

Job description

Job Title:	Individual Giving Manager
Location:	Remote in the UK (homebased) with occasional travel
Managed by:	Head of Voluntary Income
Responsible for:	Digital Engagement Officer
Hours:	35 Per week (will consider part-time)
Contract:	Full Time Permanent
Salary:	FTE: £40,000 per annum

At Cruse, our strategy, sets out our charity's plans to grow our income and build on our expertise and unique position in the sector. We provide expert bereavement and grief information and support, and our charity has been supporting people for over 65 years. We support adults, children and young people across England, Wales and Northern Ireland, through our national services, over 80 local branches and online information about grief and bereavement.

Job purpose

Individual giving at Cruse is in its infancy; therefore, this is a unique opportunity for an experienced, proactive and creative individual giving expert to join, develop and build the role. We are looking to build all areas of individual giving including committed gifts, cash appeals, legacy and in memoriam gifts, and increase our supporter acquisition and retention. With integrated cross team planning and delivery between individual giving, events, campaigns, brand and supporter engagement.

Experience of using digital channels to grow income from supporters and creating an exceptional donor experience are key to this role. The Individual Giving Manager role is part of the Voluntary Income Team, that will drive development of both acquisition and retention channels to improve overall supporter experience, and therefore income. This is a great opportunity to make this role your own and set the direction for generating income from individual supporters alongside growing our legacy pipeline.

Key responsibilities

- Working closely with the Head of Voluntary Income, develop of a multi-year individual giving strategy to grow our donor base, helping to track acquisition and retention, predicted break-even periods and the ROI of our investment.
- Produce and manage the content and delivery plans for individual giving.

We help people through one of the most painful times in life
– with bereavement support, information and campaigning.

Charity Registration Number: 208078. A company Limited by Guarantee Number: 638709.

- Reforecast income and expenditure across budget lines, making recommendations with the aim of improving performance, taking advantage of opportunities and give the organisation an accurate picture of year-end.
- Report KPIs on individual giving to the Head of Voluntary income.
- Work with the Fundraising Team and the Marketing and Communications Team, to align campaigns for acquisition and retention, and develop joined up stewardship plans.
- Work with the Digital Data and Technology Team to develop automated systems that support development.
- Work closely with the Services Team to build client donations and lifetime journey.
- Develop and test new propositions and products to drive supporter acquisition and in particular recruit new regular givers.
- Work in partnership with the Fundraising Operations and Supporter Care Team to meticulously track the growth of the supporter base, analysing performance, to optimise and adjust campaigns accordingly, to maximise the number and quality of supporters recruited.
- Oversee and advise on all teams donor acquisition campaigns, ensuring best practice and use of digital and direct marketing fundraising techniques, and compliance.
- Work with the Marketing and Communications Team to optimising digital programmes on paid social and search, working with Meta Ads Manager and Google AdWords.
- Work with the wider Fundraising and Service Teams to innovate and produce new products and services.
- Further develop mid-value, in memoriam and legacy programmes.
- Deliver excellent supporter journeys (including welcome, conversion and reactivation journeys) that maximise life-time value.
- Lead, manage and maintain an open, collaborative and driven Individual Giving Team.
- Ensure employees are developed, invested in, and retained and motivated to drive growth.
- Stay up to date with individual giving fundraising best practice.
- Ensure targets are met, objectives are commensurate to resource, and activities are delivered on time.
- Maintain excellent awareness of changes in supporter care protocol and regulations, including Gift Aid, data protection, Codes of Fundraising Practise and other relevant legislations.

Person specification

The following outlines the qualities, skills, and experience we seek in the successful candidate. As you prepare your application, we encourage you to provide clear, well-evidenced examples demonstrating how you meet the criteria. This will allow us to assess your suitability for the role effectively.

Essential	Desirable
Qualifications & Experience	
Experience working within individual giving in a Fundraising Team	
Proven track record of achieving income against agreed financial targets as well as non-financial KPIs	
Demonstratable experience of developing engaging content and support journeys and using digital marketing channels to facilitate	
Experience working using donor insight and overseeing donor acquisition channels taking a test and learn approach and tracking return on investment	
Ability to write or contribute to individual giving strategies	
Track record of delivering and driving growth in an individual giving programme	
Significant and substantial experience managing seven figure budgets	
Ability to develop, and identify compelling copy and creative	
Line management experience with the ability to analyse, monitor figures and activities to support the team reaching individual and team targets	

Keys Skills and Expertise	
Competent IT Skills across the Microsoft Office 365 suite with proficiency in fundraising databases and CRM systems	
Comprehensive knowledge of data protection and GDPR regulations	
Good working knowledge of the Code of Fundraising practice	
Excellent interpersonal skills and ability to collaborate in an integrated manner with teams across fundraising and communications	
Excellent communication skills	
An understanding of the principles of digital mobilisation, engagement and fundraising	
Strategic thinking – Keen to optimise and improve campaigns with strong problem-solving skills	
Strong understanding of digital and direct marketing techniques and fundraising tactics	
Key Competencies & Attributes	
EDI commitment – Demonstrates a deep understanding and dedication to equality, diversity, and inclusion within the workplace	Ability to function well in an environment where bereavement issues are constantly under discussion
Self-motivation, autonomy & team player – Works independently while responding to evolving priorities with agility and will actively contribute to a cohesive and motivated workplace culture	Working in the charity sector with a passion for the cause
Every role serves as an ambassador for our mission, championing the charity and inspiring others to support and engage with our fundraising efforts	
Values-driven approach – Consistently demonstrates behaviours aligned with organisational values	