

# Senior Fundraising Officer (Individual Giving)



**Job title:** Senior Fundraising Officer (Individual Giving)

**Reporting to:** Head of Fundraising

**Direct reports:** Two

**Location:** Hybrid – with a minimum of two days per week in the office Alton, Hampshire

**Hours:** 37.5 hours/week. Permanent

**Salary:** up to £34,000

**Ensuring no one faces  
kidney disease alone**



## About Kidney Care UK

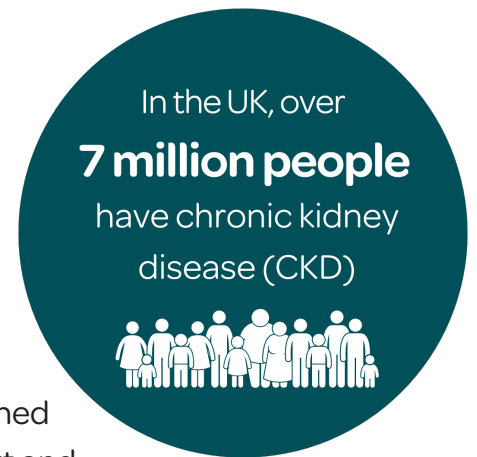
Over 7 million people in the UK live with chronic kidney disease. 1 million of these people don't know that they do.

For nearly 50 years, Kidney Care UK has been at the forefront of supporting people with kidney disease. From our early days when we campaigned to introduce donor cards in the UK, we have worked hard to support and represent the interests of everyone affected by kidney disease.

We continue to provide practical, emotional and financial support for individuals, while also working with health professionals to improve care services and campaign for change.

We are here for the everyone, for those struggling to make ends meet, for families and loved ones and we fight tirelessly, giving our total support, to improve the lives of kidney patients and their families. It is an exciting time to join Kidney Care UK.

You will be a key part of our ambitious plans to ensure no one faces kidney disease alone.



From establishing a Fundraising Team just eight years ago, we have achieved significant growth as we seek to establish a sustainable, balanced and mature fundraising portfolio. We've grown significantly over the past five years and non-legacy income is now doubling year on year. But this is just the start – we want to triple our fundraising income in the next three years as we receive no statutory funding. We have to – there are so many people who need us, which is underlined by the increasing demand for our services.

In 2024, we will support more people living with chronic kidney disease than ever before. We need to generate more than £3.2m in 2024 to allow us to continue to do this.

Over the next five years, we will need to generate more than £5m per year to sustain our growth to ensure that we can support the number of kidney patients who need our help. You will play an integral role in making this happen.

## Safeguarding

Kidney Care UK is committed to safeguarding and promoting the welfare of children, young people and Adults at Risk and expect all staff and volunteers to actively support this commitment. A DBS check may be required for this role.

## Role summary and purpose

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In this exciting role you will be responsible for implementing the charity's Individual Giving, Legacy and In Memory fundraising programmes (target of £1.3m in 2024). You will manage a team of two with the support from the Head of Fundraising, with whom you will work closely with to develop a series of targeted multi-channelled appeals and campaigns to engage with existing supporters and to attract, recruit and retain new ones.

You will be confident in handling and interrogating data, utilising your experience to deliver insight led creative campaigns across several channels. You will use data to test and learn through the delivery of persuasive and compelling appeals and campaigns - aiming to grow supporter loyalty and inspire repeat donations.

The delivery of exceptional supporter care and stewardship is paramount in this role, the post holder will require excellent communication skills to help deepen engagement strategies with supporters and work with an ambitious, positive, and creative approach - with experience in working collaboratively organisation wide.

## Key responsibilities

### Planning and implementation

Support the Head of Fundraising to plan, lead, implement, and evaluate strategies to:

- Increase individual gifts through enhancing the supporter donor journey.
- Develop new individual giving appeals and campaigns with a focus on direct marketing across various channels to engage with new and existing supporters to generate new income.
- Working with the communications team to design a multi-channelled approach to maximise the reach to the appropriate audiences.
- Develop the required tools and mechanisms to ensure ease of engagement.
- Design and implement a stewardship programme that cultivates long term support across all fundraising streams.
- Work across teams to raise the profile of the charity and its appeals and fundraising activities.

- Develop new ideas and initiatives to bolster individual giving.
- Grow in memoriam donations through selected partnerships and long-term relationships that raise the profile of Kidney Care UK within the sector.

### **Donor data analysis and segmentation**

Analyse and segment the supporter base to develop targeted supporter journeys and ask strategies, using donor data from our CRM to:

- Maximise the lifetime value of donors.
- Ensure effective use of supporter data for campaign purposes.
- Manage a continuous cycle of testing for new channels and techniques for acquisition and retention, based on audience insight and sector trends.
- Work with the Head of Fundraising to produce regular feedback reports and analysis.
- Ensure all activities and contacts are managed through the charity's CRM system.
- Maximise gift aid opportunities.

