

## JOB DESCRIPTION

We support people who are homeless or at risk of homelessness to achieve a meaningful and independent place in their community.

<b>JOB TITLE:</b>	<b>Individual Giving &amp; Legacies Manager</b>
<b>REPORTS TO:</b>	<b>Director of Growth &amp; Engagement</b>
<b>SALARY:</b>	<b>Grade 4, Points 33 – 37, £31,152 - £34,404</b>
<b>ADDITIONAL BENEFITS TO SUPPORT EMPLOYEES:</b>	<ul style="list-style-type: none"> <li>• <b>Pension</b> (auto enrolment) and <b>Death in Service</b> benefit of 2 x salary</li> <li>• <b>Health Shield Benefit</b> - provides access to a range of valuable cash benefits and services, such as dental and optical care, physiotherapy, scanning facilities and 24-hour counselling and Advice Line (opportunity to upgrade and add family).</li> <li>• <b>Benenden Health</b> – Private Health Care paid for by Simon Community which gives permanent employees access to 24/7 GP services, medical diagnostics, medical treatment, physiotherapy (option to add family and friends for an additional cost).</li> <li>• <b>Holidays - 25 days per year</b> – increasing by 1 additional day per year of service up to a max of 30 days. Increase is effective from the 1<sup>st</sup> April each year, once a full year of service has been completed. Additionally, <b>12 customary holidays</b> (normally Bank and Public Holidays) at normal basic pay rate.</li> <li>• <b>Bank &amp; Public Holidays</b> – paid at premium rates at time and a half and double time.</li> <li>• <b>Additional Hours</b> – paid at time and a quarter.</li> <li>• <b>Other Benefits</b> – occupational sick pay, enhanced maternity/paternity leave entitlement, career breaks (subject to 2 years' continuous service).</li> <li>• <b>Training</b> – thorough accredited induction training and continued access to ongoing personal development.</li> </ul>
<b>DEPARTMENT:</b>	<b>Growth &amp; Engagement</b>
<b>LOCATIONS:</b>	<b>Central Office, Belfast</b>
<b>HOURS OF WORK:</b>	<p>35 hours per week, mainly Monday to Friday. A hybrid working system is in place (at least 2 days in office per week).</p> <p>A flexi-time system is in operation and reasonable hours outside of this will be required to fulfil the duties of this position (some evening and weekend work).</p>
<b>JOB PURPOSE:</b>	<p>The Individual Giving and Legacies Manager will lead the development and execution of our mass marketing activity to grow our supporter base, and maximise every individual donor's lifetime value to Simon Community.</p> <p>By creating powerful fundraising campaigns, optimising supporter journeys, and diversifying income streams, including through digital channels, we can foster a strong sense of connection and loyalty among our valued supporters, and inspire a movement of support to end homelessness across NI.</p>

## **MAIN RESPONSIBILITIES:**

<b>Strategy &amp; Management</b>	<ul style="list-style-type: none"><li>• With the Director of Growth &amp; Engagement, develop a multi-year plan for individual giving (IG) and legacy marketing for Simon Community.</li><li>• Develop and monitor budgets in line with Simon Community processes.</li><li>• Line management of the Supporter Care Assistant.</li><li>• Maintain and develop excellent working relationships across the wider team of Simon Community.</li><li>• Take responsibility for specific projects and opportunities as agreed with Director of Growth &amp; Engagement.</li><li>• Support the wider Growth &amp; Engagement team and provide assistance outside of this role profile as required.</li><li>• Ensure all activities are carried out in full compliance to the fundraising code and Simon Community values.</li><li>• Represent Simon Community externally at meetings, conferences, and wider engagement opportunities as appropriate.</li><li>• Keep abreast of UK and Ireland fundraising and marketing sector trends and best practice.</li></ul>
<b>Supporter Marketing &amp; Care</b>	<ul style="list-style-type: none"><li>• Develop a suite of IG initiatives, communications and campaigns to attract, retain and upgrade donors including direct mail, email and social media.</li><li>• Working closely with the Comms team, identify and test new acquisition channels and target audiences.</li><li>• Create and deliver robust supporter journeys for all individual donors.</li><li>• Ensure first class donor care and efficient processing of donations, including regular review of all processes.</li><li>• Identify and cultivate new opportunities to diversify income streams including through digital channels.</li><li>• Evaluate the success of all activities and campaigns and make strategic recommendations for the future.</li><li>• With the Director of Growth &amp; Engagement, develop a strategy for mid and high value individual givers.</li></ul>
<b>Insight, Data &amp; CRM</b>	<ul style="list-style-type: none"><li>• Use a broad range of data insights and KPIs to track performance of activities, manage risk and support future financial modelling, providing regular reporting to SMT.</li><li>• Develop audience profiles and insights, including through the design and delivery of an annual Supporter Survey.</li><li>• Create a segmentation model to tailor appeals and communications to different donor segments.</li><li>• Collaborate with the G&amp;E Team, our IT team, and wider external support to optimise the CRM, ensuring accurate and up to date information and donor insights.</li><li>• Ensure accurate and timely acknowledgment of donations and ongoing communication with donors.</li></ul>
<b>Legacy Marketing</b>	<ul style="list-style-type: none"><li>• Develop and execute marketing strategies to promote legacy giving through online and offline channels.</li><li>• Work closely with our finance team to monitor all legacy administration.</li><li>• Explore the development of an in-mem product as appropriate.</li></ul>
<b>Collaboration &amp; Communication</b>	<ul style="list-style-type: none"><li>• Work very closely with the Communication &amp; Digital team to deliver plans in order to amplify and align messaging and opportunities.</li><li>• Help develop creative and inspiring content to secure new support and retain existing donors.</li><li>• Work across the department to deliver audience driven, integrated brand campaigns.</li><li>• Manage external supplier and agency relationships.</li></ul>
<b>Ensure Quality</b>	<ul style="list-style-type: none"><li>• Support and participate in the implementation of agreed improvement plans</li></ul>

