

Job description

Job title: Individual Giving and Gifts in Wills Manager

Reports to: Director of Fundraising and Communications

Salary: £38,000 per annum plus benefits

Contract: permanent full-time 35 hours

Hybrid working available

About us:

The Cardinal Hume Centre works to prevent and tackle youth and family homelessness. We:

- Provide a home with support for up to 39 young people
- Support children and families in housing or other need
- Offer housing and welfare rights advice to help people keep or find a stable home and to manage their money
- Advise and coach people to find work, learning or training
- Provide immigration advice to help people secure their legal right to remain in the UK to access homes, work and benefits.

Last year we helped over 1200 people including nearly 600 families and 230 children and young people, aiming to break the cycle of homelessness and poverty from a young age. Our approach is personalised, acknowledging the unique complexities of each individual through six key services: residential; family support, legal advice, employment, education and immigration advocacy.

The Centre is based within five minutes' walk from Parliament but works in an area where homelessness in nearly all its forms has increased. Around 3,600 children from Westminster are housed in temporary accommodation. Over 25% of children live in poverty. Families face unaffordable housing costs, a challenging labour market and rising levels of crime.

With an annual income in the region of £3.5 million, the Centre currently employs around 65 dedicated members of staff and around 45 volunteers.

Team context:

This role reports directly to the Fundraising and Communications Director leading the team, who is part of the Senior Management Team. There are 10 members of the team in total, with a one Communications and Content Officer, the Fundraising Administration function, fundraisers covering each of the Income Streams – Major Donors, Trusts & Foundations, Individual Giving and Gifts in Wills, Community Fundraising, Corporate Partnerships, and a Shop Manager, who manages the one Charity Shop the Centre has on site.

The Fundraising budget for 2023/24 is £2.3m, the team has consistently forecast income and reached budget over the past 2 years, following the disruption of Covid. The Individual Giving budget is £480k and Legacy income is budgeted at £180k (though we have a legacy equalisation fund to smooth the unpredictable nature of Gifts in Wills income). This post holder looks after donors who give up to £5,000 working closely with our Major Donor Fundraiser on the mid-level giving group.

Direct reports: Fundraising and Legacy Administrators (currently 2 part-time colleagues in a job share) who provide the Supporter Services function to the Fundraising Team.

About the role:

The overall purpose of this role is to manage and deliver the Individual Giving and Gifts in Wills (Legacy and In Memoriam) income streams for the Centre. And to:

1. Manage the IG and Legacy income pipelines and associated expenditure required to raise income, providing monthly monitoring; using data to analyse fundraising results and make decisions about investment in these income streams.
2. Develop and implement strategies to retain, recruit and acquire new supporters aligned to the values of the Cardinal Hume Centre.
3. Provide excellent stewardship to an aging supporter base and ensure the people who donate to the Centre receive a wonderfully warm and personal donor experience, engaging and inspiring donors with stories and updates about the work.

Accountabilities:

1. Lead the Fundraising Administration team, to act as first point of contact for all enquires to the Fundraising Team to ensure warm and timely responses.
2. Maintain income from Appeals, Direct Debit givers, fundraising initiatives and individual fundraisers to meet budgets set annually.
3. Lead on management of the fundraising database, ThankQ; working across the Fundraising Team to provide a framework and maintain consistency of approach. Liaise with the provider for back-end support.
4. Ensure the work on Gifts in Wills is compliant with fundraising best practice and legal requirements.

Job description:

Fundraising:

- Manage the Individual Giving income pipeline to deliver income to annual budget targets, provide monthly monitoring and reforecasts of income.
- Manage expenditure associated with raising this income, using data to analyse fundraising results and make decisions about investment in these income streams.

- Write, create and deliver DM and digital stewardship and fundraising activities following an annual cycle including significant appeals at Lent/Easter and Christmas, e-news, magazine and supporter survey.
- Work collaboratively with Fundraising Team members in the development of fundraising campaigns including The Big Give, liaising with suppliers including a designer, printer, mailing house.
- Review and implement the digital fundraising strategy for the Centre.
- Identify and test new fundraising strategies with prospective donors who might be motivated by our cause, alongside those motivated by our Founder, to increase acquisition of new donors.
- Work closely with the Major Donor Fundraiser to maximise income from mid-level givers (PMD's) by engaging those at the higher levels of Individual Giving base.
- Plan Stewardship of Individual Givers including invitations to attend events throughout the year.

