

### **Job Description**

<b>Job Title:</b>	Individual Giving Manager
<b>Salary:</b>	£28,000 to £35,000 pa
<b>Reports to:</b>	<b>Associate Director of Development (ADOD)</b>
<b>Location:</b>	Office based at City Hospital offices with a mix of flexible home working.

### **JOB SUMMARY**

A senior member of the fundraising team, the post holder will lead on Individual Giving fundraising. The key focus will be on donor acquisition, retention and developing donor journeys to maximise income and lifetime value.

They will develop and implement multi-year strategies to significantly increase income and other support from these areas, in-line with the overall fundraising strategy. They will also play a key role in developing donor journeys for our existing and new supporters ensuring that donors feel valued and informed about the impact they are making.

The post holder will particularly develop activity related to “In Memory” giving and tribute funds. The post holder will also manage a series of past patient “opt-in” mailings to develop new supporters for Nottingham Hospitals Charity.

### **KEY JOB RESPONSIBILITIES**

To achieve or exceed the annual individual giving fundraising target and to accurately monitor income and expenditure, suggesting remedial action where necessary

#### **Strategic Planning, Financial Management & Reporting**

Work with the Associate Director of Development to develop and implement strategic, multi-year action plans and budgets for individual giving fundraising to significantly increase income and support including regular giving, direct mail, in memory giving, digital fundraising.

Monitor progress against strategic plans and budgets and produce regular fundraising and activity reports and other agreed KPI's including compiling reforecasts.

#### **Individual Giving**

Maximise the value, diversity and longevity of the individual giving income stream through excellent stewardship and relationship management. Develop segmented donor journeys, acquisition and retention plans, monitor progress and identify and optimise growth opportunities.

Implement donor journeys for all individual supporters.

Line manage and offer guidance and support to the Individual Giving Assistant.

Work with the Head of Marketing and Communications to develop creative, innovative and targeted fundraising campaigns to engage new and existing supporters and maximise all fundraising opportunities.

Work with the wider marketing team to produce engaging case studies and fundraising appeals across all communication channels.

Ensure thank you letter templates are reviewed and updated regularly.

Working with the Head of Marketing and Communications, develop and implement a digital fundraising strategy.

Support the Associate Director of Development by assisting in the identification of potential major donors from current individual givers and the development of a high value individual giver programme.

### **Innovation & Development**

Be the lead specialist in individual giving fundraising and maintain strong knowledge of relevant legislation and best practice.

Develop and maintain specialist knowledge of trends and developments in the sector, through completing relevant training, reviewing relevant press and publications and keeping up to date with industry news.

Identify potential new opportunities and fundraising activities and assist in the preparation of business cases for investment.

Explore new ways to take donations and implement, utilising latest industry trends and technology.

### **Data Management**

Utilise Raiser's Edge to maintain accurate records for data segmentation and for income and other KPI reporting purposes to ensure the effective management of all individual giving and other fundraising activities.

Ensure the meticulous recording of all data relating to individual donors on Raiser's Edge and filing systems (including personal data and financial information).

Maximise CRM potential for data management and optimise automation of segmented donor journeys.

Maintain the accuracy of all data following current GDPR requirements and work with the Income Manager to oversee compliance in these areas.

Keep up to date with developments from the Fundraising Regulator.

## **Internal & External Relationships**

Manage relationships with external fundraising and creative agencies and ensure clear objectives and targets are set and monitored.

Work with colleagues throughout the charity to identify and approach key stakeholder groups close to the organisation e.g. patients, families and friends.

Be an active and supportive member of the Charity team, contributing to the team's development and working collaboratively with colleagues and volunteers.

## **Other Duties**

Be an outstanding advocate for the Charity in line with the core values of the organisation.

Gain and maintain in-depth knowledge and understanding of the Charity's work, priorities and future plans and act as a spokesperson for the charity when required, including representing at external events as appropriate.

Any other reasonable duties as required by the Associate Director of Development.