

Job Description

Job title:	Individual Giving Officer
Responsible to:	Fundraising Manager
Location:	Leatherhead/agile + home working required
Hours:	35 hours per week
Salary:	£25,000 per annum
Mileage Rate:	45p per business mile

Main aims of the post:

You will play a crucial role in nurturing relationships with individuals, to give their donations, their time, and their influence, to make a difference to the people we support.

You will be responsible for creating and implementing strategies to attract, retain, and upgrade individual donors, ensuring a steady and growing stream of funding and support for the organisation.

Reporting directly to the Fundraising Manager and working closely with other members of the Marketing and Fundraising teams.

Key responsibilities:

- Identify, cultivate, and steward relationships with individual donors to maximize financial support and our community of supporters
- Plan and execute individual giving campaigns, leveraging all available communication channels to engage donors effectively.
- Organise and coordinate donor events, creating opportunities for meaningful engagement and recognition.
- Collaborate with cross-functional teams to align fundraising strategies with organisational goals.
- Maintain accurate donor records, utilising data to inform decision-making and improve fundraising efforts.
- Prepare regular reports and analysis on individual giving performance.
- Contribute to the development and implementation of a comprehensive individual giving strategy.
- Maximise retention and lifetime value of current donors.
- To manage and coordinate the briefing of key internal and external stakeholders to ensure the successful execution of fundraising activities.

Donor Cultivation:

- Identify and research potential individual donors.
- Develop and maintain relationships with existing and prospective donors through various communication channels.
- Tailor communication strategies to engage donors based on their interests and giving capacity.

Fundraising Campaigns:

- Plan and execute effective fundraising campaigns targeting individual donors.
- Collaborate with the marketing and communications team to create compelling fundraising materials.
- Monitor and evaluate campaign performance, adjusting strategies as needed to meet fundraising goals.

Donor Events and Engagement:

- Organise and coordinate donor events, such as exclusive receptions, webinars, or appreciation functions.
- Develop personalised engagement plans for key donors, ensuring a positive donor experience.
- To ensure that all fundraising materials, our legacy fundraising resources and the charity's website are maintained and provide engaging and up to date information and functionality.

Data Management:

- Maintain accurate and up-to-date donor records in the organisation's database.
- Utilise data analytics to identify trends, donor preferences, and areas for improvement in fundraising strategies.

Stewardship:

- Implement effective stewardship practices to acknowledge and recognise donors for their contributions.
- Develop and implement donor recognition programmes to demonstrate the impact of their support.

Collaboration:

- Work closely with other departments, including marketing and communications, to ensure a cohesive approach to donor engagement.
- Collaborate with senior leadership to align individual giving strategies with overall organisational goals.

Reports and Analysis:

- Prepare regular reports on individual giving performance and present findings to Senior Management and relevant stakeholders.
- Conduct analysis to assess the effectiveness of various fundraising strategies and make recommendations for improvement.

General:

- To be committed to safeguarding and promoting the welfare of adults and children with care and support needs.
- To have a good understanding of a variety of legislation, including the Care Act 2014 and Mental Capacity Act 2005.
- To work at all times within the philosophy and policies of Crossroads Care.
- To comply with the Health & Safety at Work Act 1974 and with Crossroads Care's Health & Safety policy, paying particular attention to the reporting of dangerous situations.
- To maintain your own training and personal development and participate in 1:1 supervisions and appraisals when required.
- To respect the personal choice and lifestyles of colleagues, carers, and people with care needs, ensuring that Equal Opportunity principles are applied at all times.
- To comply with the Code of Conduct.
- To undertake any other duties that may be considered commensurate with the level of the post.

Person Specification

Essential	Desirable
Experience and skills <ul style="list-style-type: none">• Proven experience in individual fundraising, donor relations, or related fields.• Strong written and verbal communication skills.• Excellent interpersonal and relationship-building abilities.• Familiarity with fundraising databases and CRM systems.• Knowledge of current trends and best practices in individual giving and philanthropy.• Ability to work independently and as part of a collaborative team.• Strong organisational and project management skills.• Ability to interpret and analyse data to ensure and maximise efficiency of existing and future campaigns.• Excellent knowledge of fundraising legislation principles, practices and regulation across Individual Giving and legacy fundraising.	
Other <ul style="list-style-type: none">• Full UK driver's licence with unrestricted use of a car• Applicants must be willing to undergo screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service.	<ul style="list-style-type: none">• Lives in Surrey or its surrounding area.