Gifts in Wills and In memory gifts:

- Monitor the Legacy pipeline and brief upwards on the long-term forecast of income from bequests.
- Manage the Fundraising and Legacy Administrator in the careful administration of legacy pledges and bequests and in dealing with the estates of legators.
- As a member of the Your Catholic Legacy consortium, utilise this resource as part of planning legacy activity during the year.
- Deliver a warm, thoughtful and appropriate stewardship programme for Legacy Pledgers and In Memory givers.

Database management:

- Oversee Supporter Care and data integrity for new and existing individual donors.
- Record interactions with donors accurately and promptly on the database, in line with PECR, GDPR and the Centre's privacy policy.
- Liaise with Income Stream leads and the full fundraising team to ensure that the database is being used consistently and effectively.

Line management:

- Line management of the Fundraising and Legacy Administration function which provides Supporter Care, thanking and updating and maintenance of the ThankQ database.

Creative stewardship and story-telling:

- Ensure our content is inclusive, being aware of and sensitive to the multi-cultural demographic of our community; putting our clients at the heart of our messaging.
- Manage sharing inspiring news and client stories with the donor base, to ensure our supporters understand the impact of their support through the Centre's work.

Team collaboration:

- Work collaboratively with colleagues in the Fundraising Team to create fundraising and marketing campaigns to raise the profile of the Centre's work and funding needs by showcasing the Centre's impact.
- Establish trust and strong working relationships with internal and external stakeholders.
- Willingness to work flexibly including occasional early evenings and weekends.

Person specification

Essential:

1. Demonstrable experience of success in fundraising in Individual Giving income stream, including employing strategies to retain, engage and recruit new donors.
2. Experience of working with a fundraising database (the Centre uses ThankQ) and the ability to analyse data and use that in decision making.
3. Proven experience of delivering Supporter Care and a Stewardship programme that enhances both the retention and engagement of donors.
4. Experience of producing high-quality content – digital and print materials; demonstrating excellent editorial skills and attention to detail.
5. Ability to write inspiring copy that will win hearts and persuades minds to generously support the Cardinal Hume Centre.
6. An understanding of digital fundraising as part of a multi-channel engagement of supporters.
7. Ability to build rapport and influence internal and external stakeholders, inspiring and encouraging opportunities for support.
8. Excellent organisational and time management skills with the ability to plan, prioritise and work to deadlines.
9. Self-starter able to develop and implement creative ideas.
10. Ability to work as part of a team and build professional, productive relationships across the organisation.
11. A strong commitment to the Centre's Mission, Values and Behaviours (See below); a strong belief in the value of every individual.

DESIRABLE:

1. Experience of working in a charity or organisation working with vulnerable people
2. General knowledge and awareness of the issues around youth and family homelessness.
3. Experience and interest in Gifts in Wills and In Memory fundraising.
4. Line management experience of a small fundraising team (1-2 people)
5. Experience of creating and delivering a Supporter Satisfaction Survey or feedback model.
6. Awareness of the issues around ethical content gathering and storytelling.
7. Understanding of the motivations of faith-based donors.

Our people - we believe each person matters:

Our clients

Our clients guide everything we do. We're here to help children, families and young people experiencing or at risk of homelessness, or clients who have urgent needs that can be met at the Centre and not elsewhere.

We value every person; this is central to our work

We seek to develop trusting relationships with our clients. We rely on them to help us improve and develop our services so we include them wherever possible in our work.

Our staff and volunteers

Our staff and volunteers are diverse in their backgrounds, and their skills and experience. Many have lived experience of the challenges our clients face. We are proud of our warm welcome and our team's commitment to support people facing disadvantage to escape the cycle of poverty and homelessness.

The Centre's [website](#) has more about our work including our [approach](#), our [plans](#) and our [values](#) and behaviours.