



JOB DESCRIPTION & PERSON SPECIFICATION

Job Title: Individual Giving Officer
Reports to: Senior Individual Giving Manager
Direct Reports: N/A
Location: Remote/Home
Hours: 21 per week
Job type: Fixed term contract for one year

Job Purpose	To support the charity’s strategic priority of building a strong and active supporter base and maximising their loyalty through multi-channel supporter campaigns.
Accountabilities	Planning and delivering digital campaigns that achieve KPIs across the Individual Giving portfolio, primarily working across the digital mobilisation product, which includes the conversion of supporters to cash donors, regular givers, and lottery players, whilst also engaging them with advocacy actions.

Main Responsibilities	<p>Supporter mobilisation</p> <ul style="list-style-type: none"> • To recruit, engage, mobilise and convert the supporter community, primarily across digital channels. • To manage key supporter journeys across email, web and paid/organic social media. • To build key supporter journeys via our email provider Dot Digital, being able to come up with creative ideas for execution and be proficient in working with supporter data. • To lead on the development of advocacy campaigns (petitions or other relevant actions) alongside the Public Affairs and Policy team. • Being able to convert our manifesto asks into engaging communications to our supporters • Creating engaging communication pieces for supporters including creative content and copy. • Lead on analytics across the digital mobilisation programme. Report campaign performance against objectives, identifying and sharing learnings among the team and other colleagues. • Ensure communications faithfully represent the experiences of the Armed Forces community. <p>Collaborative working</p>
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	<ul style="list-style-type: none"> • Build and manage effective working relationships with colleagues, ensuring they understand audience and campaign objectives, and deliver good quality support to brief and to deadline. • Build and manage effective working relationships with agencies and other external partners, with clear measurable objectives, and ensure they deliver the right expertise to budget and deadline. • Work closely with teams across Help for Heroes to develop and deliver a good supporter experience that contributes to strategic objectives. • Look externally for opportunities to learn about best practice and trends and share learnings with colleagues so we can develop the best campaigns to deliver for wounded veterans and their families. <p>Compliance</p> <ul style="list-style-type: none"> • Ensure activities are planned and executed so they are compliant with GDPR, Code of Fundraising Practice and other appropriate legislation and regulations. • Work with the Data Protection Officer to understand the obligations and potential risks in relation to the above. • Share findings with the team to enable good decision-making for the long-term benefit of the charity.
<p>Knowledge, Skills & Experience</p>	<p>The best person for this job will need to:</p> <ul style="list-style-type: none"> • Evidence a successful track record in delivering successful digital mobilisation campaigns and email conversion with effective supporter journeys. • Be confident in creating emails in Dot Digital or similar email programmes. • Demonstrate an understanding of the needs and motivations of different audiences. • This person will be pivotal in supporting the development of strategic fundraising initiatives and shaping digital mobilisation going forward. • Show they know what drives response from new audiences and why this is important. • Be passionate about improving the lives of tens of thousands of veterans and the Armed Forces community, working collaboratively to land flagship policy changes. • Be familiar with GDPR and relevant fundraising and data legislation. <p>The best person for this job will have experience of:</p> <ul style="list-style-type: none"> • Managing direct response campaigns that successfully deliver digital mobilisation KPIs including new donors and income targets. • Using insight, analysis and results to drive decisions. • Be interested in and advocate for the rights of the Armed Forces community. • Developing supporter stewardship communications or plans to engage the audience and deepen the relationship. • Managing internal stakeholders and external suppliers to deliver successful projects to deadline and budget. • Copywriting that drives engagement and direct response.

Key Competencies & Behaviours	The post holder will need to... <ul style="list-style-type: none">• Demonstrate our “ICARE” values - Innovative, Collaborative, Authentic, Resourceful, Energetic• Be solutions driven• Remain calm under pressure• Display the highest levels of integrity, confidentiality and commitment• Be able to build strong working relationships with colleagues and external stakeholders• Respond quickly to changing demands• Prioritise their work and manage time and energy accordingly• Lead and drive work forward to meet strategic objectives• Communicate in a concise and articulate manner• Be flexible re. hours and location of work
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