

Individual Giving Manager - Person Specification

Individual Giving Manager	Essential	Desirable
Qualifications, Knowledge and Experience	<ul style="list-style-type: none"> • Experience of managing an individual giving programme including acquisition and retention activity • Experience of running direct mail and regular giving campaigns. • Proven experience of developing existing income streams and developing new fundraising initiatives • Experience of planning and working towards targets • Demonstrable budget management experience • Experience of managing third party suppliers/agencies • Strong knowledge of legislation and best practice relating to individual giving fundraising including Gift Aid and data protection • Experience of using a CRM system or database within a fundraising environment • Experience of efficiently managing and delivering a demanding and varied workload 	<ul style="list-style-type: none"> • Fundraising or Marketing Qualification • Member of the Institute of Fundraising • Experience of developing and implementing digital fundraising appeals • Experience of writing engaging copy • Familiar with current GDPR requirements and working to achieve compliance

<p>Skills and Attributes</p>	<ul style="list-style-type: none"> • Ability to develop, implement and evaluate a fundraising strategy • Ability to build strong working relationships with supporters of all levels. • Ability to communicate effectively to internal stakeholders • Excellent data understanding, management and manipulation skills • Self-motivated and positive attitude with the ability to work under pressure and prioritise in a busy environment. • Ability to work in a logical, organised manner with a high level of attention to detail • Ability to work effectively as part of a team as well as independently • Ability to work to tight deadlines • Excellent IT skills including Microsoft packages • Focused, ambitious and results driven, with a readiness to seize new opportunities and source 	<ul style="list-style-type: none"> • Ability to constructively challenge and bring improvements • Ability to develop creative ideas and a pro-active attitude in 'making things happen'
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