

## Job description

<b>Title:</b>	Individual Giving Officer
<b>Organisation:</b>	Bliss, the premature or sick baby charity
<b>Location:</b>	Hybrid (with a minimum of three of your days over two weeks to be worked in Bliss' Head Office, London SE1)
<b>Salary:</b>	£30,00 FTE
<b>Terms:</b>	30-35 hours a week, permanent contract

### Role description

#### Main purpose of the role

1. Oversee the development and delivery of fundraising products, appeals and legacy giving
2. Plan, develop and deliver excellent supporter care across the Individual Giving portfolio
3. Ensure effective administration across the Individual Giving portfolio

#### About the team and department

This role sits within the Fundraising Department, which supports Bliss' vision that every baby born premature or sick in the UK has the best chance of survival and quality of life. Bliss achieves this by empowering families, influencing policy and practice, and enabling life-changing research.

The Fundraising Department is comprised of Individual Giving, Community and Events, Partnerships, Trusts and Foundations, and Fundraising Operations.

#### Reporting structure

Reporting to the Director of Fundraising.

#### Key responsibilities

##### Managing products and appeals

- Project manage and deliver a programme of Individual Giving products, appeals, regular giving, and legacy giving across the year, primarily across email and social media
- Ensure that all Individual Giving activities are delivered to budget, on time, and that performance is effectively tracked
- Write effective, engaging and persuasive content for Individual Giving audiences
- Plan and deliver a rolling calendar of marketing activity for Individual Giving products across email and organic and paid social media
- Manage our tribute fund products (Sunshine Funds and Precious Star Funds) including regular promotion of funds, supporter stewardship, platform and data management
- Work with the Data & Operations Senior Officer and Director of Fundraising to ensure effective monitoring and reporting on the Individual Giving programme, including monitoring overall donor numbers
- With advice and support from the Director of Fundraising, ensure that all Individual Giving fundraising is compliant with GDPR and fundraising best practice.

### Effective stewardship of supporters

- Provide outstanding stewardship of our supporters, ensuring that supporter journeys across the portfolio are up-to-date, compelling, and grow donors' connection to Bliss
- Ensure effective and personalised stewardship of mid-level donors, and identifying donors to the Director of Fundraising where appropriate
- Be responsible for supporter care across the Individual Giving portfolio, responding promptly to all enquiries.

### Administration

- Ensure that our database, Raiser's Edge, is kept up-to-date to facilitate strong supporter care and marketing
- Create and manage pages on the Bliss website CMS (Content Management System) as required
- Set up and manage donation forms and manage online giving platforms.

### Cross-team working

- Work with colleagues across Bliss – particularly within Campaigns, Communications, Community & Events and Partnerships – to promote and maximise Individual Giving opportunities
- Stay up to date with sector-wide developments in Individual Giving and share learnings with the wider team
- Support the wider Fundraising Department and undertake other tasks as required.

## Person Specification

### Qualities

- Able to work on own initiative, creating effective plans and schedules to meet deadlines
- Good interpersonal qualities and ability to work well within the wider organisation and with external suppliers
- Proactive with an openness to innovation and finding more effective ways of working.

### Knowledge

- Knowledge of direct marketing principles, and particularly email marketing
- Good understanding of the principles of effective supporter care
- Experience of using databases to manage audiences
- Knowledge of the current data protection regulations, including GDPR, and fundraising or marketing best practices.

### Skills and Experience

- Experience of managing or supporting fundraising or marketing campaigns within a charity or commercial background
- Excellent communication skills, with the ability to write compelling copy
- Experience of delivering high-quality supporter care or customer care
- Experience of planning and delivering projects
- Ability to use data and learning to inform plans and decisions
- Good IT skills, particularly in the use of Word, Excel and Outlook
- Familiar with using social media, especially Facebook and Instagram
- Experience of working in a busy environment and managing a variety of tasks.

### Special conditions

- Able to demonstrate commitment to the aims and objectives of Bliss
- Willingness to work outside office hours and weekends on occasions
- Willingness to undertake further training as and when required.

### Health and Safety and codes of conduct

- To carry out all work in accordance with Bliss' site health and safety policy
- To adhere to Bliss' Equity, Diversity & Inclusion Policy at all times
- To adhere to Bliss' financial monitoring processes
- To ensure compliance with the GDPR and Bliss' Data Protection Policy
- To adhere to Bliss' User Involvement policy and practice and to work closely with a range of stakeholders and users of services to best design, support and evaluate our activities.
- To undertake duties in line with the Institute of Fundraising, the Fundraising Regulator and other relevant codes of conduct.
- All employees must have a right to work in the UK.

