



JOB DESCRIPTION

Job Title: Individual Giving Manager
Reporting to: Head of Mass Participation Fundraising

JOB SUMMARY

The Individual Giving Manager will play a vital role in fundraising activities to support our mission of providing care and support to children with life-limiting conditions and their families. As the Individual Giving Manager, you will be responsible for developing and implementing strategies to engage individual donors and supporters, cultivating meaningful relationships, and maximising their financial contributions. You will oversee all aspects of individual giving, including direct mail campaigns, online fundraising, income processing and donor stewardship.

Key Responsibilities

- To create and execute strategies to cultivate and grow individual giving income, including donor acquisition, retention, and stewardship programmes.
- To build strong relationships with individual donors and prospects through personalised communication, engagement events, and donor recognition initiatives.
- To coordinate all aspects of direct mail appeals and online fundraising to maximise donor engagement and revenue generation.
- To utilise Raiser's Edge database to track donor interactions, segment audiences, and analyse fundraising performance to inform decision-making.
- To oversee all income processing; some processes are the responsibility of the Individual Giving Manager, others are carried out by the Database Manager and the Community & Events team.
- To work closely with the Digital Fundraising Manager and Marketing team to develop campaign objectives, messaging, stewardship plans and marketing strategies.
- To set up and undertake monitoring and evaluation reporting to assess campaign performance against agreed objectives and ensure these insights inform future decision making.
- To lead on the Local Hospice Lottery, including strategic aspects of the Lottery to drive the growth of membership, monitoring membership progress and trends, and to resolve issues with the general public with regards to complaints.



- To manage the budget for Individual Giving, ensuring income targets are met, costs are in line with the agreed budget, and deliver appropriate benefit to the charity in accordance with the Individual Giving Strategy.

General fundraising

- To adhere to all regulations and best practice stated in the Fundraising Code of Practice.
- To report on the Key Performance Indicators relevant to individual giving fundraising.
- To monitor feedback and respond to complaints as appropriate.
- To keep abreast of best practice and current trends within fundraising and recommend ideas and initiatives for Haven House as appropriate.
- To work closely with the Database Manager to ensure our database (Raiser's Edge) is utilised to maximise supporter experience and retention.

General requirements

1. To promote and live the Haven House values of Compassionate, Professional, Respectful and Safe.
2. To work with colleagues across the hospice as part of the Haven House 'One Team' approach.
3. To conduct yourself in line with the Haven House cultures and behaviours at all times, acting as an ambassador for the hospice.
4. To contribute towards a culture of continuous improvement to help drive our service to Outstanding.
5. To offer flexible support for the work of the organisation, with a flexible approach to new duties and responsibilities as needed to support our vision, mission and values.

This job description is not a definitive or exhaustive list of responsibilities but identifies the key responsibilities and tasks of the post holder. The specific objectives of the post holder will be subject to review as part of the individual performance process.

Haven House is committed to Equal Opportunities in Employment and therefore it is our aim to ensure that no applicant or employee receives less favourable treatment on grounds of gender, disability, religion, race, colour, sexual orientation, and nationality, ethnic or national origins or is placed at a disadvantage by conditions or requirements which cannot be shown to be justifiable. Haven House is responsible under the existing equality and diversity



legislation to ensure equality issues are promoted and you are expected to work with Haven House to fulfil these obligations, policies and codes of good practice.

Employees must take reasonable care and be aware of the responsibilities placed on them under the Health & Safety at Work Act (1974) and to ensure that agreed safety procedures are carried out to maintain a safe environment for employees, volunteers and visitors.



PERSON SPECIFICATION

| Experience | Essential | Desirable |
|---|------------------|------------------|
| A proven track record in fundraising for a charity | X | |
| Experience of managing a range of projects or campaigns at any one time | X | |
| Knowledge and experience of managing budgets and delivering financial results against agreed objectives, targets and timescales | X | |
| Knowledge and understanding of Individual Giving fundraising | X | |
| Knowledge and understanding of the importance of donor care | X | |
| High standard of copy writing | X | |
| Track record of communicating with supporters by telephone and through written communications | X | |
| Experience of devising stewardship plans to maximise income and engagement | X | |
| Knowledge and understanding of Data Protection legislation | X | |
| Knowledge of at least one database and CRM package | X | |
| Good planning and organisation skills | X | |
| Ability to be innovative and creative | X | |
| Excellent IT and Microsoft Office skills | X | |
| Ability and flexibility to work out of hours and at weekends, where necessary | X | |
| Experience of working within a team or group | | X |
| Experience of using Raiser's Edge database | | X |
| Knowledge of the Institute of Fundraising's Codes of Conduct | | X |