensuring alignment with fundraising strategy.
- Use audience insight and data to inform our strategy, plan, and targets (which should be ambitious but achievable).
- Develop and ensure effective digital support for campaigns and the successful operation of our webshop, in collaboration with our Digital Fundraising Manager.

Area 2: Strategic support and financial planning

- Pilot and evaluate new fundraising initiatives to support the strategic development of our individual giving programme.
- Report and analyse data, including regular performance monitoring and forecasting.
- Review and analyse historic data to establish baselines and set key performance indicator (KPI) targets to inform our individual giving budget and plan.
- Contribute to our annual budgeting and planning process, including preparing robust income and expenditure projections for different fundraising products and initiatives.

Area 3: Collaborative working

- Work collaboratively with our communications and digital engagement teams to align individual giving activities with brand campaigns and to leverage digital opportunities across web and social media.

- Work in partnership with fundraising colleagues to support the delivery of our overall fundraising strategy and individual giving programme.
- Work closely with agencies and suppliers on the design and development of donor marketing campaigns and activities from concept to evaluation, ensuring high-quality materials that are produced in line with brand guidelines.

Area 4: Monitoring, evaluation and reporting

- Monitor and analyse individual giving KPIs to identify trends and opportunities for optimisation, ensuring performance against agreed targets and implementation.
- Produce high-quality and comprehensive end of campaign reports for assigned activities, evaluating results and applying insights to enhance future campaign performance.
- Deliver regular attrition analysis for our committed giving programme, identifying trends and providing actionable recommendations to improve supporter retention.

Area 5: Line management of the Individual Giving Executive

- Provide direction and day-to-day oversight, guidance and support.
- Monitor and support performance, including setting and reviewing objectives and holding one-to-one meetings and appraisals.
- Support development, including identifying training needs.
- Provide pastoral support to wellbeing needs alongside performance and delivery.

Area 6: General responsibilities

- Deputise for the Head of Individual Giving as appropriate, for example, during periods of annual leave.
- Represent Working Animals International on internal and external groups, as required.

In addition, undertake any other duty or responsibility that may reasonably be required for this role. International travel may be required based on business needs, and the frequency and duration of travel will depend on project demand and organisational requirements.

Person specification

Knowledge and education

- Demonstrable understanding and experience of marketing techniques, including audience and donor segmentation, analysis modelling, and the use of insight to drive performance.
- Comprehensive understanding of fundraising principles and activities relevant to individual giving programmes.

Experience and skills

- Experience of managing donor marketing strategies, plans, programmes, campaigns and activities.
- Line management experience.
- Experience of managing external agencies to produce high-quality and insight-driven work.
- Excellent attention to detail and quality assurance skills, including proof reading.
- Excellent numerical skills and the ability to analyse results, including proficiency with Excel.
- The ability to interpret and define data requirements, including audience selections and segmentation, to inform and enhance fundraising campaigns.

Personal attributes

- Excellent organisational skills, with the ability to plan, manage and lead projects and activities to deadline.
- Strong written and verbal communicator, with the ability to develop strong cases for support.
- Great interpersonal and collaboration skills, with the ability to develop strong working relationships with colleagues and external suppliers.
- Highly innovative, with the ability to spot emerging market trends, draw inspiration and apply creative thinking to test and refine new fundraising initiatives.
- A commitment to our mission to transform the welfare of working animals.


Desirable criteria

- Experience working within a charity or non-profit environment.
- Copywriting experience.
- Experience of working with database software (e.g. Raiser's Edge).
- Experience of campaign data selections.
- Line management experience.
- Knowledge of working in international markets.

Applicants must have the right to work in the UK currently and for the duration of the contract.

To apply: Send a CV and cover letter/email (totalling no more than two pages) to recruitment@workinganimals.org. Please state where you saw the role advertised in the body of your email. If you have any questions about the role, please feel free to email us.

We recognise that candidates may choose to use AI in their application documents. We recommend that candidates ensure that their use of AI is considered and that their application documents accurately reflect their skills and experience. We do not use AI in our application review process, and all applications are independently reviewed by a minimum of two members



of the team. Some interview processes will involve skills assessments which we expect candidates to complete without the use of AI.

Deadline: 23:59 BST on Sunday 21 June 2026.