

Job description

Job title:	Head of Individual Giving and Legacies
Team:	Fundraising and Engagement
Location:	Hybrid working – one day a week in the office
Hours of work:	37.5 hours
Contract:	Permanent, full time
Benefits include:	33 days (plus eight bank holidays) 8% employer pension contribution (Aviva) or access to continue NHS Pension Enhanced maternity, paternity, adoption, and shared parental pay Free health cashback plan Free employee assistance programme Learning and development commitment to staff Health and wellbeing commitment to staff
Reporting to:	Deputy Director of Fundraising
Direct report/s:	Individual Giving Manager, Legacy and In Memory Manager, Supporter Experience Manager

Background

Today, dementia is the leading cause of death in the UK and there are more than one million people living with this often devastating condition. Millions of us will know someone living with dementia. Many will be directly affected it – as the incredibly difficult role of carer often falls to friends and family members.

Dementia UK is a values driven charity, providing specialist dementia support and advice for families through our Admiral Nurse service. Our nurses help people living with dementia stay independent for longer and support the people caring for them so that they will have the strength to cope with the bad days, and the energy to enjoy the good days.

We value our people so it's important for us to create a working environment that looks after our workforce, enabling everyone to achieve their full potential. You will become part of a diverse and dedicated team, working in an environment where you can collaborate, be respected and thrive.

Purpose of job

The Head of Individual Giving and Legacies is responsible for the development and delivery of effective Individual Giving, In Memory and Legacy strategies, leading the team to deliver a portfolio of inspiring campaigns, appeals and

experiences that maximise long-term sustainable income generation for Dementia UK.

Key accountabilities and responsibilities

- 1. Strategy and planning** – develop the overall team strategy and Individual Giving, In Memoriam and Legacy operational plans; delivering against agreed KPIs and ensuring that the strategy, plans and activity directly support the delivery of Fundraising and Engagement and organisational objectives. Ensure that the legacy strategy and operational plans are embedded across the charity and all supporter audiences, given the long term strategic importance of gifts in Wills to Dementia UK.
- 2. Budgets and finance** – create annual income and expenditure budgets for Individual Giving, In Memoriam and Legacy fundraising within agreed ROIs. Oversee their delivery through monthly monitoring of management accounts and KPIs and quarterly reforecasting; ensuring effective delivery, management and control of budgets.
- 3. Innovate and grow the programme** - identify opportunities to grow the programme, developing insight led propositions and products that inspire action and maximise support. Ensure the use of audience insight to understand supporter motivations is embedded across the team; and that we use appropriate channels and technology to maximise income and build long-term loyalty and value.
- 4. Supporter engagement** - work in partnership with other areas of the charity to make sure there are options to become a supporter at every relevant touchpoint and interaction; ensuring there are appropriate communications, products, journeys and processes to upsell and cross-sell alternative and additional ways to support, that lead to improved lifetime value of supporters, and awareness opportunities, for Dementia UK.
- 5. Stakeholder engagement and relationship building** - manage relationships with agencies and suppliers to deliver relevant and responsive audience-led products, communications and content across multiple channels. Ensure all suppliers are motivated by the cause and Dementia UK; and that they understand the impact of dementia and how our nurses make a difference, and that this is translated into highly effective work.
- 6. Monitoring** – use analysis, insight and audience understanding to inform decision-making and further develop the Individual Giving remit. Monitor charity sector trends and complete competitor analysis, using findings to inform both strategic plans and operational plans and day-to-day activity. Keep up-to-date with developments in individual giving, in memory fundraising and legacy marketing; and represent Dementia UK in appropriate charity sector initiatives and ensure that the charity is learning from them and sharing this information with internal and external stakeholders where

relevant. Monitor comments and complaints, identifying trends and putting in place mitigating actions where necessary.

7. **Leadership and people management** – create a supportive and aspirational culture where the team are motivated to meet and exceed targets and recognise their contribution to the organisational objectives and strategy. Effectively recruit and identify learning and development opportunities including training, coaching and skills sharing to maintain and improve staff performance. Facilitate regular team meetings and workshops to ensure staff are informed about – and can further develop - progress against objectives.
8. **Organisational collaboration** – be a proactive member of the Fundraising and Engagement department and wider senior management team. Work in partnership with the Marketing and Communications Team to ensure all RACIs, channels and timescales are discussed and agreed. Participate in cross-organisational projects and build positive, supportive and effective collaborative working relationships with colleagues across the charity.

General

- a) Actively promote the core values of Dementia UK whilst working towards achieving the strategic objectives of the charity.
- b) Have a strong working knowledge of Dementia UK's vision, mission and impact.
- c) To undertake all duties in line with the Dementia UKs policies, procedures and regulations ensuring that the work undertaken actively promotes equality, diversity and non-discrimination.
- d) Undertake any other duties related to the job purpose and which may necessary, as required.

This job description is not exhaustive and is subject to change in accordance with business need.

Person specification

Criteria	Application	Interview
Substantial experience of Individual Giving fundraising	X	X
Experience of in memoriam and legacy marketing, across multiple channels	X	X
A track record of delivering income growth, and establishing and embedding new programmes of activity	X	X
Experience of developing and implementing fundraising strategic plans and turning these into operational plans with clearly identified KPIs and managed risks	X	X
Setting, managing and delivering against multi-million pound budgets, reporting on KPIs, variances and reforecasting	X	X
Experience of managing through change and delivering cycles of continuous improvement, learning from failures and building on successes		X
Experience using audience insight to deliver effective communication and stewardship strategies		X
Experience of leading a team, providing direction and motivation and delivering effective line management through supervision and development of staff	X	X
Use of a fundraising relationship based database to support, inform and report on fundraising and supporter activity	X	
Strong working knowledge of charity and data protection law	X	

Desirable Qualifications, knowledge, skills, and experience

Criteria	Application	Interview
Experience of leading integrated campaigns with combined fundraising, engagement and brand objectives		X
Experience of leading and scaling a programme of significant investment in Committed Giving		X

Personal attributes

Criteria	Application	Interview
Excellent written and verbal communication skills with the power to persuade, motivate and inspire whilst also delivering clear, concise messages	X	X

A deep understanding of supporter motivations and feelings and the ability to translate this into engaging and responsive communications and content		X
Excellent numerical and analytical skills		X
Ability to work proactively and take decisions, demonstrating initiative and taking action to solve problems and maximise opportunities	X	X
Ability to work in collaboration, negotiating and influencing with stakeholders and building relationships		X
Creative thinking and ability to apply an innovation mind set to organisational issues and systems/processes to contribute to a cycle of continuous improvement		X

Our values

Compassion
Collaboration
Integrity
Ambition