<b>Assurance/ Continuous Improvement</b>	<p>within a culture of continuous improvement and service excellence.</p> <ul style="list-style-type: none"> <li>• Carry out all duties in accordance with Simon Community quality procedures.</li> </ul>
<b>Ensure Health and Safety and Good Housekeeping Practices</b>	<ul style="list-style-type: none"> <li>• Always adhere to the Simon Community N.I. health and safety policy.</li> <li>• Support health and safety risk assessments as appropriate, and the implementation of any agreed actions.</li> </ul>
<b>Promote Equal Opportunities</b>	<ul style="list-style-type: none"> <li>• Contribute to promoting an environment where equality of opportunity, anti-discriminatory practice, diversity, individual rights and choice are promoted in accordance with Simon Community principles, policies and procedures.</li> </ul>
<b>Promote our aims and objectives</b>	<ul style="list-style-type: none"> <li>• Promote the organisation's mission, values, aims and objectives and ensure all organisational Policies and Procedures and Staff Code of Practice are followed at all times.</li> </ul>
<b>Other Responsibilities</b>	<ul style="list-style-type: none"> <li>• Carry out all other reasonable duties commensurate with the role as may be required.</li> </ul>

**Please note that this job description provides an indication of the roles and responsibilities and is not an exclusive list of the duties that the postholder may be asked to undertake.**

## PERSON SPECIFICATION

<b>ESSENTIAL CRITERIA</b>	<ol style="list-style-type: none"> <li>1. At least 3 years proven experience in a fundraising, brand, or marketing role, including with elements of digital marketing, data analysis or insight.</li> <li>2. Proven track record of exceeding targets (financial or otherwise).</li> <li>3. Proven ability to write engaging copy for different audiences across varied channels.</li> <li>4. Significant experience and confidence in using a CRM and building processes for storage and reporting.</li> <li>5. Experience of budget and project management.</li> <li>6. Excellent working knowledge of digital marketing tactics and channels.</li> </ol>
<b>DESIRABLE CRITERIA</b>	<ol style="list-style-type: none"> <li>1. Experience of working in a fundraising/charity context.</li> <li>2. Line Management experience.</li> <li>3. Proven track record of using data analysis techniques (and audience insight) to drive decision making.</li> <li>4. Experience of using Canva or MS Publisher</li> <li>5. Experience of using Raisers Edge NXT database.</li> <li>6. An understanding of the issues affecting homelessness and/or voluntary sector in Northern Ireland.</li> </ol>
<b>SKILLS, ABILITIES &amp; KNOWLEDGE</b>	<ol style="list-style-type: none"> <li>1. Strong project management skills with ability to oversee end-to-end campaign processes.</li> <li>2. Creative flair for storytelling, with first rate written communication skills.</li> </ol>

	<ol style="list-style-type: none"><li>3. Ability to work independently and as part of a team</li><li>4. Excellent workload management skills and ability to prioritise to meet targets and deadlines</li></ol>
<b>OUR VALUES</b>	<ol style="list-style-type: none"><li>1. Our values are fundamental to how we work with the people we help, and each other.</li><li>2. We are driven by our values of being <b>non-judgmental</b>, <b>trustworthy</b> and <b>determined</b> to end homelessness in NI.</li></ol>