

## Role Profile

Job Title:	<b>Individual Giving Lead</b>
Department:	Fundraising
Reporting:	Associate Executive Director: Funding & Partnerships
Location:	NMRN Portsmouth and Gosport
Date:	June 2024

### NMRN Vision and Mission

**Vision:** To be the world’s most inspiring Naval Museum, Linking Navy to Nation

**Mission:** Inspiring enjoyment and engagement with the continuing history and modern role of the Royal Navy and the Royal Navy’s impact on shaping both our nation and the modern world

### Primary Job Purpose

Growing our individual giving programme with a particular focus on regular giving, major appeals, capital projects, adopt-an-object, and exploring opportunities through content and gaming.

Developing and implementing a major donor and mid-level giving programme.

Working with the Customer Relationship Manager and Web Lead use our data to build supporter and donor journeys.

Collaborating with the Communications and Content team to drive individual giving opportunities through content on NMRN’s digital channels, as well as those of partners.

Creating a legacy giving programme that raises awareness of the importance of legacy and gift-in-will bequest and results in an increased number of pledges.

Partnership with the Corporate & New Business Partnership Lead to develop a payroll giving scheme. Contribute to the development and implementation of NMRN’s Fundraising Framework.

Engage with colleagues across the organisation to collaborate on fundraising activities and appeals.

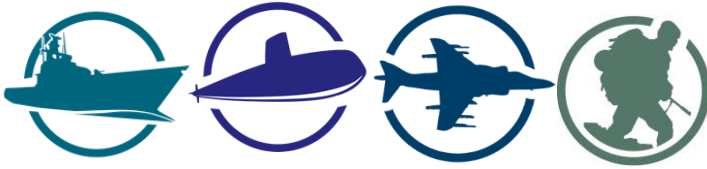
### Decision making authority and freedom to act

Develop and deliver an individual giving strategy that will drive growth and significantly increase income.

Prospect research and identify potential major donors and high net worth individual to increase the size of the capital appeal, unrestricted and legacy fundraising pipeline.

Manage the individual giving elements of large-scale revenue fundraising appeals.

Steward the Life Member programme.



THE  
NATIONAL  
MUSEUM



Contribute to the delivery of the museum's corporate plan and the overall fundraising strategy and by identifying further opportunities for growth from the individual giving income line, including working with Navy Command to explore payroll and bonus giving.

Represent the National Museum internally and externally to include: speaking with authority at external conferences, meetings, etc., sharing responsibilities for representation and reporting to key stakeholder meetings as required.

Represent the strategy and point of view of NMRN to external bodies and the general public.

Contribute and attend the Board of Trustees, Executive Board, Committees and other meetings, as required.

### Financial responsibility

Ensure that the organisation operates within budget guidelines and that adequate funds are available to permit the NMRN to carry out its work.

Report to the relevant boards, committees and other bodies on financial performance.

Work with staff and the Board, especially the Director of Fundraising, to identify and develop new individual funding streams to include monetised content, gaming and Patreon.

Be responsible for maintaining sound financial and procurement procedures that are consistent with relevant financial practices, group policies and adhere to statutory obligations.

To work with the Resources Directorate to ensure accurate and timely financial external reporting and forecasting within area of delegated authority (Band D).

Responsible for delivery, maintaining and reporting of financial targets, key performance indicators and risk identified in the corporate plan and risk registers.

To operate within agreed budgets and NMRN financial and procurement policies.

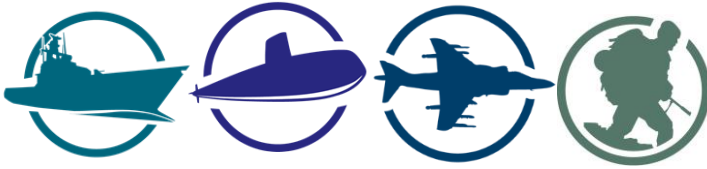
### Information systems

Shares and contributes knowledge at team meetings.

Work closely with our CRM & Web Lead, as well as external agencies to ensure timely and accurate data handling, and a high quality of data to enable our audience insight to drive our income generation decisions.

Responsible for proactively ensuring all individual giving campaigns are operated in accordance with best practice, NMRN policy and procedures, as well as comply with the Fundraising Regulator, Charity Commission, Gambling Commission, General Data Protection regulations (GDPR) and Privacy and Electronic Communications Regulations (PECR).

Take responsibility for content on the Support Us section of [nmrn.org.uk](http://nmrn.org.uk), as well as related pages across the website, to ensure that people are pushed to engage and donate.



Stay updated on individual giving and direct marketing principles and trends across the sector and use this insight to contribute to the execution of the individual giving strategy.

To ensure all information systems are operated in accordance with NMRN policy and procedures and comply with the General Data Protection Regulations (GDPR).

