

## JOB DESCRIPTION

<b>JOB TITLE:</b>	Senior Individual Giving Officer
<b>STATUS:</b>	Permanent
<b>HOURS:</b>	9.00 – 5.00pm  35 hours per week  (JDRF operates a flexible working hours policy)
<b>SALARY:</b>	£34,525 per annum
<b>HOLIDAY:</b>	25 days plus statutory holidays
<b>LOCATION:</b>	Hybrid working part London Office (Islington, London) part homework  The post holder will work a minimum of one day a week in the office
<b>REPORTS TO:</b>	Individual Giving and Insight Manager
<b>DIRECT REPORTS:</b>	N/A
<b>KEY INTERNAL RELATIONSHIPS:</b>	Head of Individual Giving & Supporter Care, Supporter Care team, Data & Insight team, Content team, Marketing team
<b>KEY EXTERNAL RELATIONSHIPS:</b>	JDRF supporters, fundraising agencies and suppliers

JDRF is the type 1 diabetes charity, improving lives until we find the cure. We fund research to cure, treat and prevent type 1 diabetes. We also provide information for children and adults living with the

condition at all stages, from diagnosis and beyond. We give a voice to people with type 1 diabetes and campaign for increased funding into research to find the cure.

We want our employees to be committed and prepared to go the extra mile to assist us in finding the cure for type 1. Whatever your role is within JDRF you can be guaranteed that your work will always be rewarding.

## **PURPOSE OF THE ROLE**

We're looking for an organised, driven and friendly individual to join our busy and passionate Individual Giving team. We're on an exciting journey of growth and we need to build our capacity. We're introducing a new suite of tools including Donorfy as our CRM and Power BI which will enable us to be even more data driven and impactful. The purpose of this role is to deliver and support our Individual Giving programme, ensuring that income targets are met and activity is evaluated to drive improvement.

To deliver established direct marketing fundraising campaigns and communications, through multiple channels.

To evaluate the performance of direct marketing activity and identify opportunities for improvement

To support the Individual Giving and Insight Manager with the testing and implementation of new activities in development areas, and to increase income at JDRF

## **KEY TASKS**

### **Individual Giving marketing and fundraising:**

- To be responsible for the delivery and evaluation of digital, mail and phone direct marketing campaigns, making decisions on concept, creative and delivery.
- To be responsible for campaign reporting and working with the Individual Giving and Insight Manager to optimise the IG programme based on data insights.
- To work in partnership with internal colleagues to plan and deliver multiple concurrent projects, and develop and maintain effective working relationships with external stakeholders.
- To support the Individual Giving and Insight Manager in developing and implementing new tools and initiatives in order to grow income.
- To respond to donor enquiries as necessary.

### **Any Other Duties:**

- To assist the Head of Individual Giving & Supporter Care and Individual Giving & Insight Manager with any other duties, as required.

**PERSON SPECIFICATION**

<b>Criteria</b>	<b>Essential</b>	<b>Desirable</b>
<b>Experience</b>	<p>Managing direct marketing campaigns in a charity environment</p> <p>Managing projects from start to finish within given budgets and timescales</p> <p>Analysing campaign results and using insight to optimise future campaigns</p> <p>Collaborative working with multiple internal and external partners to deliver campaigns</p> <p>Working with a CRM system</p>	<p>Working with digital fundraising tools, especially Facebook</p> <p>An understanding of different donor types and motivations including regular giving, cash, payroll and legacy</p> <p>Negotiation of quotations and cost management</p> <p>Payroll Giving experience or knowledge</p> <p>An understanding of current data legislation, particularly GDPR</p>
<b>Skills</b>	<p>Highly creative with the ability to propose and develop campaign concepts</p> <p>Can write compelling and professional communications for a variety of audiences and channels</p> <p>Excellent proof-reading skills with strong attention to detail</p> <p>Strong project management skills, excellent organisational skills, with the ability to manage several deadlines simultaneously</p> <p>Knowledgeable on direct marketing and fundraising principles and able to share expertise with colleagues</p> <p>Maintain and develop strong working relationships with colleagues and external suppliers</p> <p>Excellent written and verbal communication skills</p>	<p>An eye for good design</p> <p>Excellent telephone manner</p>

	Working knowledge of Microsoft Office, particularly Word and Excel	
<b>Personality</b>	<p>Creative and able to persuade others of ideas</p> <p>Desire to get involved and learn new skills</p> <p>Self-motivated and able to work independently</p> <p>Team player</p> <p>Confident</p>	
<b>Other</b>	Flexibility and willingness to work some unsocial hours	Knowledge of diabetes, diabetes research and JDRF

## **EQUAL OPPORTUNITIES**

JDRF is an equal opportunity employer and does not discriminate against employees for job applications on the basis of race, sexual orientation, religion, colour, sex, age, national origin, disability or any other status or condition protected by applicable law. This policy extends to but is not limited to recruitment, selection, remuneration, benefits, promotion, training, transfer and termination.

**JDRF is a registered charity No. 295716 (England and Wales) and SC040123 (Scotland)  
Raising funds for research to find a cure for type 1 diabetes.[www.jdrf.org.uk](http://www.jdrf.org.uk)**