

Role Description

Individual Giving Officer

Fundraising

Role Summary

- To maximise sustainable income generation by managing the development and implementation of donor acquisition, retention and stewardship activity
- To be responsible for the project management and production of both on and offline individual giving campaigns, appeals and materials including the effective use of individual giving data and management of third party suppliers
- To use and develop the fundraising database to effectively monitor, analyse and interpret individual giving performance and inform the growth of the individual giving income stream.

Responsibilities

Project Management

- Working alongside our lottery partner, support all aspects of the Magpas Lottery programme
- Work with internal colleagues and external suppliers, agencies and fulfilment houses, establishing and maintaining effective working relationships.
- Manage individual giving fundraising campaigns including raffle and seasonal appeals
- Manage and develop supporter communications including welcome, newsletter and post appeal communications
- Develop and execute regular giving products and appeals
- Produce and execute legacy and in memoriam marketing plans
- Ensure all individual giving activity complies with the appropriate regulation and legislation and delivers an excellent experience for supporters.

Data Management & Reporting

- Manage the selection and segmentation of individual giving data for campaign purposes
- Ensure accurate and timely import and export of donor data to ensure that supporter records are up to date at all times
- Use campaign data to track and report on effectiveness of activity, attrition and inform decision making and future planning
- Identify and develop the systems and processes necessary to deliver effective individual giving activity including the website and email, fundraising database, data analysis tools and social media.

Strategy & Planning

- Work alongside the Individual Giving Manager and Director of Fundraising to produce and execute an effective and sustainable individual giving plan in order to grow income from new and existing donors
- Create and implement effective donor journeys in order to maximise the engagement and retention of individual supporters
- Identify potential new individual giving audiences and implement acquisition strategies in order to grow the individual giving donor base
- Work across the organisation to champion and promote individual giving and to implement excellent supporter care
- Budget management, forecasting and tracking.



The responsibilities of this role will normally include all duties described in this Role Description and any additional or different duties, as may be required from time to time.

Person Profile

Qualities, Skills & Attributes

Essential

- Proven experience of direct marketing and managing individual giving activity, appeals and retention communications to achieve income targets across mail, phone, email, social media and through face to face fundraising
- Experience of producing compelling supporter creative and fundraising messages
- Experience of data selection and segmentation and the effective use of supporter data for campaign purposes
- Good knowledge and experience of using a fundraising database for comprehensive reporting and analysis
- Confident in budget management
- Proven ability to manage relationships with third party suppliers including creative agencies, printers and fulfilment house
- Proven ability to work closely with internal team members including; Marketing and Communications, Supporter Care and Finance departments
- Attention to detail and high degree of accuracy
- Excellent IT skills, particularly with Microsoft Office
- Ability to work collaboratively and a good team player
- Strong communication skills with the ability to communicate consistently and effectively across all relevant areas of knowledge and expertise
- Ability to multitask and prioritise work to meet given deadlines
- Self-sufficient and confident to make decisions within the boundaries of the role
- Ability to be flexible and adapt ways if working to meet the needs of the organisation
- Availability to represent Magpas Air Ambulance at events if required.

Desirable

- Previous experience within charity sector specific to raffles campaigns, lottery, regular giving and legacy programmes
- Educated to degree level
- Full Driving Licence with own transport
- Understanding of online marketing and social media strategies.