

JOB DESCRIPTION

Position:	Individual Giving Manager
Responsible to:	Head of Fundraising
Responsible for:	N/A
Works With:	Operations Directorate, external suppliers and third parties
Location:	Hybrid – Godalming and home

Overview:

As the Individual Giving Manager, you'll be responsible for delivering the overarching strategy for soliciting cash gifts from our warm donor base. You'll develop compelling content that demonstrates the impact of their donations and inspires them to contribute. You'll use your experience in direct mail and email marketing to drive income and repeat gifts to deliver the agreed annual budget.

You'll be responsible for managing and growing our raffle, merchandising and fundraising appeals, both offline and online. You'll be capable of delivering a busy schedule of fundraising campaigns to prompt financial donations and uplift average donation values.

You'll understand our supporters, represent their voice and inspire them to interact with and donate by encouraging repeat giving from existing warm supporters, action takers and social media followers.

The League Against Cruel Sports is Britain's leading charity working towards a kinder society where persecuting animals for 'sport' is in the past.

Redefining what is acceptable and inspiring change, we were instrumental in helping bring about the landmark Hunting Act 2004. Driven by compassion and empowered by knowledge, we manage sanctuaries to protect wildlife, carry out investigations to expose law-breaking and cruelty to animals, and campaign for stronger animal protection laws and penalties.

United, we will end animal cruelty in the name of 'sport'.

Purpose of Job:

- To manage planned fundraising direct marketing activities including cash appeals and raffles to generate agreed annual budget
- To manage and grow the League's merchandise revenue by developing an innovative approach to marketing and design
- To capitalise on campaigning successes to generate income online

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Principal Responsibilities:

General fundraising

- Deliver a schedule of planned fundraising direct marketing activities including raffles, cash appeals and merchandise both online and offline to generate agreed annual budget.
- Manage end-to-end campaign processes, including collaboration with internal stakeholders to identify fundraising opportunities; development of comprehensive design briefs; creation of online and offline fundraising copy; submission of relevant and targeted data selections; print, production and mail management; and project management of digital components as part of integrated campaigns.
- Ensure consistent and thorough record-keeping for our supporters through the charity CRM system, in compliance with fundraising guidelines and GDPR.
- Analyse campaign results and produce 'end of campaign' reports to inform future decision making and lead a data-led approach to recommendations.
- Manage relationships with external service providers to ensure products remain compliant and in line with relevant legislation.
- Monitor and demonstrate achievement of set objectives and KPIs, reporting on performance for all managed campaigns.
- Keep up to date with sector-wide fundraising trends and share with Operations Directorate to help create a testing and learning environment.
- Work with the Campaigns and Communications Team to ensure League supporters receive timely, targeted and consistent messaging from the point of acquisition, throughout their donor lifetime.

Direct mail appeals

- In collaboration with internal graphic designer and campaigns team, create suite of direct mail appeals and reminders; copywriting, data selections, print, laser and mail briefs

Merchandise

- Manage the League's merchandise products, Cards Against Cruel Sports and Clothes Against Cruel Sports, to grow reach and income from trading both online and offline.

Raffle

- In collaboration with internal graphic designer, social media team and external provider, create suite of raffle communications to maximise reach and revenue
- Prepare and submit gambling returns and associated materials to the Gambling Commission to meet agreed deadlines.

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General

- Work in line with company policies and processes, in particular health and safety and information security.
- Actively work to embed sustainability into day-to-day practices, advancing sustainability at the charity.
- Take an inclusive and collaborative approach to teamwork and stakeholder engagement.
- Any other duties that are reasonably asked of you.

Skills/Knowledge	Essential	Desirable
Professional and Technical Qualifications		<ul style="list-style-type: none"> ▪ Relevant qualification in marketing, digital marketing or fundraising
Experience and Knowledge	<ul style="list-style-type: none"> ▪ Proven experience of designing and delivering offline and online fundraising campaigns ▪ Proven experience of working with print and mail agencies ▪ Strong understanding of data segmentation and targeting ▪ Proven experience of copywriting for various audiences ▪ Working knowledge of data analysis and performance metrics 	<ul style="list-style-type: none"> ▪ Experience managing multiple projects ▪ Strong understanding of charity laws and regulations
Skills and Competencies	<ul style="list-style-type: none"> ▪ High levels of attention to detail ▪ Sensitive and effective interpersonal skills – able to establish and maintain excellent working relationships with staff, supporters and other stakeholders ▪ Able to generate solutions, analyse and understand issues and make rational judgments based on relevant information ▪ Confident and effective communication skills ▪ Intermediate MS Word, Excel, PowerPoint and Outlook 	<ul style="list-style-type: none"> ▪ Experience of working with fundraising agencies

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Personal Characteristics

1. A genuine empathy and compassion for animals and commitment to the objectives and purpose of the League.
2. A collaborative approach to work and a commitment to the values of accountability, openness and diversity.
3. A credible, approachable person that can build rapport and win hearts and minds for the League.
4. The courage and resilience to work in challenging environments and manage demands in an emotionally mature way.
5. The ability to drive forward change and adapt response accordingly to changing needs and circumstances.

Acknowledgement

I acknowledge receipt of this job description. I confirm that I have read, understood and accept the requirements of this role.

Signed by the employee:

Printed name:

Date: