

JOB DESCRIPTION

Job title: Individual Giving & Legacy Manager
Accountable to: Head of Fundraising
Department: Fundraising
Location: London NW10 (hybrid)

Context

Mayhew provides a range of animal welfare and veterinary services, in the UK and abroad. We offer expert veterinary care, rescue and rehoming, programmes in the community and guidance and support to improve the lives of dogs and cats in need. We operate, in the main, from our historic building in north London but also have operations in Georgia and Afghanistan.

Job purpose/summary

We are recruiting an experienced and ambitious Individual Giving & Legacy Manager who will share our compassion and commitment for animal welfare, to lead on the strategic direction and delivery of our growing Individual Giving and Legacy marketing programme, managing activity across multiple channels and products to both retain our amazing, loyal donors and attract many more to support us.

Our Individual Giving & Legacy Manager is integral to our ambition to broaden our reach and deepen our impact by shaping our fundraising activities and working on integrated campaigns with the Fundraising team, wider colleagues and external suppliers. This is a highly visible and hugely important role for Mayhew, and will work across departments to build our case for support and employ it across a range of retention and acquisition channels.

As a senior member of the Fundraising Team, this role spans strategic planning and operational delivery and the successful candidate will be able to pivot from working closely with the Head of Fundraising to identify new growth opportunities, to project managing a DM appeal, to supporting their line reports to optimise day-to-day processes.

At Mayhew, we feel the urgency of soaring demand for our vital work and feel relentless in our commitment to rise to meet it. We work in a contemporary and flexible way, always supporting one another to take opportunities and to manage competing priorities so we can achieve our objectives. We are looking for someone who is as committed to dogs and cats in need as we are, and who thrives in this working style. We are determined to achieve a collaborative, integrated working approach for the organisation and to move the charity forward at pace.

We are looking for someone who shares our ambitions to grow our income significantly over the coming years, and face into challenges and opportunities along the way. Our Individual Giving & Legacy Manager must be an experienced and resourceful fundraiser with minimum 4 years' experience working in an Individual Giving capacity, either directly within a charity or agency side, in who can inspire trust and enthusiasm in their team and across the organisation.

The role will work to plan, manage and deliver activities with the support of their team across supporter acquisition and retention both on and offline, overseeing and managing the IG and Legacy programme which includes, our DM appeals, newsletters, sponsorship programme, community and events programme and Legacy marketing programme.

The post holder will ensure that we:

- Deliver against our income targets and maximise the unrestricted impact of cash and regular giving income
- Proactively improve supporter care processes, operations and relationships so that we can grow income across a diverse and balanced portfolio
- Lead innovation in our individual giving approach, working closely with the Senior Digital Fundraising Officer to maximise opportunities and income from our warm and cold Digital Fundraising
- Work with our Community and Events Officer to maximise income across our challenge and special events and community fundraising activities
- Embed a fundraising and supporter stewardship culture across the organisation, ensuring everyone who works and volunteers for the charity feels engaged in growing our income, profile and reach.

Key relationships

- Senior Digital Fundraising Officer
- Community & Events Officer
- Supporter Care Officer
- Database Lead
- Communications & Campaign Manager
- Marketing Manager
- The wider Fundraising and Engagement Teams
- Finance personnel
- Key Animal Welfare staff

The Individual Giving & Legacy Manager is responsible for generating c£2m voluntary income and managing a budget of c£250k and a team of three including a Supporter Care Officer, a Community & Events Officer and a Senior Digital Fundraising Officer.

Main areas of responsibility

Strategy and planning

- Working closely with the Head of Fundraising to develop and implement a robust strategy to develop and deliver annual and multi-year individual giving and legacy marketing strategies, plans and budgets to optimise donor engagement and long-term value, as part of the fundraising planning process.
- Lead on developing and implementing a yearly activity plan to achieve year on year targets.
- Lead on developing measurable KPIs to monitor performance, manage risk, responding effectively to any shortfalls in results and proposing plans and adjustments to ensure targets are achieved.
- Contribute to the development of Mayhew's wider Fundraising strategy, ensuring a seamless approach to lifetime supporter engagement and collaborating with colleagues in the team to ensure this is achieved.
- Conducts ongoing external research in order to keep abreast of external market and sector trends, specifically within Individual Giving and Legacy Giving.

Operational delivery

- Lead on developing and deploying strategies and programmes to engage and motivate Mayhew's active and lapsed supporters to minimise attrition and optimise long-term value.
- Deliver core programme of warm appeals and bi-annual donor newsletter, meeting income targets, minimising costs and maximising donor retention.
- Working closely with fundraising colleagues, especially the Database Lead, Senior Digital Fundraising Officer and Community and Events Officer, to develop and deploy acquisition

strategies and programmes to grow the volume of supporters and optimise their long-term value and contribution, and routes to market.

- Manages and briefs internal stakeholders and suppliers to ensure activity is delivered to agreed plans, budgets and deadlines
- Ensure a leading edge approach to proposition testing and development to inform compelling, cost effective, cause related campaigns to new and priority audiences.
- Evaluate the effectiveness of campaigns and programmes against objectives & strategic KPIs and use this insight to inform further activities.
- Ensure all individual supporter recruitment, development materials, activities and communications are created and managed in line with all fundraising and data protection regulations, and fundraising Codes of Practice.
- Line manage and work collaboratively with the Senior Digital Fundraising Officer, Supporter Care Officer, and Community and Events Officer to maximise the efficiency of all fundraising processes.
- Working closely with Head of Fundraising, Head of Finance, Facilities & IT, and external Legacy Administration Manager, ensure first class handling of legacy administration and proactively deliver legacy marketing programmes.
- Working with events, communications, marketing, digital media and all of the fundraising team to identify other opportunities for income growth.
- Work with Marketing and Communications personnel and across Mayhew to ensure effective use of case studies, creative approaches and campaign related information consistent with Mayhew brand guidelines.

Management

- Manage the Senior Digital Fundraising Officer, Community and Events Officer and our Supporter Care Officer, providing support, development, challenge and recognition to help them to achieve their objectives
- Work with line reports to identify development needs ensuring they are aligned with the needs of the organisation
- Responsible for, when applicable, recruiting, and welcoming new staff ensuring they have the right equipment and learning they need to operate safely and effectively.
- Manage relationships with partner companies and suppliers and maximise all opportunities to support Mayhew's fundraising and engagement objectives.
- Be responsible for all HR issues within the Individual Giving team including appraisals, managing absence and disciplinary measures.
- Encourage effective teamwork and ensure, where appropriate, that all staff are fully inducted and engaged with the activities of the organisation.

Budgeting and reporting

- Support the Head of Fundraising to establishing and delivering a long term budget for individual giving that prioritises the need to optimise the existing supporter base and grow the contribution of cash givers, regular givers and legators.
- Lead on developing and implementing plans as required to ensure annual and multi-year income & expenditure targets are met and risks appropriately assessed, quantified and mitigated.
- Ensure the team process all incoming donations in line with internal procedures and ensure prompt and appropriate acknowledgement of all donations.
- Assist in quarterly forecasting, weekly and monthly reporting across a range of financial and non-financial KPIs in relation to Individual Giving and Legacies.

Other

In addition to the specific duties and responsibilities outlined in this job description, all Mayhew employees should be aware of their specific responsibilities towards the following:

- Mayhew is committed to encouraging volunteering throughout the organisation and as such the post holder will be expected to support and respect volunteers, and may be asked to work alongside or supervise a volunteer as part of their role
- Adhere to all health and safety and fire regulations and to co-operate with the charity in maintaining good standards of health and safety
- Adhere to all Mayhew policies and procedures at all times
- Actively promote and support the safeguarding of dogs and cats in need, observing and adhering to Mayhew's values and policies on animal welfare
- Uphold ethical and professional standards and not behave in a manner that is likely to bring the charity into disrepute
- Promote and sustain a responsible attitude towards equal opportunities and diversity
- Demonstrate a commitment to ongoing registration requirements or any national professional or occupational standards associated with the role
- Demonstrate a commitment to ongoing learning and development and to participate in any training relevant to the role

This job description is not exhaustive. It merely acts as a guide and may be amended to meet the changing requirements of the charity at any time after discussion with the post holder.

PERSON SPECIFICATION – Individual Giving & Legacy Manager

Criteria	Essential	Desirable
Knowledge, educational & professional qualifications	<ul style="list-style-type: none"> • In-depth practical knowledge across fundraising, in particular individual giving and legacy marketing programmes to drive growth in committed giving and long term value • Thorough knowledge and understanding of fundraising principles, law, regulations and good practice processes and techniques 	<ul style="list-style-type: none"> • Project management qualification
Experience	<ul style="list-style-type: none"> • Working in a fundraising role in a charity of comparable breadth and scope with proven success in growing income • Successful experience of developing and managing all areas of Individual Giving and Legacy Marketing • Extensive experience of delivering large multi-channel DM fundraising campaigns with proven campaign success • Developing growth through digital fundraising • Innovation and diversification in fundraising • Improving supporter experience and supporter journeys • Working on integrated campaigns with marketing and communications colleagues • Developing case for support • Stakeholder management and communication across a range of internal and external audiences including agencies • Building long term relationships and partnerships • Representing the charity with key senior stakeholders and high value potential and existing supporters • Identifying/ managing reputational, operational and financial risks • Operational management including budget management • Line management experience 	<ul style="list-style-type: none"> • Experience in negotiating both one off and annual contracts.
Skills / Abilities	<ul style="list-style-type: none"> • Excellent analytical and financial management skills • Able to communicate complex concepts and new ideas clearly and persuasively to key internal and external stakeholders • Able to work well under pressure, to meet deadlines across work streams and prioritise own workload (and work of others) • Defining, monitoring and evaluating performance. Able to set effective targets and measure success, with a focus on outcomes • Flexibility to meet changing needs as they arise • Sound skills in all MS Office packages (especially Outlook, Word, Excel, PowerPoint) • The will and ability to work co-operatively with others and across functions towards a common objective, being respectful of staff working at all levels • Responds positively to change by continually trying to improve processes in order to achieve Mayhew goals • Creative, well organised and detail orientated. Able to use initiative and problem solve • The ability to develop with peers, a vision, focus and strategic direction for individual giving and to be able to translate that vision into effective activity and work plans 	<ul style="list-style-type: none"> • Clean driving license • Using Raiser's Edge CRM

Where appropriate, reasonable adjustments to these criteria will be considered to accommodate personal circumstances such as disabilities