

Job title: Senior Individual Giving Fundraiser (Retention)

Reports to: Individual Giving Lead

Grade: Level 3

Directorate: Fundraising

Team: Public Fundraising

Location: Here East, London

Direct reports: Individual Giving Fundraiser (Retention)

Budget/ Resource responsibility: Delivery of £10m budgeted income with an expenditure of £828k

Overall purpose of Role:

As Senior Individual Giving Fundraiser, you'll work as part of the Public Fundraising team responsible for managing a portfolio of Individual Giving campaigns from inception through to evaluation to generate funds, improve engagement and increase life time value of existing supporters.

The Individual Giving team generates over £12m of unrestricted income from new and existing supporters by:

- Recruiting and retaining financial supporters for Scope across a range of Individual Giving Products (regular giving, lottery, payroll giving, cash and raffle) using a mix of channels.
- Providing a data and insight-led, audience-focused and rewarding supporter journey that maximises lifetime value of the supporter.
- Developing products and fundraising propositions to inspire new and existing audiences.
- Ensuring all campaigns are compliant, on budget, brand and schedule.

Main responsibilities and accountabilities:

Campaign management

- To support the Individual Giving Lead with the strategic development and delivery of the supporter retention and development programme

- To be the project lead on all your campaigns, coordinating a number of different stakeholders and suppliers, making sure everyone is aware of their own deadlines and responsibilities, and that all targets and KPIs are met.
- To define campaign briefs, timing plans and KPIs and deliver against agreed budgets for retention and development campaigns
- To work collaboratively with colleagues at all levels across the organisation in delivery of programmes
- To contribute to the wider Fundraising team, taking a proactive approach to working in a high-performing and collaborative environment to ensure programmes are integrated and that opportunities to maximise lifetime value of supporters are leveraged to achieve wider fundraising impact goals
- To work alongside the Supporter Experience team to enhance and deliver engaging supporter journeys and stewardship communications.
- To ensure each communication has a strong and genuine story at its heart and to offer insight-led supporter-focused feedback throughout the creative process.
- Line management, coaching and development of Individual Giving Fundraiser (Retention)

Audience

- To understand Scope's different audiences and to ensure all communications are inspiring and relevant to each audience.

Sector knowledge

- To stay updated on activity across the sector, and use this insight to contribute to Scope's supporter engagement strategy.

Agency management

- To manage the relationship with external suppliers, managing the regular reports, conducting quarterly planning sessions, and being the lead contact for day-to-day activity.

Data

- To use data and analysis to support the creation of insight-led retention and development campaigns

- To coordinate data selections and be responsible for managing complex data for marketing purposes.
- To ensure data is handled sensitively and confidentially, and is GDPR compliant.

Analysis

- To update campaign results weekly and provide dashboards of analysis.
- To present analysis to all relevant stakeholders, and to work together to develop a test and learn programme.

Budget

- Responsible for management of retention and development campaign income and expenditure budgets
- Support Individual Giving Lead with forecasting and projecting investment scenarios and annual budgets for retention and development activities using individual giving budgeting tools and models.
- Support Individual Giving Lead with month end reporting process, reviewing budgeted income and expenditure against actual performance and inputting into commentary.
- Report against retention and development key performance indicators weekly or monthly as required.

Compliance

- To ensure fundraising campaigns are delivered to a high standard meeting all regulatory requirements. This includes overseeing mystery shopping, call listening and compliance.

Other

- To be adaptable within the role, and responsive to the needs of the wider team. To support (and lead where appropriate) across a wide range of Individual Giving activity, where needed.

Key contacts

Internal contacts: Fundraising specialists, Brand and Marketing, Procurement, Finance, Stories, Procurement, Supporter Experience, Supporter Care, Retail, Social Media and Finance department staff and other key contacts at Scope – services, other head office departments

External contacts: Supporters of Scope, members of the public, External Lottery Manager, suppliers (for example fundraising agencies, fundraising organisations and their teams) and membership bodies, for example Institute of Fundraising

Person Specification

Knowledge and experience

Essential

- Direct experience of a range of direct marketing channels including direct mail, email and telefundraising.
- Strong knowledge of regular giving, lottery and cash supporter retention programme strategies.
- Experience of success in delivering results as set out in a departmental budget.
- Experience of managing external agencies and internal stakeholders to deliver successful campaigns.
- Development of campaign budgets, monitoring income and expenditure against budget and inputting into month end financial reporting and commentary.
- Experience of monitoring and reporting of results and other financial data.
- Experience of working with data for fundraising purposes, either in using a database to select and segment data or of producing briefs to do so.
- Experience of influencing other members of staff and external agencies
- Experience of working to a busy schedule, managing a number of campaigns simultaneously
- Experience of using supporter insight to influence successful direct marketing.
- Working knowledge of fundraising compliance and data protection regulations

Desirable

- Experience of writing compelling fundraising copy

- Experience of line management at Individual Giving co-ordinator/ officer, executive level.
- Demonstrable understanding of the social model of disability

Skills and competencies

Essential

- Ability to apply effective numeracy skills in entering and recording financial data, interpreting, analysing and presenting financial data in clear and accurate format to meet desired outcomes.
- Highly developed written and verbal communication skills to understand, interpret and present complex information in a clear and persuasive way for a range of audiences.
- Proven ability to build, manage and develop positive relationships within an organisation and externally, and achieve objectives through these relationships.
- Well-developed ability to successfully negotiate with others to achieve desired outcomes.
- Ability to plan, monitor and implement projects/events/initiatives to agreed deadlines often with conflicting priorities.
- Proven ability to demonstrate initiative and creativity to achieve desired out

Scope Values

- **Pioneering:** Passionate and ambitious, determined to drive change and make things happen.
- **Courageous:** Single minded in your desire to achieve equality for disabled people. Not afraid to fail fast and learn quickly – brave enough to give new things a go.
- **Connected:** Listens, talks and shares. Achieves through connecting and collaborating, both internally and externally.
- **Open:** To new ideas and honest with others.
- **Fair:** Values, respects and supports diversity, skill, and expertise. Takes responsibility for their actions and supports others to achieve

Agreed by (please print full name):	Position	Date:
Not in post yet	Line manager	
Jessica Freeman / Lawrence Orr	Director/ Head of	

	HRC/ HRBP/ Reward	
This can be via email authorisation	Final sign off – PC/ MS/ CI	