JOB DESCRIPTION

JOB TITLE: Individual Giving Manager

CONTRACT: Permanent, Full Time (35 hours per week)

ORGANISATION: Royal Life Saving Society UK (RLSS UK)

DEPARTMENT: Income Generation and Engagement

LOCATION: Hybrid – Fortnightly travel to RLSS UK HQ, Worcester

REPORTS TO: Director of Income Generation and Engagement

DIRECT LINE REPORT: Supporter Engagement Executive

SALARY: £38,044.00 (Grade B)

ABOUT RLSS UK

The Royal Life Saving Society UK (RLSS UK) is the leading charity for water safety and drowning prevention in the UK and Ireland. Our mission is to save lives by being the leader in lifesaving, lifeguarding, and water safety education so that everyone can enjoy water safely. We share our expertise, skills, and knowledge to empower people to enjoy water safely and achieve our vision; communities free from drowning.

JOB PURPOSE

To develop, launch, and grow RLSS UK's first individual giving programme, building sustainable income streams that support our vital work in water safety education. As the first dedicated individual giving role, you will design the strategy and deliver hands on activity, creating compelling propositions, supporter journeys and campaigns across regular giving, one-off gifts, lottery, legacies and in-memory giving.

ROLE OVERVIEW

The Individual Giving Manager will lead the development of RLSS UK's first comprehensive individual giving programme, building all activity from the ground up. This includes designing compelling supporter propositions, establishing donor journeys, and creating engaging campaigns that drive acquisition and long-term support.

A key part of the role will be scoping, procuring, and managing external suppliers, agencies, platforms, and partners required to deliver individual giving products and activity. This includes the development and future launch of new income streams for

RLSS UK, such as a charity lottery, as well as regular giving, legacy marketing, and in-memory giving opportunities.

The postholder will identify, test and evaluate supporter acquisition opportunities across a range of channels, including digital, direct mail, partnerships, community fundraising, and face-to-face fundraising where appropriate, ensuring activity delivers strong return on investment and an excellent supporter experience

The postholder will play a central role in shaping the future of supporter engagement at RLSS UK, introducing best practice, ensuring strong stewardship, and embedding a supporter-centred culture across the organisation.

KEY TASKS AND RESPONSIBILITIES

Planning and Strategy

- Develop RLSS UK's first Individual Giving strategy, setting clear plans, targets, and opportunities for growth across all giving products.
- Introduce and embed best practice in compliance, data management, supporter care, and ethical fundraising.

Supplier and Partner Development

- Scope organisational needs and procure/manage suppliers, agencies and platforms required to deliver individual giving activity.
- Lead onboarding and manage delivery to agreed standards, budgets and timelines.

Supporter Engagement and Campaign Development

- Design end-to-end supporter journeys (acquisition, welcome, nurture, upgrade, reactivation, retention).
- Plan and deliver multi-channel campaigns (digital, social, email, paid media, direct mail, and face-to-face fundraising) to acquire, retain and engage supporters.
- Build audience understanding through segmentation, insight and experimentation.
- Work closely with Marketing and Communications, Membership, and other teams to embed Individual Giving into the organisation.

Product Development

- Scope and pilot propositions for: Regular Giving, Digital one-off, Charity Lottery, Legacy Giving, In-Memory, Appeals/integrated campaigns, and Mid-value.
- Produce product business cases with KPIs, budgets, phasing and implementation plans.

Reporting and Evaluation

- Establish reporting and monitoring frameworks for Individual Giving activity.

- Use Donorfy CRM to manage supporter data, segmentation, reporting, campaign tracking and supporter journeys, ensuring data quality and compliance with GDPR and organisational policies.
- Use early data and insight to inform decision-making, future planning, and product development.
- Ensure all activity complies with the Fundraising Regulator's Code of Practice, GDPR, PECR and Gambling Commission requirements.
- Monitor and report on individual giving performance against KPIs and targets, reporting on performance to the Director of Income Generation and Engagement, and other stakeholders as required.

OTHER DUTIES & RESPONSIBILITIES

- All other duties reasonably associated with your role, as directed by the Line Manager.
- Line management responsibility for the Supporter Engagement Executive, including performance and development, assigning day-to-day tasks and projects, and providing guidance and support.
- Act as an ambassador for the Income Generation & Engagement directorate, supporting a culture of collaboration, learning and innovation.
- Ensure compliance with UK GDPR and the Data Protection Act 2018 by complying with internal information governance policies and maintaining up-to-date documentation as part of RLSS UK's compliance programme.
- Demonstrate and uphold the Society's values and behavioural standards at all times.
- Help create an inclusive working environment where diversity is valued, everyone can contribute, and everyday actions ensure we meet our duty to uphold and promote equality.

This job description is not to be regarded as exclusive or exhaustive. It is intended as an outline indication of areas of activity and responsibility and will be amended in light of the changing needs of the organisation.

PERSON SPECIFICATION

Essential Relevant Experience, Skills and/or Aptitudes

- Demonstrable experience of individual giving across multiple products, which may include regular giving, one-off gifts, lottery, legacy giving, in-memory giving, and appeals.
- Ability to craft compelling supporter propositions and use storytelling to communicate impact and motivate giving.
- Proven track record designing and managing supporter journeys that improve acquisition, retention, and lifetime value.
- Experience of delivering multi-channel integrated acquisition campaigns, (digital and offline approaches).
- Experience of procuring and managing suppliers, agencies, and platforms, ensuring high-quality delivery and value for money.

- Data-driven mindset, comfortable with metrics, segmentation, reporting, insight gathering, and budget forecasting.
- Experience of developing fundraising plans, income forecasts and budgets, with the ability to model growth and assess investment opportunities.
- Strong understanding of return on investment (ROI) and the ability to evaluate the effectiveness, sustainability, and value of fundraising activity.
- Strong understanding of CRM systems and fundraising technologies, including experience of using donor databases to support segmentation, stewardship and reporting (experience of Donorfy would be advantageous).
- Understanding of fundraising regulation, GDPR, and ethical fundraising practices.
- Experience managing budgets and ensuring effective allocation of resources.
- Comfortable working in an environment where systems, processes, and programmes are being built from the ground up.

Desirable Relevant Experience, Skills and/or Aptitudes

- Knowledge and understanding of RLSS UK mission, values and strategic priorities.
- Previous experience of line management.
- Experience of working in a charity or organisation where individual giving programmes have been developed from the ground up.
- Experience of launching new giving products such as lotteries, regular giving propositions, or digital donation platforms.
- Knowledge of fundraising compliance frameworks, including the Gambling Commission requirements (or similar relevant regulation).
- Understanding of digital fundraising trends, including peer-to-peer fundraising and integrated digital journeys.
- Understanding of water safety, education, youth engagement, community development or related fields.