

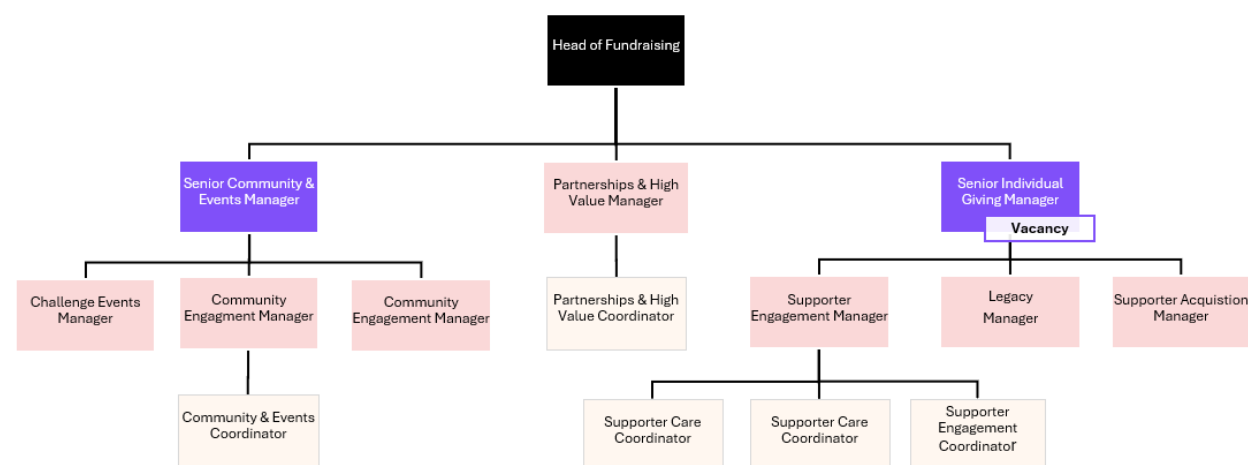


**CHARITY
FOR CIVIL
SERVANTS**

JOB DESCRIPTION

Job Title	Senior Individual Giving Manager
Reports to	Head of Fundraising
Contract duration	Permanent
Hours	Full time – 35 hours per week
Location	Hybrid (2 days per week in Cheam, Surrey)
Role Purpose	
The Charity for Civil Servants sits at the heart of the UK Civil Service. While we can't always prevent the tricky, stressful, sad stuff from happening, when it does happen, we help current, former and retired civil servants get the best support. The Senior Individual Giving Manager is a senior leadership role bringing the charity's largest income stream under dedicated senior ownership. Reporting to the Head of Fundraising, the postholder leads the full individual giving line, holding acquisition, retention, supporter care and legacy together as one continuous donor journey rather than as separate channels. The immediate priority is to reduce the attrition of regular-giving supporters and rebuild a sustainable individual giving programme. A large share of our most valuable givers donate through payroll giving where the relationship runs employer to agency to charity rather than directly to us. The postholder will own attrition reduction, supporter journeys, payroll giving stewardship and migration, lottery and regular giving acquisition, and legacy cultivation, working within the bounds of what supporter data we are lawfully entitled to use and maximising the consented and employer-channel routes already open to us. Within this, the Community Lottery is the Charity's most important acquisition and retention engine. It reaches a prize-motivated audience that cash regular giving does not, expanding the supporter base rather than competing with it, and growing it is one of the postholder's central responsibilities. The role leads acquisition across regular giving and the lottery as a single, scalable programme, with a deliberate emphasis on recruiting from warm audiences first (existing supporters, event participants and Civil Service contacts), where response and supporter quality are strongest and the cost of acquisition is lowest. The postholder line manages the Supporter Acquisition Manager, the Supporter Engagement Manager and the Legacy Manager, and through them a wider team of	

coordinators. As a senior manager reporting to the Head of Fundraising, you will carry genuine delegated accountability for an income line, contribute to the fundraising leadership team, and represent individual giving across the Charity and with Civil Service and agency partners.



Measures of Success

Success in this role will be measured by:

1. Retention: annual supporter attrition reduced year on year.
2. Income recovered and grown: the individual giving line delivering to budget across regular giving, lottery and legacy.
3. Lottery growth: Community Lottery player numbers scaling toward the 15,000-plus target, driven by warm-audience acquisition, with strong new-player retention and a falling cost per acquisition.
4. Supporter journeys: a structured, segmented welcome and stewardship journey live for all new regular givers, with offline channels (telephone and post) resourced as primary routes.
5. Payroll giving protected: a payroll-to-direct-debit migration process systematised, with a target of retiring or departing donors migrated within 90 days, and a completed agency data audit raising the consent rate on new sign-ups.