### Health and Safety

Undertake Health and Safety responsibilities for line managers detailed within the NMRN Health and Safety Policy, ensuring direct reports/team work in a safe manner and adhere to relevant safe working practices and procedures.

### People management

Excellent leadership and management skills with the ability to establish trust and influence others.

Help drive an ambitious future for our work, secure funding and being a role-model for a positive, collaborative culture.

Is always a role model of NMRN values and behaviours whilst acting to enhance the National Museum's reputation and ensuring its assets are protected for future generations.

Ability to work within and effectively contribute to a variety of teams.

Developing knowledge of own work area to positively share with colleagues.

Ability to adapt management style, when required.

### Equity, Diversity, and Inclusion

Demonstrates inclusive leadership, embracing diversity and promoting equity. Creating an inclusive workplace where everyone can feel safe and comfortable to bring their whole self to work.

Promoting a working environment where everyone can feel safe to contribute their ideas and viewpoints and to achieve their full potential.

### Communication and relationships

Facilitate and cultivate strong working relationships with colleagues in TAG and Executive Board.

Take responsibility for articulating our compelling propositions and cases for support across traditional and digital materials.

Positively represent Fundraising across a range of internal and external meetings, contributing professional expertise in a collaborative manner.

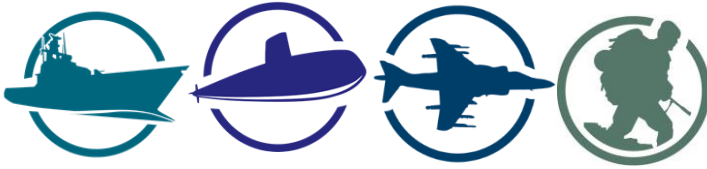
Promotes effective and positive working relationships and cooperative arrangements with stakeholders and stakeholder groups, including Trustees, staff, volunteers, and other organisations.



Ensure efficient and effective internal communication, information flows and foster cooperation between staff  
Ability to positively represent the National Museum to visitors, external organisations, and wider business partners.

### Knowledge, Skills and Experience

Subject	Mandatory
<b>Knowledge</b>	<p>Developing and delivering an individual giving programme, inclusive of one-off and regular giving, using CRM and customer data to build supporter and donor journeys.</p> <p>Proven track record of crafting insight-led persuasive cases for support ensuring each fundraising campaign has a strong, effective, engaging and genuine story at its heart.</p> <p>Creating a legacy giving programme that raises awareness of the importance of legacy and gift-in-will bequest and results in an increased number of pledges.</p> <p>Excellent track record in developing a major donor prospect portfolio from the ground up, making connections and building long-lasting relationships.</p> <p>Planning, managing and delivering innovative and impactful individual giving and fundraising campaigns across a range of digital channels, including the supporting website content.</p> <p>The ability to build strong working relationships in order to influence and effect change internally and externally.</p> <p>Work across the museum, but particularly with colleagues in Marketing, to identify trends and opportunities for cross-selling and upselling between products.</p> <p>Track record of bringing innovative creative thinking and fresh ideas to an organisation and/or its product and services with the ability to spot, develop and identify potential across a range of income streams opportunities.</p> <p>Excellent leadership and management skills with the ability to establish trust and empower others to succeed.</p> <p>Effectively influence others and disseminate information to large and diverse groups from a range of backgrounds and professions internally and externally.</p> <p>Ability to work independently, flexibly and prioritise workload to meet changing demands and deliver against targets.</p>
<b>Experience</b>	<p>Proven working knowledge of direct marketing, as well as fundraising principles and practice, being deployed across face-to-face, direct mail and digital channels, to achieve income growth.</p> <p>Working knowledge of utilising payroll giving schemes.</p> <p>Commissioning and using data, research and insight into supporters in order to grow and</p>



	<p>develop an engaging supporter journey which maximises lifetime value of different supporter groups.</p> <p>Applied knowledge of analysing and interpreting complex financial, performance reporting and customer data to draw conclusions and make clear recommendations based on insight and evidence.</p> <p>Working with senior stakeholders, effectively gaining and utilising their support to further fundraising activities.</p> <p>Creative and solutions-focused approach to fundraising – supporting long term diversification and growth of income by identifying new opportunities for support.</p> <p>Confident in assessing, prioritising and managing a varied workload across different projects and strands of activity to deliver individual giving targets.</p> <p>Ability to organise and prioritise workload to meet challenging demands and comply with tight deadlines.</p>
--	---

*These are a guide to the contents of the main job and the skills and experience required. (This is not intended to be a task list). It is inevitable that the job content may change over time, and post holders are normally consulted about any significant changes. This information may be periodically reviewed, revised and updated to reflect appropriate changes.*

I have read and fully understand the above Role Profile

Agreed by ..... Date:..... (Employee)

Approved by:..... Date:..... (Line Manager)