



Individual Giving Officer

March 2024

About alcohol harm and Alcohol Change UK

Alcohol harm is widespread, serious ... and completely avoidable.

Too many of us can fall into the trap of believing that alcohol harm is something limited to a small proportion of so-called 'alcoholics'. While there are, indeed, hundreds of thousands of people with a severe alcohol dependency who matter greatly, alcohol harm also affects many millions of people: whether through a diagnosis of cancer, an early death from liver disease, a deepening of mental health problems, a childhood scarred by a parent's drinking, or the street violence or domestic violence that can cause permanent injury and ongoing trauma.

In fact, over 10 million people are drinking at levels that are risking their health or affecting others. Alcohol harm costs our NHS at least £3.5bn and our police, courts and prisons at least another £4bn. All of us are currently affected by alcohol harm.

But alcohol harm is entirely avoidable.

Alcohol Change UK exists to eliminate the harm from alcohol and to help people across the UK to develop a positive relationship with alcohol. We:

- Campaign for better policies and regulation
- Work to create healthier drinking cultures
- Deliver cutting-edge behaviour change programmes to help people take control of their drinking before they require specialist treatment
- Collaborate with our friends across the diversity of specialist alcohol treatment to drive up access and impact
- Develop new knowledge to ensure that our work and the work of everyone who seeks to reduce alcohol harm is based on the best available evidence.

Our vision and mission:

Our vision: A world free from alcohol harm.

Our mission: To significantly reduce serious alcohol harm in the UK.

Our values:

Truthful: We seek and tell the truth.

Compassionate: We care deeply about everyone seriously harmed by alcohol, whoever they are.

Ambitious for change: We are optimistic and determined.

Fundraising and Engagement at Alcohol Change UK

This is an incredibly exciting time to be joining Alcohol Change UK. We are coming to the end of our first ever fundraising strategy and are about to enter into a period of significant growth as part of the new 5-year strategy, which builds on existing success to deliver ambitious targets through a range of fundraising streams including:

Corporate Partnerships

Individual Giving

Community Fundraising

In Memory

Merchandise

Major Donors

Challenge Events

Trusts

Legacies

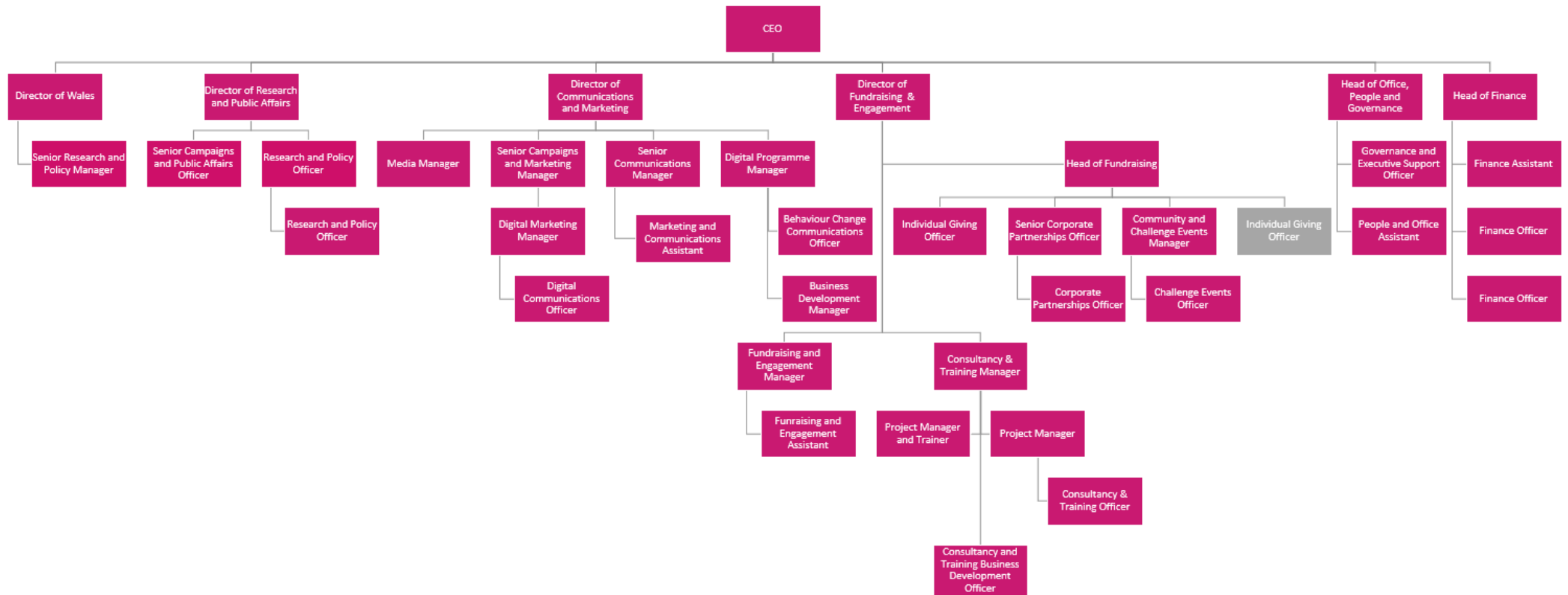
We have at our disposal some fantastic assets to make this happen:

- a board that is committed to fundraising for the long-term
- a great team culture and a dynamic and positive working environment
- a strong, ambitious, and high-integrity fundraising strategy
- an inspiring brand
- a sector-leading website with the potential to reach millions of people
- the Dry January® campaign, bringing huge numbers of people to the charity each year and huge marketing profile to the charity.

