

## Individual Giving Manager

### Job Description and Person Specification

**Job Title:** Individual Giving Manager

**Reporting to:** Director of Fundraising & Operations

**Location:** ORCA Offices, Portsmouth, and events/other locations as required

**Term:** Full time (37.5 hours a week)

**ORCA's Purpose:** ORCA are one of the UK's leading whale and dolphin charities with a mission to give everyone who cares about whales and dolphins an active role in safeguarding their future. They have coordinated an international network of volunteer citizen scientists since they were founded in 2001, using ferries and cruise ships as platforms of opportunity to collect critical data about whales, dolphins and porpoises. ORCA delivers a programme of innovative education and outreach both at-sea and on land. ORCA Ocean Conservationists work aboard cruise ships and ferries across the world, collecting vital scientific data about whales and dolphins whilst inspiring guests on ships to show them the wonders of the marine environment.

**Role Summary:** To substantially increase annual donated income for ORCA from individual giving channels such as memberships and donations. Includes development and delivery of an individual giving strategy for 2025-2027, oversight of all digital giving channels to maximise recruitment and retention of "armchair" supporters, and management of administrative processes related to fundraising processes. This will include meeting the following expectations in terms of annual growth in individual giving over and above existing individual giving revenue:

2025: £25,000 increase in individual giving income vs 2024

2026: £75,000 increase in individual giving income vs 2024

2027: £150,000 increase in individual giving income vs 2024

#### **Roles and Responsibilities:**

##### **Income generation:**

- To develop and deliver an individual giving strategy outlining the development and growth of individual giving activity within ORCA for the period 2025-2027, including a focus on both donor retention and recruiting from new markets outside of existing reach
- To achieve annual individual giving targets, including delivering an uplift in income from individual giving sources (public donations, memberships and community fundraising) up to achieving £150,000 growth vs 2024 income by 2027.
- To improve donor retention rates to ensure that the donor base grows year on year

##### **Data management:**

- To manage ORCA's donor CRM system, ensuring data is managed effectively and efficiently to target communications and maximise effective fundraising opportunities

- To ensure ORCA's data management systems are compliant with all relevant legislation and that communications are in line with legislative requirements
- To use appropriate tools to understand the analytics of ORCA's donor journey and adapt systems, processes and content to maximise income generation and ensure a smooth and simple experience for donors
- To provide reports on individual giving activity, including for the purposes of financial reporting and forecasting, activity review, and gift aid claims

**Marketing and communications:**

- To develop and deliver high quality materials for recruiting new donors through digital media channels, including Facebook, Instagram and ORCA's website.
- To develop and refine a multi-channel fundraising communications strategy with dynamic assessment of the impact of different communication channels on achieving overall KPIs
- To manage donor communications via ORCA's CRM to maximise donor engagement and target campaigns and promotions at supporters to maximise individual giving revenue streams
- To use other appropriate tools, including Meta Business Manager, email automation and SEO, to maximise digital engagement and generate new individual giving opportunities

**Other duties:**

- To deliver training to staff members on fundraising through ORCA's other programmes
- To work closely with other members of the Operations team to identify new opportunities to generate individual giving revenue
- To deliver other reasonable duties as required by the organisation

**Person Specification (E= Essential, D= Desirable)**

<b>Experience and knowledge</b>	
Minimum of five years' experience of individual giving fundraising activity	D
Significant experience of successfully designing and delivering initiatives which generate income for a project or organisation	E
Experience of providing excellent customer service	E
Experience of developing communications for donors and marketing in an individual giving context	E
Experience of digital fundraising, including social media	E
Experience of setting and delivering KPIs across digital channels and fundraising with a good understanding of how to achieve positive conversion rates	D
Community and event fundraising experience	D
Experience of establishing and maintaining administrative procedures	E

<b>Skills and Abilities</b>	
A confident communicator with excellent written and verbal communication skills	E
Excellent project management, budget management and resource control skills	E
Excellent organisational skills, including experience of working on numerous tasks in parallel	E
Ability to converse, build strong relationships and work with people from a variety of backgrounds, from donors to trustees	E
Skills and ability to diffuse situations with patience and diplomacy	E
Excellent I.T skills	E
Experience of use of a CRM system in a not-for-profit context	E
Ability to work effectively in a team environment.	E
Excellent attention to detail	E

<b>Attitudes</b>	
Self-starter with strong self-motivation, energy and drive	E
Willingness to work occasional evenings and weekends when required	E
Team player: someone who is open and who is able and willing to deliver beyond a personal brief	E
Commercially savvy with an acumen for identifying and developing new opportunities	
Takes responsibility for own areas of work – is conscientious and uses initiative	E
A flexible and adaptable approach to work with a willingness to work within changing priorities	E
Positive and enthusiastic	E
A commitment to the aims and objectives of ORCA	E