



## ADVERT

**Senior Individual Giving Officer  
Hybrid (with 2-3 days per week in our Alton office)  
Individual Giving Manager  
Permanent, 35 hours per week  
£30-35k per annum, dependant on experience  
(plus pension & generous annual leave)**

### About Kidney Care UK

3.5 million people in the UK have chronic kidney disease (CKD), a diagnosis that can turn your world upside down.

For 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 this lifelong condition. We provide practical, emotional, and financial support for individuals and their families, while also working with healthcare professionals to improve care services and campaign for change.

Kidney disease can affect anyone and there is no cure. We are here for the young and the old, for those struggling to make ends meet, for families and loved ones. We fight tirelessly, giving our total support, to improve the lives of kidney patients and their families.

We've grown significantly over recent years. But this is just the start – we want to grow our income significantly in the next five years as part of our ambitious new strategy to ensure that the charity is fully sustainable so that we can support the 1000s of patients who need us every year. We've been making quite a splash recently – our 'Bloody Amazing Kidneys' campaign has seen more than 200,000 people successfully complete our online kidney checker so they can understand their risk of kidney disease.

Will you join us and help ensure that no one faces kidney disease alone?

### The role

The Individual Giving team is responsible for driving growth and income sustainability across Individual Giving (one-off donations, Regular Giving, Lottery) In Memory Giving, Legacy Giving and Major Giving. This is an exciting role and it will suit somebody who enjoys working across our different fundraising products, with particular focus on one-off donations, Regular Giving and In Memory Giving. The role will focus on the acquisition and stewardship of donors, maintaining a fantastic donor journey for longer term engagement. The role holder will need to own and manage

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their workstreams, drawing on the expertise of other in-house teams from Marketing to Finance. The need for accuracy in data and administrative work requires the role holder to have a keen eye for detail and a respect for processes and regulations.

## What we offer

Working at Kidney Care UK is incredibly rewarding and you will see the life-changing impact that the charity has on kidney patients and their families:

- Flexi-time – we are flexible about start and finish times, and flexible about your location.
- Annual and Christmas leave – we offer 25 days annual leave for full time employees plus bank holidays. We also close for three days between Christmas and New Year, and you don't need to take this from your annual leave allowance.
- Pension – you'll be eligible for and auto-enrolled into a pension scheme where your employer will contribute 8% of your salary.
- Health cashback plan – ability to claim back a wide variety of routine medical treatments.
- Employee Assistance Programme – access to a wide variety of support including counselling, health resources and advice.
- Cycle2Work scheme

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A graphic consisting of two overlapping diagonal bars. The top bar is orange and contains the text 'Improving life for' in white. The bottom bar is blue and contains the text 'kidney patients' in white.

Improving life for  
kidney patients



## Senior Individual Giving Officer

### Job Description

|                   |   |
|-------------------|---|
| <b>Job Title</b>  | Senior Individual Giving Officer  |
| <b>Location</b>   | Hybrid (with 2-3 days per week in our Alton office)                               |
| <b>Reports to</b> | Individual Giving Manager   |
| <b>Contract</b>   | Permanent, 35 hours per week  |
| <b>Salary</b>     | £30-35k per annum, dependant on experience (plus pension & generous annual leave) |

### Key responsibilities

- Develop and deliver key appeals, multi-channel campaigns and engagement activity for the acquisition of new supporters and the retention of warm supporters, liaising with colleagues across the organisation and providing project management. Work with the Individual Giving Manager to ensure targets are met.
- Lead the In-Memory and Celebration Giving programme. Our new In-Memory and Celebration strategy is currently being created and there is an exciting opportunity for the individual in this role to help shape it.
- Deliver targeted stewardship programs in IG, that will drive emotional engagement and future support. This will include leading on the build of our retention programs for one-off, regular givers and in-memory supporters. You will work within a test and learn environment allowing you to try new ideas to improve the journey for our supporters.
- Deliver one-to-one supporter stewardship as needed via emails, letters and phone calls, supported by the Fundraising Support Officer.
- Develop powerful and compelling stories and content that will resonate and inspire our supporters, driving their emotional connection to Kidney Care UK, working alongside colleagues in our Marketing Team.
- Use third-party fundraising platforms (i.e Much Loved, and Enthuse) to support fundraising activities, including implementing bespoke campaign pages.
- Support the Individual Giving Manager with new fundraising initiatives.

