

## Role Description

# Individual Giving Officer

Fundraising

### Role Summary

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- Plan, produce and execute appeals and communications to meet income targets and improve supporter loyalty and lifetime value
- Work with our external fundraising partner to grow regular giving and lottery income, creating audience-led fundraising materials, and designing & executing engaging supporter journeys
- Produce regular analysis of the performance of campaigns and journeys, looking for trends and behaviors that will inform future strategies
- Work with internal colleagues and external agencies and suppliers to create innovative and engaging fundraising propositions to help Magpas Air Ambulance achieve income targets

### Responsibilities

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#### Project Management

- Plan, produce and execute engaging supporter communications across multiple channels including direct mail, email and phone & face to face
- Plan produce and execute fundraising appeals working with internal colleagues and agencies to ensure fundraising targets are met
- Work with our lottery partner supporting all aspects of the Magpas Lottery programme
- Work with the marketing and communications team to ensure external communications, social media and PR compliment and amplify individual giving activity
- Design and delivery audience led supporter journeys to improve supporter loyalty and lifetime value
- Support in the delivery of legacy and in memoriam marketing plans
- Ensure all individual giving & supporter marketing activity complies with the appropriate regulation and legislation and delivers an excellent experience for supporters
- Provide assistance to the Supporter Care team to ensure excellent stewardship of donors and supporters

#### Data Management & Reporting

- Working with the data team to ensure the accurate and timely import and export of donor data and that supporter records are always up to date
- Work with the data team to select, segment and clean data for fundraising activity
- Use campaign data to track and report on effectiveness of activity, attrition and inform decision making and future planning
- Produce and analyse audience data to inform creative decisions and identify opportunities to improve engagement
- Produce & circulate campaign information documents to update internal colleagues on activity and end of campaign reports

## **Strategy & Planning**

- Work alongside the Individual Giving Manager to deliver an effective and sustainable individual giving plan to grow income from new and existing donors
- Produce, plan and implement effective donor journeys to maximise the engagement and retention of individual supporters
- Work across the organisation to champion and promote individual giving and to implement excellent supporter care
- Manage budgets and schedules for campaigns and appeals, ensuring all activity is delivered to agreed targets

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**

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#### **Essential**

- Proven experience of managing fundraising or sales activity, appeals and retention communications to achieve income targets across multiple channels
- Experience of producing and editing compelling supporter creative and fundraising messages
- Proven ability to manage relationships with third party suppliers including creative agencies, printers and fulfilment house
- Experience of using a CRM system & using reporting / analysis to inform decision making
- Confident in budget management
- Ability to form positive relationships with colleagues, work collaboratively and be a good team player
- Attention to detail and high degree of accuracy
- Strong communication skills with the ability to communicate consistently and effectively across all relevant areas of knowledge and expertise
- Excellent IT skills, particularly with Microsoft Office
- 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 the charity sector working within a fundraising or individual giving team
- Previous experience of email marketing for recruiting and retaining supporters
- Experience of data selection, segmentation and the effective use of supporter data for campaign purposes
- Educated to degree level or equivalent professional qualification
- Full driving licence with own transport
- Understanding of online marketing and social media strategies