
Individual Giving Manager

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| Reporting to: | Director of Programmes and Fundraising |
| Responsible for: | Fundraising Coordinator |
| Location: | Tunbridge Wells, with relocation closer to London by March 2018; flexible hours and working arrangements |
| Contract: | Full time, permanent |
| Salary: | £27,000 - £32,000 depending on experience |
| Child Protection Level: | Enhanced |

This role may include some out-of-hours work, with time off in lieu awarded. Appointment is conditional on a DBS check to conform to Build Africa's Child Protection Policy.

Overview:

This is an exciting time to join the Build Africa team as we launch our latest campaign in September. Working with a small team you will be responsible for ensuring our vital campaign messages reach our target audience groups and encourages them to donate.

The Individual Giving Manager uses audience insight to take the lead in recruiting new regular and cash donors and event fundraisers whilst also maximising income from existing individual givers. This role is responsible for an income target and line manages the Fundraising Coordinator.

Key tasks and responsibilities:

Fundraising

Retention and Development:

- Work with colleagues to ensure integrated recruitment activity and consistent messaging
- Grow donors along the supporter journey and identify potential high net worth donors for referral to the Major Donors Manager
- Plan and execute targeted communications and activities to donor groups through all channels in order to build engagement and loyalty, to increase the value of existing donors and to convert cash donors to regular givers
- Analyse existing supporter data to deepen understanding, tailor communications and improve the return on investment of fundraising activity
- Develop mechanisms to reactivate lapsed relationships through all channels

Recruitment:

- Recruitment of new regular and cash donors
- Manage agreed campaigns through an appropriate mix of channels (campaign already planned for September 2017)
- Research potential new audiences and ways to grow existing audience groups
- Ensure newly recruited donors are moved into the supporter journey to grow retention

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Strategy and planning:

- Maintain and update the Donor Retention and Development Strategy and work to develop a Donor Acquisition Strategy, ensuring that these work in collaboration with other fundraising areas
- Determine ROI of activities and understand donor behaviour in order to maximise income

Financial management:

- Develop and manage annual budgets to deliver the strategy
- Produce regular reports on the retention and development of existing donors
- Ensure income is coded quickly and correctly and financial procedures are adhered to

Legacy Giving:

- Manage the end to end legacy and in-memory giving process including sign-up campaigns and liaising with solicitors during the administration of the estate

Challenge Events:

- Manage existing event participants for third party events, such as the Royal Parks Half, ensuring they are engaged and maximising their fundraising
- Recruit new event participants and look for new event opportunities

Data Management and Protection

- Be the Raiser's Edge lead, training staff and answering queries where needed
- Manage the set-up of campaign coding and data segmentation for fundraising activities
- Maintain data quality including regular data cleaning
- Manage the data for large scale mail and email communications
- Champion Data Protection at all levels of the organisation, training and advising staff on policies and best practice
- Keep up to date and make recommendations for the changes with upcoming GDPR
- Keep abreast of changes and best practice recommended by the Fundraising Regulator

Line Management

- Ensure adherence to Build Africa policies and principles including setting of objectives, development opportunities and regular reviews
- Support the Fundraising Coordinator to work across the team and manage their two fundraising areas, Schools and Community Fundraising

General

- Act as brand guardian ensuring that all donor retention and development materials are on-brand and on-message and are signed off as appropriate
- Act as a representative of the charity when required and to communicate the work of the charity
- Keep up to date with industry developments and network with peers to share experience
- Travel within the UK (and occasionally overseas) as required
- To undertake all other reasonable activity requested by the Director of Programmes and Fundraising

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Person specification

Essential:

- Ability to build effective working relationships and excellent proactive interpersonal skills
- Excellent written and oral communication skills with the ability to translate data results into applicable learnings for non-technical staff
- Understanding of supporter motivation, fundraising techniques and the channels available to recruit and retain new donors
- Experience of budget planning and forecasting for both income and expenditure
- Excellent numerical skills and be comfortable analysing data and reporting results
- Strong working knowledge and experience of the Raiser's Edge database including data extractions
- Experience of line management
- Good understanding of UK Data Protection and fundraising regulations
- Ability to manage and prioritise own workload
- Excellent attention to detail and highly organised
- Results-oriented team player with a high level of flexibility and adaptability
- Recognises and understands the importance of Build Africa's reputation for personal relationships and high quality communications and be committed to maintaining this
- Computer literate, especially in Microsoft Word and Excel

Desirable:

- Understanding of and enthusiasm for international development, especially in sub-Saharan Africa
- Familiarity with third party software such as Mailchimp, Eventbrite and donation platforms

Application procedure

- To apply, please submit a copy of your current CV and an application letter of no more than one page explaining how you fit the skills and attributes required. Email these two items to recruitment@build-africa.org.uk with "Individual Giving Manager-YOUR NAME" in the subject.
- Interviewing: On a rolling basis

Deadline

Saturday 23 September 2017, 23:59 BST

Please note: We reserve the right to bring forward the deadline for applications if we receive a sufficient pool of potential candidates.