

# Individual Giving Fundraising Manager



**Weston  
Park**  
Cancer Charity  
Together at every step.

### Working here

|                         |  |
|-------------------------|--|
| <b>Position:</b>        | Individual Giving Fundraising Manager – Grade 5  |
| <b>Reporting to:</b>    | Director of Fundraising  |
| <b>Responsible for:</b> | N/A  |
| <b>Job location:</b>    | Primary base Weston Park Cancer Charity Hub, Whitham Road or Weston Park Cancer Support, Northumberland Road, Sheffield with some at home working.<br><br>Event site working as required across South Yorkshire with occasional national events. |
| <b>Hours:</b>           | 37.5hrs per week<br><br>This post will include weekend and evening work throughout the year. The charity offers an excellent Time In Lieu policy and/or pay for events outside of your normal working hours.                                     |
| <b>Salary:</b>          | £30, 673- £33, 000 (Grade 5) It is our policy to recruit at the bottom of the band unless significant experience is demonstrated.  |
| <b>Contract length:</b> | Permanent  |

### What we do

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For one in two of us, cancer will change everything.

When it does, so can we.

Weston Park Cancer Charity is here to face cancer with you. Our services, advice and support are for you and the people close to you, helping everyone to live with and beyond cancer. The funds we raise also support vital, pioneering research and clinical trials led by the exceptional medical experts at Weston Park Cancer Centre. It's our job to care in every sense for our patients and their families. Our help is free, and we're here for you, together every step.

### What you do

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#### Purpose of the Job:

This is an exciting new role for an experienced and dynamic fundraiser to take the lead in developing and growing our Individual Giving program. As the **Individual Giving Fundraising Manager**, you will be responsible for driving forward a fresh, innovative approach to engaging supporters and securing vital donations to support the continued work of our charity. You'll have the opportunity to shape new, compelling campaigns while building on the success of our existing initiatives, including the Christmas Star appeal.

This role will see you working across a range of exciting fundraising campaigns, ensuring key audiences understand the impact of our work and are motivated to donate. You will take charge of the donor journey, ensuring it is sensitive, engaging, and streamlined, with a strong emphasis on maintaining positive, ongoing relationships with supporters.

Collaborating closely with the Director of Fundraising, Fundraising Team, Campaign Manager, and Data Manager, you will tailor campaigns to effectively target individual giving across South Yorkshire, Bassetlaw, and North Derbyshire, ensuring that fundraising targets and budget goals are met. This is the perfect opportunity for someone who thrives on planning and executing successful campaigns, enjoys building meaningful relationships, and is passionate about utilizing digital tools to connect with donors.

If you are a strategic thinker with excellent customer care skills, eager to lead a fresh, dynamic income stream within a busy, supportive team, this role is the perfect fit for you.

#### Key Responsibilities:

- **Lead and implement the individual giving donor journey** to increase regular gifts, payroll giving, and one-off donations, ensuring a seamless and engaging experience for supporters at all stages.
  - **Create and lead individual giving campaigns** aimed at recruiting new donors, retaining existing supporters, and increasing reach, engagement, and income.
  - **Develop new fundraising campaigns** to raise awareness of the charity's work and motivate both new and existing donors to contribute, working
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closely with the Campaign Manager and other fundraising teams to create compelling messaging and content.

- **Focus on retention and stewardship** by maintaining and deepening relationships with existing donors, ensuring they feel valued and connected to the charity's impact, and encouraging continued support.
- **Maximise payroll giving opportunities** to reach employees across the region, building strong partnerships with businesses and organisations. Working closely with the Corporate Partnerships Manager
- **Evaluate campaigns** against income and impact success factors, identifying areas for improvement and implementing necessary adjustments to enhance effectiveness and donor engagement.
- **Analyse and segment the supporter base** to develop tailored supporter journeys and propositions, ensuring campaigns are targeted effectively and that data is used optimally for engagement.
- **Utilise digital platforms** to engage new and existing supporters, focusing on online acquisition methods and improving digital presence to encourage regular giving.
- **Collaborate closely with other fundraising areas, marketing, and events teams** to ensure the alignment of strategies, sharing of insights, and maximising opportunities for income generation through a unified approach.
- **Assist in the delivery of donor and supporter engagement events**, in line with the donor recognition and stewardship plan, to strengthen relationships and drive additional support.
- **Contribute to the annual fundraising plan**, supporting the charity's broader goals and helping to drive growth in line with the three-year strategic vision.
- **Ensure all activities are managed via the charity's CRM system (Raiser's Edge)** to maintain accurate donor records, track engagement, and ensure best practice.
- **Ensure compliance** with relevant regulations and best practices, including GDPR, Fundraising Regulator Code of Practice, and charity law, in all aspects of fundraising activity.
- **Attend team meetings and contribute to team development**, taking an active role in team discussions and strategy sessions to achieve collective success.

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- **Travel throughout the region** to attend fundraising events and engage with supporters, representing the charity and strengthening community connections.
- **Work flexibly**, including occasional evenings and weekends, to support fundraising events and activities as needed.

This role offers the opportunity to lead a key income stream, working closely with teams across the organisation to develop a high-impact individual giving program. The target for this role is a minimum of **£300,000 per annum**, focusing on the continued growth of regular giving and deepening supporter relationships.

