

JOB DESCRIPTION

Job Title	Individual Giving Manager
Department	Marketing and Brand
Reporting to	Head of Marketing and Brand
Line Manages	N/A
DBS check requirement	Basic DBS
Location	Avonmore Road, London W14 8RR (with hybrid working)

JOB PURPOSE

The Individual Giving Manager will work closely with the Head of Brand and Marketing to manage the delivery of our growing individual giving fundraising programme. The postholder's work will be driven by data and insight, carried out in partnership with our agencies to deliver our ten-year investment strategy which aims to stabilise regular giving volumes and long-term income.

This is a key role in leading on growing our supporter base through acquisition and initiating and building supporter marketing campaigns, inspiring supporters to help Independent Age to improve the lives of older people facing financial hardship.

KEY RESPONSIBILITIES

- With the Head of Marketing and Brand, contribute to and deliver the individual giving strategic framework, including strategy, marketing plans, supporter journey communication plans, budgets and KPIs
- Lead and manage our advertising agency on the creation and execution of individual giving campaigns, focusing on recruitment, retention, and growth of supporters
- Manage our media agency on building successful brand consideration and fundraising campaigns across all media channels
- Develop successful acquisition strategies and deliver campaigns across cash, regular giving and lottery income streams
- Project manage all supporter acquisition campaigns delivered through multiple channels, paid digital, direct mail, door drops, inserts and out of home, that meet and exceed specific product KPIs from concept through to execution including budget monitoring, briefing of our agencies including media, content and creative production, ensuring campaign assets are fully aligned with our Brand, sign off procedures, delivery and invoice processing
- Create and test new propositions for existing and new products for year-round fundraising as well as key moments
- Identify, prioritise and appropriately respond to individual giving opportunities as these arise, ensuring that they are targeted, timely and compelling
- Work with colleagues across Independent Age and our web agency to develop strategic supporter journeys, ensuring that all supporters receive the highest possible

standard of stewardship to maximise their value, increase loyalty and mitigate attrition

- Oversee competitor analysis and research across the sector through our external agency and identify opportunities for new product development to expand our product portfolio
- Monitor campaign performance, seeking continuous improvement of campaigns through research, testing and evaluation
- Work with external suppliers to ensure data is managed efficiently and effectively, working closely with internal stakeholders such as the CRM team to ensure accurate record keeping for source codes and results analysis

General Responsibilities

- Embrace diversity and share in our commitment to equality of opportunity and to eliminating discrimination
- Model and embed Independent Age's values and behaviours.
- Share in our commitment to promoting welfare and safeguarding adults at risk of harm and any children or young people connected with them that we may come into contact with through our work.
- Ensure that information is obtained, used and stored in accordance with our Data Protection and Confidentiality policy.
- Undertake any other duties commensurate with the level of the role.

How We Work

At Independent Age, we live by our values and EDI principles.

Our **values** are:

- Purpose-driven - the experience, needs and views of older people are central to everything we do
- Compassionate - we listen, care and take action
- Expert - our work is evidence-based and solution-focused
- Collaborative - we work in partnership to maximise our impact
- Accountable - we work with integrity and transparency
- Inclusive - we value diversity and always treat everyone fairly with dignity and respect

To put our **EDI Principles** into practice, we will:

- proactively challenge ageism and all other forms of inequality and discrimination throughout all our work.
- celebrate and champion diversity within and outside our charity.
- create a culture where everyone knows that they belong.
- ensure our leaders act as role models and champions.
- promote equity of opportunity for our staff, volunteers and the people who use our services.
- ensure our EDI plan is integral to our annual planning processes to ensure that we deliver our goals.
- collect data on diversity and inclusion to enable us to inform our work and review our progress and impact.

- be accountable and transparent about our progress.
 - use our influence to proactively champion EDI internally and with external partners.
 - continuously improve, adopt best practice and learn from and share with others.
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PERSON SPECIFICATION

- Experience of working in a fundraising/marketing environment for regular giving, in direct marketing and digital channels to recruit new supporters
- Strong understanding of individual giving products, audiences and the end-to-end supporter journeys and the role of different channels in fully integrated campaigns
- Evidence of achieving annual fundraising targets, maintaining an acceptable ROI and managing budgets
- Experience in the project management of large-scale supporter acquisition direct marketing campaigns across a variety of online and offline channels
- Evidence of managing the creative development of campaigns including multiple creative executions and formats
- Experience of delivering and managing digital campaigns, including Meta, YouTube, Demand Gen and Performance Max
- Evidence of working with CRM
- Data-driven with a strong understanding of UX principles and relevant experience of interpreting results and recommending opportunities for optimisation
- Relevant experience of building positive working relationships and influencing others at all levels
- Evidence of working effectively with teams and building relationships internally and externally
- Ability to be flexible, diplomatic and assertive
- Ability to work on own initiative and be a self-starter
- Ability to solve problems and identify opportunities, make decisions and prioritise effectively as a manager
- Excellent verbal and written communication skills, including strong numeracy
- Excellent time management and the ability to work under pressure to prioritise, deliver, manage several projects and activities simultaneously
- Knowledge of charity law, compliance and fundraising best practice particularly data protection, marketing consent and safeguarding
- Experience of new product development is desirable
- A demonstrable passion for, and affinity with, our cause