

Role Profile

Details

Job Title:	Individual Giving Officer
Job Grade:	Officer
Reports to:	Individual Giving Manager
Based in:	Harrogate
Hours:	Full time, 37 hours per week

Role Purpose

At Yorkshire Cancer Research the Individual Giving programme is evolving. From rapidly growing face-to-face regular donor recruitment to implementing tailored and personalised supporter journeys, the ambitious plans of the team are set to see fundraised income from the Individual Giving stream grow significantly to help people with cancer in Yorkshire.

This role will work closely with the Individual Giving Manager to develop and implement the charity's individual giving strategy. The Officer will be the main point of contact for and manage the day-to-day relationships with external face-to-face fundraising partners, who represent Yorkshire Cancer Research at private sites (e.g. supermarkets) and by going door-to-door to raise awareness of the work of the charity and encourage individuals to make regular gifts. From organising fundraiser training to working with other colleagues in the charity to measure supporter attrition, you will be involved in all aspects of building and maintaining fundraising partner relationships.

In addition, this role will lead key fundraising campaigns such as our Christmas appeal to remember loved ones and help to develop new individual giving campaigns to attract and retain supporters. You will help to shape processes and the supporter journey for individual givers, so everyone receives exceptional stewardship and feels valued by the charity.

Key Responsibilities

Face-to-Face Fundraising Activities

- Work with the Marketing Team and face-to-face partners to build a range of marketing propositions that create memorable conversations and increase the likelihood of individuals deciding to sign up to give a regular donation.
- Co-ordinate and facilitate training and engagement activity for new and current face-to-face fundraisers to keep them informed of and inspired by the latest developments at the charity.
- Ensure face-to-face fundraisers have appropriate collateral and that all equipment and materials are kept up to date and are engaging for potential supporters.
- Ensure face-to-face fundraisers represent Yorkshire Cancer Research in a way that aligns with the charity's brand values and key messages.
- Co-ordinate meetings with face-to-face fundraising partners to discuss overall performance and results, addressing issues and agreeing actions.
- Monitor income and expenditure on a weekly basis by managing invoices and credit notes, ensuring these are accurate and in line with our sign-up and cancellation reports and demonstrating this to the IGM in regular reports.
- Shadow face-to-face fundraisers in the field, reporting on learnings and recommendations.
- Listen and review welcome call recordings and report on findings.

Campaigns, Supporter Journeys, and Onward Stewardship

- With the support of the Individual Giving Manager, lead individual giving fundraising campaigns and help to develop new campaign propositions that will attract and retain supporters.
- Work with the Individual Giving Manager and Supporter Engagement Team to develop and implement supporter journeys from beginning to end for newly acquired regular donors and other key supporter groups, aiming to increase levels of affinity with the charity and encourage life-time commitment.
- In conjunction with the Supporter Engagement Team, regularly review fulfilment communications to all our individual giving supporters, ensuring they are compelling, accurate and fit for purpose.
- Monitor and handle any complaints received in line with the charity's policy and procedures, escalating where necessary.

- Support the Individual Giving Manager to deliver wider individual giving stewardship and campaigns, including supporter newsletters, single gift and “in-memory of” donations.

Data Management, Reporting and Other Responsibilities

- Analyse campaigns and activity, including monthly reviews of key performance indicators, to provide insights and inform future decisions.
- Use the Customer Relationship Management (CRM) database to maintain accurate records, for data segmentation and for income and other KPI reporting purposes to ensure the effective management of all individual giving activities.
- Maintain and apply up-to-date knowledge of relevant legislation (including GDPR), best practice and trends in the sector.
- Undertake additional or other duties outside the key job duties within the team and across the charity, as the charity may reasonably require.

Qualifications

- A degree or equivalent qualification in a relevant discipline, *or* proven experience working in a similar role at a similar level.

Experience and knowledge

- Experience of individual giving and/or new donor acquisition within the charity sector or similar customer service experience in another sector.
- Experience of campaign management including creating schedules, data management, creating briefing documents, budget management, analysing and reporting on results.
- Experience of managing external suppliers and/or agencies.
- Experience of having used insight to inform decision-making.
- Experience of collaborating with other teams to develop appealing propositions and attractive marketing communication.
- Experience of working with databases and CRM platforms (e.g. Access or Raiser’s Edge).
- Up-to-date with the requirements of Fundraising Regulator Code of Fundraising Practice and confident adhering to these requirements.

