



## Job Description & Person Specification - **Senior Individual Giving Officer**

### 1. KEY FACTS

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Hours:	35 hours per week (excluding lunch breaks)
Working pattern:	5 days a week or flexible option for compressed hour by working 9 days every fortnight, with ability to work some evenings and weekends as required
Location: required	Home based with travel to London for team meetings and other travel as required
Responsible to:	Individual Giving Manager
Responsible for:	None
Pay band:	Band C - £30,560 to £36,608
Employment contract:	2 years fixed term
Benefits:	Refer to Benefits Guide

### 2. PURPOSE OF ROLE

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We are looking for an experienced strategically focused digital native to join our growing individual giving team at Breast Cancer UK.

Our fundraising team is made up of passionate people dedicated to making BCUK's mission a reality, so we can prevent even more people from getting Breast Cancer. Fundraising income has grown significantly over the last few years thanks to a talented staff team, and we have an ambitious strategy to grow this income even further.

Working with agencies, including a digital mobilisation agency, The Senior Individual Giving Officer will be responsible for leading growing our individual donor and supporter base and delivering an excellent supporter experience.

You'll need to be a digital native with experience in building digital-focused approached to supporter acquisition and development.

This is an exciting time for a talented and ambitious fundraiser to build on this growth as BCUK invests significantly in fundraising and particularly in individual giving and legacy fundraising.

### 3. SCOPE OF ROLE

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There are five main areas of work within the role. The percentages given below are approximate and the post holder's work rhythm will vary from week to week and month to month:

Strategically lead on the development of our digital-focused mobilisation and acquisition strategy	30%
Strategically lead and develop our Regular Giving Product (B-Well)	25%
Strategically lead on the development and implementation of our stewardship programme for individual giving	25%
Strategically lead on the development of our approach to legacies / In Memory giving	10%
Other tasks as required	10%

## 4. BREAKDOWN OF RESPONSIBILITIES

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This is not necessarily a comprehensive list of tasks; it is intended to give a good feel for the content of the role.

### **Strategically lead on the development of our digital-focused mobilisation and acquisition strategy**

- Work with our team and external suppliers to develop our digital-led acquisition and email strategy.
- Develop a test and roll-out plan for specific digital focused acquisition activity
- Responsible for all campaign reporting and optimisation
- Support the Head of Fundraising with new product initiatives including our apparel range

### **Strategically lead and develop our Regular Giving Product (B-Well)**

- Develop our Regular Giving offering into a sector leading approach to monthly giving
- Ensure that all acquisition activity has RG at its core
- Work closely with colleagues and external suppliers to develop a standout content approach
- Lead on the development of stewardship journeys for our B-Well supporters

### **Strategically lead on the development and implementation of our email stewardship programme for individual giving**

- Lead on consolidating processes for supporter stewardship across channels and asks
- Lead on developing a system to identify and cultivate potential major donors
- Work with the Individual Giving Manager re. the development of stewardship journeys.
- Be the team's 'expert' for all things email, working closely with colleagues in communications to develop our approach to prospect cultivation and conversion.

### **Strategically lead on the development of our approach to legacies / In Memory giving**

- Implement our stewardship strategy for the in-memory and legacy donors
- Plan, schedule and manage personalised communications with donors
- Manage our 'in-memory' giving platforms
- Develop and manage relationship with funeral directors
- Develop our free will service

### **Other tasks as required**

- Support Individual Giving Manager and other team members with ad hoc projects as required

## 5. KEY RELATIONSHIPS

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The post holder will have contact with a wide range of people, especially outside the organisation and will be required to be friendly, professional, helpful, and sensitive. Relationships include:

- i) Staff
- ii) Supporters and donors
- iii) Trustees
- iv) Consultants
- v) Tech support team and other external service providers

## 6. OTHER INFORMATION

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- This job description helps the post holder to understand their main duties. It is not exhaustive, and the role's duties may change from time to time, in discussion with the post holder and consistent with the level of responsibility of the post.
- The appointment is subject to the satisfactory completion of a six-month probationary period.
- Breast Cancer UK is committed to providing equal opportunity to everyone, regardless of background.
- Breast Cancer UK has no head office, and all staff are expected to be able to work from home.
- The post holder will be required to travel within the UK, for example to attend meetings or conferences in other parts of the country. This may occasionally require overnight stays. The post holder may also be required to undertake occasional evening and weekend work where, for example, we hold events or conferences.

## PERSON SPECIFICATION

### KNOWLEDGE AND QUALIFICATIONS

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- Educated to A-level or equivalent experience.
- Knowledge of supporting donor engagement and journeys

### EXPERIENCE

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Minimum of two years' experience of fundraising in the not-for-profit sector or equivalent.

- Knowledge and experience of leading digital acquisition programs
- Knowledge and experience of email marketing
- Experience of working towards funding and donor engagement targets and tracking progress
- Experience in developing, coordinating and implementing regular giving plans, in-memory giving, and stewardship plans for individual givers and major donors.
- Experience of monitoring and operating within agreed budgets.

### SKILLS

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- Good verbal and written communication skills, including the ability to write to a range of donors with compassion, sensitivity and tact.
- Ability to use a range of IT software.
- Strong team-worker.
- Hard-working and reliable.
- Highly organised and motivated to achieve targets

### ATTRIBUTES

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- Empathy with our aims, values and objectives.
- Commitment to our aims and ethos and to encouraging a preventative approach to breast cancer.
- Commitment to equity, diversity and inclusion – dealing with people and issues fairly and with respect.
- Be able to work from home and using their own initiative where appropriate.