

Job Description & Person Specification

Job title Individual Giving Manager

Directorate Fundraising & Communications

Reports to Head of Individual Giving

Supervises n/a

Purpose of the Job

The Individual Giving Manager drives the recruitment of new supporters and supports the stewardship of our warm audience, generating sustainable income for Shaftesbury.

This role focuses on maximising long-term value through innovative and impactful multichannel campaigns including reactivating lapsed supporters, optimising supporter conversion and delivering engaging onboarding experiences.

The Individual Giving manager will work on growing regular giving, cash and gaming pipelines and manage exciting projects which could include digital, DRTV, face-to-face, telemarketing, direct mail and radio. The role will provide assistance to the Head of Individual Giving with all retention activity, including cash appeals and newsletters.

Main Duties

- Lead on the planning and delivery of multiple income generating campaigns such as regular giving, cash supporters and gamers.
- Create, plan and project manage campaigns, ensuring projects are delivered on time, to income target and to expenditure budget.
- Grow the Shaftesbury LifeSum Lottery to drive regular contributions from monthly players.
- Develop and optimise reactivation campaigns to reengage support from lapsed supporters.
- Produce project plans, briefs and schedules, liaising with internal and external stakeholders, to ensure all aspects of a campaign are set up ahead of start dates and all communications are on brand and reflect Shaftesbury's values and mission.
- Work with the Head of Individual Giving to develop and produce compelling supporter pathways to ensure new and existing supporters feel valued and engaged, maximising long-term retention.
- Test and innovate new recruitment approaches, piloting emerging fundraising channels and techniques.
- Analyse campaign performance, tracking key metrics (CPA, conversion, attrition and retention rates, ROI) and making data-led optimisations.

Job Description & Person Specification

- Manage the acquisition budget, ensuring efficient resource allocation and maximising return on investment, tracking expenditure and income, providing regular updates to senior leadership.
- Manage relationships with external agencies and suppliers, ensuring high-quality, cost-effective campaign delivery.
- Work with members of the Individual Giving team, as well as teams across the organisation, to ensure all aspects of campaigns and projects are fully briefed and set up correctly. This will require working closely with Data, Supporter Care and Digital teams, as well as Finance.
- Monitor industry trends and competitor activity, integrating insights to maintain innovation in acquisition strategies.
- Ensure all activities comply with GDPR and fundraising regulations.

Working Relationships:

Internal – Fundraising & Communications Directorate, Care Services, Educational establishments

External – agencies, suppliers

This job description and person specification is not exhaustive and amendments and additions may be required in line with future changes in the post holder's duties.

Job Description & Person Specification

Person Specification

Essential Experience

Qualifications:

- Ability to demonstrate competence through experience and continued professional development

Experience:

- Over two years' experience in an Individual Giving role.
- Strong understanding of audience targeting, lead generation and conversion strategies, using data insights to recruit and engage new supporters.
- Experience of setting, working to and meeting, fundraising targets.
- Experience of innovating and developing new activities and products.

Technical/Work based skills:

- Proven experience in supporter acquisition, retention or direct marketing within the charity sector.
- Strong knowledge of acquisition techniques including lotteries, digital advertising, direct response, digital lead generation and paid media. Experience using data analytics and interpreting A/B test results to inform acquisition campaigns.
- Experience in budget management, including forecasting, cost control and ROI analysis.
- Experience of writing compelling, persuasive fundraising copy for different audiences and ability to develop creative fundraising collateral.
- Experience launching new fundraising campaigns, from concept to execution.
- Proficiency in audience segmentation, donor journeys and CRM/fundraising databases (e.g., Raiser's Edge or similar).
- Experience working with telemarketing or similar agencies.
- Advanced IT skills, including Microsoft Office (Word, Excel, PowerPoint, Outlook) and analytics tools.

General skills and attributes:

- Excellent written and oral presentation skills.
- Excellent organisational and time management skills including experience of planning and managing multiple projects simultaneously and meeting tight deadlines.
- Strong attention to detail, ensuring accuracy in copywriting, proofing, and campaign materials.
- Ability to work on own initiative as well as a key member of a team.
- Flexible and proactive approach and attitude.
- Enthusiasm and drive to make things happen.
- Commitment to Shaftesbury's Mission, Values and Christian ethos.

Job Description & Person Specification

- A team player who is able to react positively to the needs of other teams which might be in conflict with their own team's objectives.
- Ability to work occasionally outside of normal office working hours, including evenings and weekends of which you will be awarded Time Off in Lieu.

Desirable Experience

Skills and Experience:

- Familiarity with email marketing platforms and automation tools.
- Experience of using Raisers Edge database.

Job Description & Person Specification

This job description and person specification is not exhaustive and amendments and additions may be required in line with future changes in the post holder duties.

SAFEGUARDING

Shaftesbury is committed to safeguarding and promoting the welfare of adults, young people and children and expects all employees to share this commitment and follow our safeguarding policies and procedures.

EQUALITY AND DIVERSITY

Shaftesbury is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.

Shaftesbury aims to create and sustain an inclusive work environment which provides equality of opportunity for everyone and reflects the diversity of the communities we serve. The post holder is required to uphold the Equality and Diversity policy and comply with the code of conduct which sets out our standards of behaviour towards those who use our services or work within them.

CHRISTIAN ETHOS AND VALUES

The post holder must carry out all duties in a manner which is consistent with Shaftesbury values which are based on an inclusive Christian ethos.

POLICIES AND PROCEDURES

The post holder must also maintain the policies, procedures and practices of the organisation and as far as possible, must ensure that all activities within the work setting are consistent with those values, policies, procedure and practices.

CONFIDENTIALITY

The post holder must ensure that any information relating to employees, people supported and volunteers (future, current and past) is treated in strictest confidence and must be discussed only within the confines of the work setting with the appropriate members of the team or managers.

HEALTH AND SAFETY

The post holder must be familiar with Shaftesbury Health and Safety policies and guidelines. All work should be undertaken so as to be consistent with these, and so as to ensure own health and safety and that of others affected by their work.

Job Description & Person Specification

I have read and understood the job description outlined above. I confirm that I am capable of fulfilling the responsibilities and requirements of this role. I agree to perform the duties to the best of my ability and in line with the company's expectations.

Employee Signature: _____

Employee Name (Printed): _____

Date: _____