Skills and Abilities

- Excellent interpersonal skills with the ability to build strong relationships.
- Happy to work independently and to ask for support where this is needed. Also likes to work with, and support, colleagues as part of a team working towards a common goal.
- Excellent communication skills, both verbal and written, with an ability to use active listening skills, and write professionally and appropriately for a range of diverse audiences.
- High levels of computer literacy with comprehensive knowledge of Microsoft Office applications, especially Word, Excel and Outlook.
- Confident working with MS Office and customer/ fundraising databases.
- Strong organisational skills and performs work to an extremely high level of accuracy.
- Able to analyse and present data and information in a way that is helpful and actionable to others.
- Comfortable sharing ideas, insights and learnings with colleagues to help the charity continually learn and improve.
- Adheres to legislation, with particular attention to GDPR.

Other requirements

- Proof of your eligibility to work in the UK.
- Professional qualification check (to be undertaken once the role is offered and accepted)

DBS Check Level

- This role requires a DBS check at basic level.

Values and Behaviours

- Passionate about the values of Yorkshire Cancer Research (see 'Our Values' below).
- Safeguarding is the responsibility of all employees who must remain aware and vigilant to potential safeguarding breaches and always report any suspicions or incidents following our internal reporting guidelines which will be shared during induction.
- Yorkshire Cancer Research operates a strict 'no smoking' policy throughout our premises, car parks and vehicles. Staff must not smoke whilst wearing charity branded clothing or whilst on duty. If the post holder chooses to, the charity will help and support them to stop completely or temporarily abstain from smoking during their working hours.

Our Values & Behaviours

Our Values

Make it happen

Think big and
bold

United
by the cause

Here for
Yorkshire

We collaborate with each other and with other organisations; united by the need to *Give Yorkshire More Life to Live.*

We deliver world-leading research and services.
We dare to think differently.

We create and build solutions.
We approach our work with positivity, energy and drive.

The needs of people in Yorkshire come first.
They are at the heart of everything we do.

Our Behaviours

	Behaviours
Here for Yorkshire	<p>The needs of people in Yorkshire come first</p> <p>Yorkshire Cancer Research exists to prevent diagnose and treat cancer in Yorkshire. The needs and interests of people in Yorkshire are at the forefront of what we do, how we think and how we act.</p> <p>People are the heart of everything we do</p> <p>When we develop new plans, projects and activities, we actively seek patient, supporter and/or customer input to inform our approach and decision-making.</p>
United by the Cause	<p>United by the need to <i>Give Yorkshire More Life to Live</i></p> <p>We are transparent and open in what we do and what we say, uniting to support one another in achieving our shared goals.</p> <p>We collaborate with each other and other organisations</p> <p>We work to build relationships based on trust and collaboration. We seek to understand the needs and objectives of others to establish the common ground and agree how we can work together to benefit people in Yorkshire.</p>
Think Big and Bold	<p>We deliver world-leading research and services</p>

	<p>We evaluate worldwide research and we test and we learn in order to drive the greatest advances and impact in cancer research and services. We promote a culture of continual improvement and innovation.</p> <p>We dare to think differently to Give Yorkshire More Life To Live</p> <p>We are ambitious and not afraid to try something new or difficult when it comes to achieving our goals.</p> <p>Nor are we afraid to make difficult decisions when they are in the best interests of those we exist to serve; the people of Yorkshire.</p>
<p>Making it Happen</p>	<p>We create and build solutions</p> <p>We are focused on understanding the impact of our work and the difference it is making. We ensure we are always pushing forward the achievement of our charity's vision.</p> <p>We approach our work with positivity, energy and drive</p> <p>We see every challenge as an opportunity to provide a solution.</p> <p>When it comes to preventing, diagnosis and treating cancer, we deliver pioneering solutions <i>To Give Yorkshire More Life To Live</i>.</p> <p>We pursue our goals with enthusiasm and commitment; always asking 'Can I, and can we, do more?'.</p>

YORKSHIRE CANCER RESEARCH

Job Applicant Privacy Notice

Data controller: Yorkshire Cancer Research (the Charity)

As part of any recruitment process, the Charity collects and processes personal data relating to job applicants. The Charity is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations.

What information does the Charity collect?

The Charity collects a range of information about you. This includes but is not limited to:

- your name, address and contact details, including email address and telephone number;
- details of your qualifications, skills, experience and employment history;
- information about your current level of remuneration, including benefit entitlements;
- whether or not you have a disability for which the organisation needs to make reasonable adjustments during the recruitment process;
- information about your entitlement to work in the UK; and
- equal opportunities monitoring information, including information about your ethnic origin, sexual orientation, health and religion or belief.