## About Bliss

Bliss is the UK charity for babies born premature or sick. Our vision is that every baby born premature or sick in the UK has the best chance of survival and quality of life. We champion the rights of every baby born premature or sick to receive the best care. We achieve this by empowering families, influencing policy and practice, and enabling life changing research. For more information about Bliss, visit [bliss.org.uk](https://bliss.org.uk)

### Why Work for Bliss

**If you work for Bliss, you'll be part of a passionate, hardworking team who are making a real difference to the lives of babies born premature or sick.**

Bliss has around 40 staff, most of whom are based in our lovely London Bridge office, with a small number of remote staff based in Scotland and the Midlands. All of our staff work **flexibly**, with everyone able to choose when to work their hours between 7am – 7pm Monday to Friday (working days are up to 8hrs long). This means we can provide lots of options for flexible working, such as annualised or compressed hours, as well as offering roles on a job-share basis.

We really value in-person interactions, so **hybrid working** means staff work in the office for three days over a fortnight but can choose to work wherever they like for the rest of their hours. Staff are supported to work even more flexibly and can choose four weeks per year when they work fully remotely.

Our staff truly embody our **values** of being supportive, trusted and ambitious. In 2024 we asked staff about working for Bliss. **97% of staff said they are treated with fairness and respect at Bliss. 94% said they enjoyed their work at Bliss and their managers are supportive.**

Working at Bliss also means you'll leave work every day knowing that you **make a difference**. We take opportunities to share each other's successes, and we are totally focussed on understanding the needs of our beneficiaries and seeking to address them. We share our findings regularly with each other, so that we all feel **connected to the cause** and see the **direct impact** we are having.

Working for a relatively small charity, you will get a real chance to **shape the agenda** and be able to take **ownership** of a project or task. We can also provide lots of opportunity to work with different teams and on project and working groups, so **you'll never be bored!**

We understand that we all have different priorities at home and we aim to offer a mix of financial and non-financial **benefits**. Our 'better than statutory' benefits include:

- 34 days paid holiday (pro rata for part-time employees) including bank holidays which can be taken whenever desired [26 days of holiday plus 8 days of bank holiday]
- Additional one-off week holiday granted as a 5 years' service award
- Generous contributory pension scheme
- Interest-free season ticket loans and tax-efficient cycle loans
- Enhanced company sick pay
- Enhanced family leave pay (after minimum service)
- Neonatal leave and pay
- Paid time off for volunteering
- Paid Emergency and Dependents leave
- Paid study days.

We have a [relaxed](#) work-life and dress code, offer free access to an [employee assistance programme](#) and ensure a genuine focus on ongoing [learning and development](#) for all staff, with dedicated L&D time and paid leave for personal L&D activities. Our staff are friendly and kind, and enjoy [social activities](#) together in and outside of working hours.

We are proud to be a [London Living Wage employer](#), and have signed up to the [Show the Salary](#) pledge.

### Accessibility Statement

We are an equal opportunities employer and take pride in our [inclusive](#) work culture. Having a [diverse](#) workforce is important to us, to ensure we can best represent and serve all babies born premature or sick every year. We recognise that babies born into families already facing health inequalities may need more, or different, support in order to have the best chance of survival and quality of life so there is a particular focus in our [strategy](#) on driving for equity in neonatal care.

We know that in order to recruit the most talented people, we need to access a wide pool of talent, and this means being as inclusive as possible in how we recruit, support and retain our staff.

Bliss recognises the positive value of diversity, promotes equity and challenges discrimination. We welcome and encourage job applications from people of all backgrounds, including applications from Black, Asian and Ethnic Minority communities, people who identify as having a disability, and LGB+, Trans and non-binary candidates.

Don't meet every single requirement? Studies have shown that women and people of colour are less likely to apply to jobs unless they meet every single qualification. At Bliss we are dedicated to building a diverse, inclusive and authentic workplace, so if you're excited about this role, but your past experience doesn't align perfectly with every aspect of the job description, we encourage you to apply to tell us what you can offer our organisation. You could be just the right candidate for this or other roles.

Some examples of our accessibility provisions for the recruitment process include:

- Step free access to the building, all key meeting rooms and bathrooms, and an accessible workstation
- Application pack in large / easy read format
- Additional time for interview tasks
- Private space for additional needs (e.g. prayer / breastmilk expression)
- Pre-interview meeting to talk through the role and person specification.

If you need any adjustments to enable you to access this job information, or the application process, please let us know.