As Individual Giving Officer you will have a key role in the Fundraising & Engagement team, recruiting new donors and stewarding existing donors. You will be at the heart of the organisation, working with colleagues across policy, research, behaviour change and our work to shift the UK's drinking cultures.

We are small but ambitious team, so you will be able to take on a wide range of tasks. As such this role will be interesting, challenging and give you excellent experience and opportunities for development.

Where you'll fit in



Individual Giving Officer

Role description, March 2024

Reports to: Head of Fundraising
Direct reports: none
Location: 27 Swinton St, King's Cross, London, WC1X 9NW
Status, hours: Permanent, full-time
Salary: Grade D: salary in the range of £31,437-£34,659 (depending on skills, knowledge, and experience), plus benefits.

Role Summary

The Individual Giving Officer will work closely with the Director of Fundraising & Engagement and the Head of Fundraising to deliver significant elements of the charity's fundraising strategy, in particular our Individual Giving income. The post holder will be responsible for growing our cash and regular donor income through both acquisition and retention activities, including through our flagship Dry January® campaign.

Key Tasks and Responsibilities

Campaign project management:

1. Plan, manage and deliver innovative and impactful supporter campaigns across a range of channels.
2. Operate within set budgets and achieve income targets outlined in annual plans.
3. Produce clear and succinct briefs to agencies, suppliers and internal stakeholders.
4. Use marketing judgement to proof, edit and develop compelling creative, and make sound decisions on proposals and testing plans.
5. Work closely with the Director of Fundraising and Engagement, Fundraising and Engagement Manager, Community and Challenge Events Officer and Communications team to successfully deliver campaigns and evaluations.
6. Support the development of an effective welcome and supporter journey, to help increase the average lifetime value of donors.
7. Continually test and learn across campaigns to improve performance.
8. Deliver campaigns in a compliant way, adhering to GDPR and fundraising regulation and Code of Conduct.
9. Lead on the research, design and implementation of key products including Mid-Level Giving and a new legacy proposition.

Supporter Care:

10. Work with the Fundraising & Engagement Assistant to ensure excellent levels of supporter care is provided to all our individual giving donors. Including the reviewing and refining of existing processes.

11. Oversee the maintenance of our individual supporter data within our CRM

Reporting and analysis:

12. Closely monitor campaign results and provide updates on performance.

13. Produce post-campaign analysis reports.

14. Work with the Director of Fundraising & Engagement to develop and update existing reporting mechanisms.

15. Make recommendations to improve the performance of future campaigns based on evidence and data.

Competitor analysis and industry perspective:

16. Use existing research and insight, and where appropriate, undertake and commission new projects to derive new / further insight and analysis.

17. Identify, research and develop new products, creative ideas and fundraising initiatives.

18. Keep up to date with industry developments and act upon direct and digital marketing trends and statistics.

Administration:

19. Manage the administrative tasks for the Individual Giving team, such as processing invoices, ordering stock and updating key documents and materials both online and offline.

Other Duties

20. Work closely with colleagues across the charity to support their work and to act as 'one team'.

21. Work particularly closely with colleagues in the Communications team, optimising opportunities for joint working, especially to champion the individual giving strategy to maximise its potential.

22. Contribute actively and positively to charity-wide strategies.

23. Continually develop your knowledge of alcohol harm and solutions to it.

24. Act as a positive ambassador for Alcohol Change UK at all times.

25. Know, embrace and actively uphold the values of Alcohol Change UK at all times.

26. Work flexible hours as necessary to meet the needs of the charity, time off in lieu (TOIL) will be earned for any work required outside of normal working hours.