### General Responsibilities:

Every employee is required to:

- Adhere to, and comply with, organisational policies, procedures and guidelines at all times.
- Take all reasonable steps to manage and promote a safe and healthy working environment which is free from discrimination.
- Comply with the organisational policy on confidentiality, and the General Data Protection Regulations.
- Respect the confidentiality and privacy of donors, guests and staff at all times.
- Maintain a constant awareness of health, welfare and safety issues affecting colleagues, patients, volunteers, visitors and themselves.
- Participate in personal and organisational training and development and performance framework meetings.

The above is not an exhaustive list of duties, and you will be expected to perform different tasks as necessitated by your changing role within the organisation and the overall business objectives of the organisation.

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## Who you are

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We are seeking a highly motivated individual who shares our values to join Weston Park Cancer Charity's busy charity team. Our Individual Giving Fundraising Manager will play a vital part in our team and help us to deliver our vision: a better life for those living with, and beyond, cancer in our region. If you are interested in progressing your career within an organisation which makes a real difference to the lives of thousands of people, we'd love to hear from you.

### About you:

- You will be a forward thinking, team player with a 'can do' attitude & part of a fast-paced charity team
- You will have excellent communication skills (both written and oral)
- Able to manage your own workload and priorities to agreed deadlines
- Participate in and contribute to team meetings
- Co-operate and liaise with colleagues, working in a professional manner at all times
- Act as an ambassador for Weston Park Cancer Charity, reflecting the objectives and values, and to always work in the best interests of the charity.
- Support and encourage harmonious internal and external working relationships
- Make a positive contribution to volunteer involvement in delivering the charity's strategy and raising the profile of Weston Park Cancer Charity

### Our Total Rewards Package

Our Total Rewards Package is the result of staff feedback and best practice across the charity, public and private sectors. Some of our key benefits, depending on eligibility, include:

- 27 days (plus bank holidays) annual leave
- Option to purchase additional five working days per year
- Westfield Health level 4 coverage
- 12 weeks maternity leave at 100% pay and an additional 6 weeks at 50%
- Up to 2 weeks full paternity pay
- NHS benefits
- Hybrid working
- A minimum 4% employee / 6% employer contribution through our Auto Enrol private pension scheme. \*Tax relief is automatically claimed for the staff member.
- Death in service cover

## Person Specification

### Methods of Assessment:

A = Application

I = Interview

R = References

T = Test/Presentation

|  | Essential | Desirable | Assessment |
|--|-----------|-----------|------------|
| <b>QUALIFICATIONS</b>  |           |           |            |
| Educated to degree level or equivalent   |           | √         | A/I        |
| Clean Driving license and the ability to travel across the region  | √         |           | A/I        |
| <b>EXPERIENCE, KNOWLEDGE, SKILLS &amp; ATTRIBUTES</b>  |           |           |            |
| Minimum of 2 years' experience in a sales or business development role                                   | √         |           | A/I/R/T    |
| Excellent data and analytical skills   | √         |           | A/I/R/T    |
| Experience of delivering successful charity or sales campaigns   | √         |           | A/I/R/T    |
| Proven project management skills   | √         |           | A/I/R/T    |
| Knowledge of marketing principles  | √         |           | A/I/R/T    |
| Excellent digital skills to support sales and marketing  | √         |           | A/I/R/T    |
| Experience of working with online sales or donation platforms, creating an excellent customer experience |           | √         | A/I/R/T    |
| Experience of Line Management  |           | √         | A/I/R/T    |
| Excellent communication skills (both written and oral) to liaise with a range of diverse stakeholders    | √         |           | A/I/R/T    |
| Excellent organisational skills, with the ability to prioritise in a fast-paced environment              | √         |           | A/I/R/T    |
| Compassionate and committed to the values of Weston Park Cancer Charity                                  | √         |           | A/I/R/T    |
| Flexible and acts with a 'can do' attitude to change   | √         |           | A/I/R/T    |
| Can maintain confidentiality and act in a professional and respectful manner                             | √         |           | A/I/R/T    |
| An understanding and appreciation of the workings of the charity sector                                  |           | √         |            |

## Individual Giving Fundraising Manager (Grade 5)

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|--|---|--|---------|
| Strong IT skills (proficient with Outlook, Word, Excel, PowerPoint & use of databases in particular) | √ |  | A/I/R/T |
| Ability to work effectively as part of a team  | √ |  | A/I/R/T |
| Willingness to work outside of office hours as required  | √ |  | A/I/R/T |

## How to apply

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**Closing date:** Monday 10<sup>th</sup> March 2025 at 9am

**Interview date:** 1<sup>st</sup> interviews- 18<sup>th</sup> March 2025

2<sup>nd</sup> Interviews- 24<sup>th</sup> March 2025

**Application format:** Please send a CV and covering letter demonstrating that you have read the job description / person specification and how you meet the essential and (where relevant) desirable criteria for this role. This can include skills, training, membership of professional bodies and experience. The covering letter will form a key part of the recruitment process and you should demonstrate your suitability for the role in no more than two pages.

Weston Park Cancer Charity is committed to promoting equality of opportunity and values diversity of culture among our staff. All applications are anonymised as part of the selection process, so please do not forward any documents in PDF format.

**Apply to:** [HR@wpcancercharity.org.uk](mailto:HR@wpcancercharity.org.uk)