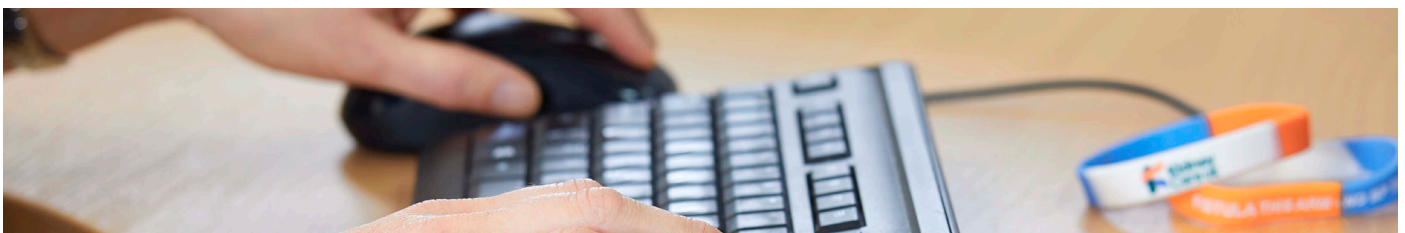
### **Stewardship and donor engagement**

Manage donor stewardship to provide personalised and engaging communications, including:

- Managing the production of supporter materials.
- Building a thanking programme that offers a personal and engaging donor experience.
- Collaborating with colleagues to identify individual stories for impactful campaign content.

### **Other**

- Work in line with Kidney Care UK's values and Code of Conduct.
- Demonstrate a commitment to personal development.
- Champion and promote equality, diversity and inclusion both in your area of work and the wider organisation to ensure that no person receives less favourable treatment than another on the grounds of: age; disability; marriage and civil partnership; pregnancy and maternity; race (ethnicity); religion or belief; sex (gender); gender reassignment or sexual orientation.
- Have responsibility for the Health, Safety and Welfare of self and others and to comply at all times with the requirement of the Health and Safety Regulations.
- Ensure compliance with the Charity's policies and procedures and requirements of the Data Protection and Freedom of Information Acts.
- The duties and responsibilities are not exclusive or exhaustive and the post holder will be required to undertake such tasks as may reasonably be expected within the scope of the post.



## Person specification

Competencies: knowledge, skills and experience	Essential	Desirable
Experience of income generation from direct marketing campaigns (acquisition and/or retention) across a variety of digital channels for acquisition and retention.	✓	
Experience of project management to deliver acquisition or retention campaigns within agreed timescales and budgets.	✓	
Experience of using databases for targeting, segmentation, testing and response analysis and how to apply these learnings to future campaigns.	✓	
Excellent communication and interpersonal skills with the ability to communicate with diverse audiences	✓	
Effective campaign copy writing and ability to translate ideas into design briefs.	✓	
Understanding of CRM systems to add value to event fundraiser experience. As well as migrating data across CRM systems.	✓	
Knowledge of Charity Law, Data Protection, Fundraising Code of Practice, and other relevant marketing or fundraising standards across the UK.	✓	
Knowledge and experience of fundraising regulations and data protection, best practice and recording data.	✓	
Excellent written and verbal communication skills, with the ability to communicate effectively. Alongside excellent budgeting and attention to detail.	✓	
Exceptional interpersonal skills with the ability to influence and persuade a wide range of stakeholders.	✓	
Hold a Fundraiser (level 3) qualification or equivalent knowledge, skills and experience.	✓	
Ability to manage deadlines and resources.	✓	
Ability to prioritise; be organised, self-motivated and flexible.	✓	
Ability to build strong relationships with both internal (direct team) and external (third-party suppliers).	✓	
An understanding and knowledge of long-term/chronic health conditions.		✓
Flexibility and willingness to travel and attend events outside of office hours.		✓
Line management experience.		✓

## How to apply

Please send your CV and a covering letter demonstrating how you would be perfect for this role to the Fundraising Team at: [fundraising@kidneycareuk.org](mailto:fundraising@kidneycareuk.org)

Applications will be accepted on a rolling basis until Monday 10 June 2024

# Employment benefits

## ✓ Pension

- Employer contributes 8% with minimum employee contribution of 2%

## ✓ Flexible working

## ✓ Retail discounts

## ✓ Generous annual leave

- 25 days annual leave (pro-rata for part time), plus Bank Holidays and three days between Christmas and New Year

## ✓ Cycle2Work Scheme

## ✓ Learning and development

- You'll be able to access the full benefits of our membership of Fundraising Everywhere and Charity Comms

## ✓ Employee Assistance Programme

- Financial and debt advice service
- Access to range of online resources, podcasts, and advice
- 24/7 access to free, qualified counsellors (and up to eight face-to-face sessions per year)

## ✓ Health Cash Plan

- Claiming back towards the cost of routine medical and health treatments
- Discounted health club/gym membership for participating gyms
- Access to Virtual GP and prescription service, digital physiotherapy, as well as a health and stress helpline

## ✓ Family leave

- Enhanced Maternity, Paternity and Adoption Pay