Key Responsibilities

Responsibility area	Weighting
Strategy and leadership Own the individual giving strategy. Develop and deliver the strategy for the charity's largest income line, covering regular giving, payroll giving, lottery, supporter care and legacy, aligned to the route to operational breakeven by FY2029.	25%



• Lead the individual giving line as one continuous donor journey from acquisition through retention to legacy, reducing siloing and improving cross-sell across the team. • Line-manage and develop the Supporter Acquisition Manager, the Supporter Engagement Manager and the Legacy Manager, setting objectives, holding accountability for income and supporting career development. • As a senior manager reporting to the Head of Fundraising, contribute to the fundraising leadership team, business planning, budgeting and Board-level reporting. • Manage the individual giving budget, ensuring income and expenditure targets and forecasts are met and that critical variances are reported promptly, with a clear view of return on investment.	
Retention and supporter journeys • Take ownership of attrition reduction across regular giving, with the explicit goal of reducing the annual cancellation rate. • Direct the design and delivery of a structured, segmented welcome journey for all new regular givers, including a personalised thank-you within 48 hours, an impact report at three months and an upgrade opportunity at around six months. • Resource offline stewardship (telephone and post) as primary channels, while rebuilding email reach over time through the charitable soft opt-in for newly collected contacts. • Introduce payment flexibility, lapsed-donor win-back campaigns and a postal stewardship newsletter to reduce cancellations and recover lapsed income.	25%
Payroll giving, data and migration • Systematise payroll-to-direct-debit migration for donors leaving the Civil Service through retirement or redundancy, working with the relevant payroll provider and agencies to trigger migration communications at the point of departure. • Commission and act on a formal data audit with the Payroll Giving Agencies to establish what consented donor data is held and remitted, and make a prominent opt-in to contact consent standard on every new payroll giving sign-up. • Work the employer side of the relationship (departmental intranets,	15%

induction and payslip messaging) to thank and steward anonymous donors through legitimate channels, without ever seeking data the Charity is not entitled to or attempting to identify non-consenting donors by other means. Support the Civil Service payroll giving portability workstream, ensuring the Charity is promoted at induction and that a simple, mobile-friendly sign-up route is in place.	
Community Lottery, acquisition and legacy growth - Through the Supporter Acquisition Manager, oversee multi-channel regular giving and lottery acquisition, including the scaling of the Community Lottery, prioritising warm audiences and protecting new players with a strong welcome journey. - Treat the Community Lottery as a priority engine for income growth and supporter acquisition, establishing new acquisition routes, optimising external lottery management (ELM) costs, and using the lottery to build a consented, contactable supporter base that feeds wider individual giving. - Work with data colleagues to build and maintain a lottery-specific CRM segment enabling targeted welcome, cross-sell and conversion journeys, and monitor lottery cost-per-acquisition against agreed thresholds. - Through the Legacy Manager, oversee growth of the legacy pledger pipeline, embedding legacy messaging across supporter communications and supporting key moments such as Free Wills Month. - Maximise Gift Aid as a baseline across the individual giving base, auditing for lapsed declarations and building renewal into the supporter care journey.	25%
Collaboration and representation - Work closely with the High Value & Partnerships and Community & Events lines to identify cross-sell opportunities and move event participants and warm contacts into regular giving and lottery. - Represent individual giving across the Charity and externally with Civil Service, Cabinet Office and agency partners, and in relevant sector forums on payroll and regular giving. - Work with data, technology and finance colleagues to improve CRM	10%

data quality and consent records so that multi-channel supporter journeys can be executed reliably.

Other Responsibilities

- Attend staff meetings and events as required, including travel around the UK (usually within business hours).
- Suggest development opportunities in line with your role and performance, and undertake training and development as required.
- Work in accordance with our published policies, procedures and processes, and conduct yourself according to our established values and behaviours.
- Keep informed of changes to relevant legislation, such as data protection, PECR, the charitable soft opt-in and Gift Aid, and communicate these and their impact to the team.
- Comply with data protection regulations, ensuring information on employees, supporters, applicants and volunteers remains confidential and is handled lawfully.
- Ensure all fundraising is carried out in adherence with charity law, regulation and the Fundraising Regulator's codes of practice.
- Reasonably undertake any other duties as required by the line manager commensurate with the level of the role.

Skills and Experience

- Significant experience leading individual giving, regular giving or supporter retention programmes, ideally including senior ownership of an income line.
- Strong experience of growing a lottery, raffle or similar prize-led product, including warm-audience acquisition strategies, external lottery management (ELM) relationships, and the regulatory requirements involved (such as Gambling Commission licensing and responsible gambling messaging).
- Demonstrable track record of reducing attrition and improving retention through supporter journeys, stewardship and payment flexibility.
- Strong understanding of payroll giving, including the role of Payroll Giving Agencies, consent and data limitations, and payroll-to-direct-debit migration.
- Experience of acquisition across multiple channels (direct mail, telephone, digital and events).
- Experience managing, coaching and developing managers and wider teams in a fast-moving environment.
- Sound grasp of fundraising performance metrics, KPIs and campaign analysis, with the ability to use insight to drive decisions and improve return on investment.
- Experience of managing budgets and presenting forecasts, business cases and



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strategic reports to senior stakeholders and trustees.

- Thorough understanding of responsibilities under the Code of Fundraising Practice, the DMA Code, UK GDPR, PECR and Gift Aid.
- Experience of working with external agencies and suppliers (telemarketing, creative, fulfilment and data) to deliver campaigns.
- Excellent communication and interpersonal skills, with the credibility to represent the Charity to senior internal, Civil Service and agency stakeholders.
- Strategically focused and able to perform well under pressure, balancing the defensive task of protecting payroll and regular giving with growth across lottery and legacy.
- Understanding of workplace or occupational charities and the particular challenges and opportunities they present for regular giving (desirable).
- Strong IT skills, including Microsoft Office; experience of a fundraising CRM (Dynamics 365 desirable).

Additional information

This job description is not intended to be exhaustive, and the role holder may be asked to carry out other duties commensurate with the role.

Some UK travel may be necessary (agreed in advance).