Individual Giving Officer

Person Specification, March 2024

Category	Essential	Desirable
Knowledge, Qualifications	<ol style="list-style-type: none"> 1. Working knowledge of direct marketing and/or fundraising principles and practices, with the ability to use this knowledge to engage supporters. 	<ul style="list-style-type: none"> • Experience of working on/managing individual giving campaigns within a charity with a focus on acquisition.
Demonstrable experience of	<ol style="list-style-type: none"> 2. Experience of working in both print and digital channels 3. Experience of database marketing, segmentation and analysis 4. Sound experience of project management or managing complex programmes of work 5. Experience of supporter stewardship/customer service 6. Managing relationships with agencies/suppliers 	<ul style="list-style-type: none"> • Ability to demonstrate creative flair and marketing judgement, including a working knowledge of how to apply these for print and production
Skills and abilities	<ol style="list-style-type: none"> 7. Strong writing, proofing and creative skills 8. Strong verbal communication, including outstanding listening and interpersonal skills, with the ability to motivate and support other team members. 9. Strong analytical skills, with the ability to interpret, analyse and present data and information. 10. Excellent organisational skills and very high attention to detail 11. Good ability to use a CRM/fundraising database and excellent IT skills 12. Ability to manage a varied workload and take initiative 13. Ability to be self-motivated and to work as part of a team 	<ul style="list-style-type: none"> • Experience of using ThankQ
Personal attributes and values	<ol style="list-style-type: none"> 14. High level of professionalism, hardworking, and ambitious for both the charity and the fundraising function 15. High level of integrity 16. Very high aptitude for team-working and creating 'one team' 17. Compassionate and empathetic 	<ul style="list-style-type: none"> • Interest in the mission of Alcohol Change UK • Enjoyment of being in an organisation experiencing dynamic change

Working at Alcohol Change UK

Hours of work	35 hours per week.
Flexibility	There are no fixed start and end times to the day. All staff can open/close the office. Flexibility We love flexibility. We currently offer flexible start and end times each day, around core hours of 10.00am to 3.00pm, with extra flexibility possible by arrangement, for example for childcare arrangements. Time off in lieu is provided where staff work significant extra hours or weekends. All staff can be required to work additional hours over Christmas and New Year to manage the Dry January® campaign and this post will have particularly heavy requirements over the period early November to mid-February.
Place of work	Our modern and well-equipped office is located at 27 Swinton Street, Kings Cross, London, WC1X 9NW. We encourage staff to work where they wish, at home or in the office, within the limits of the role and taking into account their personal circumstances. There will be expectations for this role to attend the office at least once a week. We encourage team members to meet face-to-face with colleagues at least once a week to ensure good team relationships and we require attendance at all staff away days (currently five times a year).
Working culture	We are a small, friendly team but we think big: we're highly professional and we're ambitious to reduce alcohol harm for as many people as possible, as rapidly as we can. We work together, as one team, and are supportive of each other. We encourage a culture of 'experiment, fail, learn, and experiment again' and actively encourage team members to speak out if they see something that can be changed or improved. We have frequent team meetings, away days and informal socials. We are an anti-racist organisation and welcome applications from people who have been disabled by society, are from minoritised groups, have personal experience of alcohol harm or have experienced any other form of societal discrimination.
Development	There is a healthy budget for training and development and staff are strongly encouraged to make use of opportunities to stay at the cutting edge of their field, to learn new skills and knowledge, and to gain new experiences.
Holiday	33 days holiday, rising to 36 days after 3 years' service and 38 days after 5 years' service. We also offer the ability to buy or sell annual leave.
Pension	Excellent employers' contribution of 6% towards your pension scheme, with a salary sacrifice scheme option. Staff must contribute at least 2% to their pension (subject to statutory pensions rules) to receive the employers' contribution, or may choose to opt out.
Life Assurance	We offer Group Life Assurance equivalent to the value of three times gross annual salary.
Employee Assistance Programme	We offer confidential support 24 hours a day, 7 day a week for employees covering a huge range of areas, including legal support, relationships advice, health and wellbeing, etc.
IT	Our IT is up-to-date. Remote working is well-supported on work-provided devices
Probation and notice	Most posts have a six-month probationary period, during which the notice period is one week. Probationary periods may be extended if necessary. After successful completion of the probationary period, the notice period rises to one, three or six months, depending on the seniority of the role. This role will have a six-week notice period rising by a week a year after two years in post up to a max of twelve weeks

How to apply

We encourage applications from people who meet most but not all of our essential criteria. And we encourage applications from people who have been disabled by society, are from minoritised groups, have personal experience of alcohol harm or have experienced any other forms of societal discrimination.

Any questions?

If you have any questions about the role or would like an informal discussion about the role, you are welcome to email Danielle Houliston, Director of Fundraising and Engagement, at danielle.houliston@alcoholchange.org.uk.

How to apply

- Use our online form here: <https://app.beapplied.com/apply/ribkdzxt5h>
- Upload your CV (max 3 pages, listing two referees) to this online form in MS Word, Google doc, or Adobe .pdf format (no image files please).

We only accept applications on our own application form and will not accept applications in any other way. For example, cover letters emailed to us will be discarded. If your access requirements mean that you are unable to use the online version of the application form, please contact us on jobs@alcoholchange.org.uk and we will supply the form in another format.

Deadline for us to receive your application: *Strictly Midnight*, 14 April 2024. The online application form gives a date and time stamp to all applications.

We will aim to get back to you by: 16 April 2024. All applicants will receive a response.

Interviews: 23 April 2024 (please save this date!)