Commented [RP1]: Our new In-Memory strategy is currently being created and there is an exciting opportunity for the individual in this role to help shape it.

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- Work with the Fundraising Data Officer to capture and accurately record Individual Giving and In Memory supporter and donation data using our CRM system, Beacon.
- Work with the Fundraising Data Officer to deliver reporting for activities, appeals etc, to understand and implement improvements for effectiveness and performance in future work.
- Optimise efficiency and effectiveness in our processes working with the rest of the team.
- Ensure that all activity complies with current fundraising regulations.

Your main relationships will be with the Fundraising, Marcomms, and Finance teams, as well as donors and supporters.

### General and organisational responsibilities

- Adhere to governance in place in line with the high standards of Kidney Care UK services. This includes safeguarding, joint working protocol and risk management.
- To actively contribute to organisational cohesion, encouraging cross-team working, and a problem-solving approach.
- To work in line with Kidney Care UK's values and Code of Conduct.
- To take personal responsibility and ensure compliance with corporate policies including safeguarding, confidentiality, health and safety and data protection.
- To champion and promote equal opportunities and diversity both in your area of work and the wider organisation.
- 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
- 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.

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A diagonal banner with an orange top half and a blue bottom half, containing the text 'Improving life for kidney patients' in white.



## Person specification: Senior Individual Giving Officer

| Knowledge, experience, qualifications  | Essential | Desirable | Measured by<br>(interview, app form, test) |
|--|-----------|-----------|--|
| Proven track record of delivering fundraising income to ambitious targets.   | ✓         |           | interview, app form, test                  |
| Experience working with a wider team to deliver multi-channel campaigns  | ✓         |           | interview, app form, test                  |
| Experience of utilising digital marketing, particularly paid social media in acquisition and stewardship   | ✓         |           | interview, app form, test                  |
| Creative thinker who will explore new fundraising initiatives and themes to drive income growth.   | ✓         |           | interview, app form, test                  |
| Experience of analysing success and using data to test and learn, making improvements in future work   | ✓         |           | interview, app form, test                  |
| Strong administrative skills   | ✓         |           | interview, app form, test                  |
| Experience in managing competing priorities  | ✓         |           | interview, app form, test                  |
| Ability to take responsibility for tasks and your own workload and work under own initiative   | ✓         |           | interview, app form, test                  |
| Strong timekeeping and the ability to work to deadlines  | ✓         |           | interview, app form, test                  |
| Excellent written and verbal communication skills, with the ability to communicate effectively with different audiences, including internal and external stakeholders. | ✓         |           | interview, app form, test                  |
| Ability to maintain a high level of accuracy when working under pressure   | ✓         |           | interview, app form, test                  |
| A flexible and adaptable approach to work  | ✓         |           | interview, app form, test                  |
| A hands-on, can-do attitude  | ✓         |           | interview, app form, test                  |
| A willingness to be a part of the wider team – helping with ad-hoc projects and covering for other colleagues as needed  | ✓         |           | interview, app form, test                  |
| Good, basic numeracy   | ✓         |           | interview, app form, test                  |
| Experience of using a CRM database system, preferably Beacon   |           | ✓         | interview, app form, test                  |
| Experience of fundraising platforms (Enthuse, MuchLoved etc) and of processing the information that comes from them  |           | ✓         | interview, app form, test                  |

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|   |  |   |                           |
|---|--|---|---------------------------|
| An understanding of fundraising regulations, data protection and compliant data capture and recording   |  | ✓ | interview, app form, test |
| Ideally you will understand the impact of living with a long-term chronic health condition such as chronic kidney disease. If you don't have this personal experience, you will get the chance to learn from colleagues and supporters who do, and who will be happy to tell you their stories. |  | ✓ | interview, app form, test |

If you don't tick every box, we still want to hear from you, if you can demonstrate that you have the key competencies that we need.

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