The Charity collects this information in a variety of ways. For example, data might be contained in application forms, CVs or resumes, obtained from your passport or other identity documents, or collected through interviews or other forms of assessment, including online tests.

The Charity will also collect personal data about you from third parties, such as references supplied by former employers, information from employment background check providers and information from criminal records checks. The Charity will seek information from third parties only once a job offer to you has been made and will inform you that it is doing so.

Data will be stored in a range of different places, including on your application record, in HR management systems and on other IT systems (including email).

Why does the Charity process personal data?

The Charity needs to process data to take steps at your request prior to entering into a contract with you. It also needs to process your data to enter into a contract with you.

In some cases, the Charity needs to process data to ensure that it is complying with its legal obligations. For example, it is required to check a successful applicant's eligibility to work in the UK before employment starts.

The Charity has a legitimate interest in processing personal data during the recruitment process and for keeping records of the process. Processing data from job applicants allows the Charity to manage the recruitment process, assess and confirm a candidate's suitability for employment and decide to whom to offer a job. The Charity may also need to process data from job applicants to respond to and defend against legal claims.

Where the Charity relies on legitimate interests as a reason for processing data, it has considered whether or not those interests are overridden by the rights and freedoms of employees or workers and has concluded that they are not.

The Charity processes health information if it needs to make reasonable adjustments to the recruitment process for candidates who have a disability. This is to carry out its obligations and exercise specific rights in relation to employment.

Where the Charity processes other special categories of data, such as information about ethnic origin, sexual orientation, health or religion or belief, this is for equal opportunities monitoring purposes.

The Charity is obliged to seek information about criminal convictions and offences. Where the Charity seeks this information, it does so because it is necessary for it to carry out its obligations and exercise specific rights in relation to employment.

If your application is unsuccessful, the Charity will keep your personal data on file in case there are future employment opportunities for which you may be suited. The Charity will ask for your consent before it keeps your data for this purpose, and you are free to withdraw your consent at any time.

Who has access to data?

Your information will be shared internally for the purposes of the recruitment process. This includes members of the HR and senior executive teams, interviewers involved in the recruitment process, managers in the Charity's team with the vacancy and IT staff if access to the data is necessary for the performance of their roles.

The Charity will not share your data with third parties, unless your application for employment is successful and it makes you an offer of employment. The Charity will then share your data with former employers to obtain references for you, employment background check providers to obtain necessary background checks and the Disclosure and Barring Service to obtain necessary criminal records checks.

The Charity will not transfer your data outside the United Kingdom.

How does the Charity protect data?

The Charity takes the security of your data seriously. It has internal policies and controls in place to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed except by our employees in the proper performance of their duties. The Charity has a Data Protection Policy and an ICT Acceptable Use Policy which apply to all its employees.

For how long does the Charity keep data?

If your application for employment is unsuccessful, the Charity will hold your data on file for 6 months after the end of the relevant recruitment process. If you agree to allow the organisation to keep your personal data on file, the Charity will hold your data on file for a further period of 6 months for consideration for future employment opportunities. At the end of that period or once you withdraw your consent, your data is deleted or destroyed.

If your application for employment is successful, personal data gathered during the recruitment process will be transferred to your personnel file and retained during your employment. The periods for which your data will be held will be provided to you in a new employee privacy statement.

Your rights

As a data subject, you have a number of rights. You can:

- access and obtain a copy of your data on request;
- require the Charity to change incorrect or incomplete data;
- require the Charity to delete or stop processing your data, for example where the data is no longer necessary for the purposes of processing;
- object to the processing of your data where the Charity is relying on its legitimate interests as the legal ground for processing; and
- ask the Charity to stop processing data for a period if data is inaccurate or there is a dispute about whether or not your interests override the Charity's legitimate grounds for processing data.

If you would like to exercise any of these rights, please contact the Charity's Company Secretary, Joanne Mornin (joanne.mornin@ycr.org.uk)

You can make a subject access request by contacting the Company Secretary.

If you believe that the Charity has not complied with your data protection rights, you can complain to the Information Commissioner.

What if you do not provide personal data?

You are under no statutory or contractual obligation to provide data to the Charity during the recruitment process. However, if you do not provide the information, the Charity may not be able to process your application properly or at all.

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