



**LEAGUE**  
AGAINST CRUEL SPORTS

Our  
vision: a  
kinder society  
where persecuting  
animals for sport  
is a thing of  
the past

## Individual Giving Manager

£38-40k per annum

### Your impact:

#### Catalyst for change

As a key player in the fundraising team, you'll drive our approach to offline cash giving by analysing results and driving innovation forward.

#### Collaboration

You'll work with key internal stakeholders to identify and schedule fundraising opportunities as well as reacting immediately to any campaigns successes to secure additional gifts.

#### Connectedness

You'll understand our supporters and create direct mail appeals and journeys to inspire donations from warm donors, action takers or social media followers.

### Responsibilities:

- **Strategic Fundraising:** Develop and implement overarching strategies to secure cash donations from individual donors via direct mail. Drive income and repeat gifts to meet annual budget goals.
- **Supporter Engagement:** Understand our supporters inside out, advocating for their interests and inspiring them to engage and donate. Foster repeat giving from existing warm supporters, action takers and social media followers.
- **Campaign Management:** Take charge of managing and expanding our raffle, merchandising, and fundraising appeals both offline and online. Execute a dynamic schedule of fundraising campaigns to prompt financial donations and boost average donation values.

### Must-have skills, education & experience:

- Proven experience in designing and delivering offline and online fundraising campaigns.
- Outstanding project management and copywriting skills.
- Excellent interpersonal and communication skills.
- Working knowledge of data analysis and performance metrics.
- A commitment to ongoing learning and development.



## League culture

### What do we do?

Animals are at the heart of everything we do. We strive to protect animals from being persecuted in the name of 'sport.'

### We campaign for change

Standing up for those who don't have a voice, our hard-hitting campaigns inspire action and demand changes to legislation to protect them.

### We educate

Our high-profile work in the media and expert behind the-scenes lobbying across the devolved nations, ensures we can create awareness of the plight our wildlife faces.

### We provide intelligence to law enforcement

Our animal crimewatch gathers reports of suspected animal cruelty for us to investigate. Our in-house intelligence team provides packages for local law enforcement about those suspected of illegal activity to bring them to justice.

### We safeguard the natural environment across our wildlife reserves

Our ten wildlife reserves provide a safe haven for animals to roam free from persecution. Our reserves allow space for wildlife to flourish with minimal intervention and after just a few years this has already seen positive environmental results.

## Who are we?



## What's it like to work at the League?

[Hear from the Senior Management Team](#)

[What do staff enjoy about their work?](#)

[What are the biggest challenges?](#)

[How does the team feel about the League as an employer?](#)

## Why join us?

In addition to the opportunity to impact real change for animals, we have:

- Great [benefits](#)
- A strong commitment to [learning and development](#)
- An ethical approach to [sustainability](#), [diversity and inclusion](#), and [business practices](#)

## More about the role

**If you know how to deliver the right message, at the right time, to the right audience through the right channel, this role is for you.**

You'll be managing a packed fundraising schedule so your love of direct mail, deadlines, project management and collaboration will have a real chance to shine.

## Next steps

Work with us to stop animal cruelty in the name of sport, apply now by sending your CV to [people@league.org.uk](mailto:people@league.org.uk). Together, we can redefine what is acceptable and create a better world for animals.