

Role Profile: Senior Individual Giving Acquisition Officer

Role updated: 25/02/25

Department	Division	Location	Salary Band
Income and Public Engagement	Public Fundraising	UK Any	D Mid
Reports to	Matrix Manager	No. of direct reports	Value-based behaviour
Individual Giving Lead		2	Individual Contributor

Purpose

Drive the strategy and execution of Christian Aid's individual giving acquisition efforts, ensuring high impact campaigns like Christian Aid Week, Christmas and Emergency Appeals effectively attract new supporters. Through compelling messaging and innovative approaches, foster long-term, sustainable relationships, optimising channels, products, and engagement strategies to maximise supporter growth.

Lead on Regular Giving acquisition recruitment across multiple channels to grow lifetime giving and increasing the Christian Aid supporter base.

Leading a team of two Individual Giving Acquisition Officers and collaborating with senior leadership, manage budgets, forecast the performance of campaigns and ensure cost-effective delivery, all while championing the 'Believe in the Possible' proposition to inspire and engage the next generation of supporters.

Main Areas of Responsibility & Accountability

- Lead the development and execution of the Individual Giving acquisition strategy, leveraging on key appeals like Christian Aid Week and Christmas to recruit and engage new supporters.
- Empower people and amplify change, optimise acquisition channels, refine messaging, and test new products to attract and retain both one-off and regular givers, ensuring long-term growth and engagement.
- Prioritise and lead the Regular giving recruitment strategy across multiple channels, supporting our ambition to build back and grow recruitment and supporters lifetime value.
- Collaborate with internal teams and external stakeholders, ensuring seamless and effective campaign delivery, maximising impact across multiple platforms.
- Analyse supporter data, providing actionable insights that enhance campaign effectiveness and engagement, continually refining approaches for greater success.
- Manage and mentor Individual Giving Acquisition Officers, fostering professional growth and driving performance within the team.
- Contribute to the broader Individual Giving strategy, cultivating an ambitious team culture that embraces innovation and excellence.
- Oversee reporting, budgeting, and forecasting to maintain financial sustainability and ensure the efficient allocation of resources.

Key Decisions

- Champion adaptability and critical thinking to refine processes, ensuring coherent and consistent results.
- Lead decisions on resource allocation, messaging, target audience segmentation, and multi-channel tactics to optimise campaign success based on supporter data.
- Oversee the performance and development of the Individual Giving Officers, making decisions on task delegation, feedback, and fostering a positive team culture.

Problem Solving

- Analyse campaign data to identify underperforming areas, applying problem-solving strategies to enhance engagement, improve response rates, and strengthen donor retention.
- Proactively address coordination challenges across multiple teams, external suppliers, and consultants, ensuring efficient collaboration and seamless campaign execution.
- Adapt strategies, troubleshoot obstacles, and implement practical solutions to maximise campaign performance and achieve fundraising goals.

Key Interfaces

- Conveying complex information in a clear and persuasive manner, ensuring understanding while navigating diverse perspectives. Provide technical advice, using negotiation and influence to encourage stakeholders to adopt effective solutions that align with wider objectives.
- **Internal:** Supporter Data and Insight team, Legacy and In Memory, Comms, Creative, Content, Digital, Supporter Care, Philanthropy and Church and Community
- **External:** Freelancers, Suppliers and Agencies.

Knowledge, Skills and Experience

Essential:

- Significant experience in leading supporter acquisition programmes and activities across a range of channels.
- Significant experience in digital fundraising techniques for acquisition.
- Significant experience managing external suppliers and multiple stakeholders.
- Highly developed skills in budgeting, forecasting, and data-driven decision-making.
- Developed knowledge of legal requirements for fundraising, direct marketing, and data protection.
- Highly developed analytical, strategic, and communication skills for optimising acquisition.
- Demonstrable experience in managing and mentoring a team.

Desirable

- Marketing qualification (e.g. IDM, CIOF).
- Experience in DRTV and face-to-face fundraising.
- Experience in writing fundraising copy and digital marketing.
- Experience in emergency appeals or international development.

Travel

In Country: Occasional

Global: No travel