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# Individual Giving Manager

Reporting to: Head of Fundraising and Communications  
Location: Central London  
Contract: Full time, permanent (35 hours per week)  
Salary: £35,159

This role may include some out-of-hours work, and travel with time off in lieu awarded. Appointment is conditional on a DBS check to comply with Build Africa's Safeguarding Policy along with two satisfactory references.

## Overview

This role will play a vital role in growing the size and value of Build Africa's donor base, and curating a sector-leading supporter experience. You will be an example of excellence in campaign management to the wider Fundraising and Communications team and support the Fundraising Coordinator in their development. This is an exciting and varied role, taking the lead on all aspects of the Individual Giving programme, encompassing cash and regular giving, legacy, events and community, and schools.

## Key tasks and responsibilities

### Fundraising

- Plan and manage all aspects of specific acquisition and retention direct marketing campaigns, including integrated campaigns, from creation of the campaign brief, to campaign launch and through to end of campaign reporting
- Curate powerful and inspiring supporter journeys to ensure all donors have a fantastic supporter experience, maximising their lifetime value and building loyalty to Build Africa
- Conduct regular analysis of key insights and learnings from campaign results to continually optimise the programme
- Work closely with the Brand and Marketing Manager and Senior Digital Communications Executive to influence our digital presence and ensure this is optimised with income generation as the ultimate goal
- Develop the charity's Gifts in Wills strategy, ensuring the charity is maximising the potential of our committed donor base
- Work closely with the Partnerships team to create and implement a middle donor programme
- Develop Build Africa's challenge events strategy – refining and optimising the charity's suite of events, marketing plans, and ongoing stewardship
- Develop acquisition plans to recruit new challenge event participants – from both the charity's database and networks as well as cold channels

### Financial management

- To act as Raiser's Edge lead, and support the Fundraising Coordinator who is responsible for donation processing, data hygiene and day to day management
- Run regular reporting on live campaigns, retention rates, lapsed donor reactivation etc. and

# Individual Giving Manager

proactively share with Head of Fundraising and Communications with appropriate narrative and recommendations

- Work with the Head of Fundraising and Communications to develop and manage annual budgets to deliver on agreed objectives
- Up skill the wider team in use of the database, ensuring all Fundraising staff use this effectively and appropriately
- Ensure income is coded quickly and correctly by relevant staff, and financial procedures are adhered to at all times

## General

- Act as a representative of the charity when required and passionately communicate the work of Build Africa
- Contribute to building a culture of growth and ambition, professionalism and innovation within the charity
- Keep up to date with industry developments and utilise networking opportunities with peers to share experience, learn and develop as a fundraiser
- Travel within the UK (and occasionally overseas) as required
- To undertake any other reasonable activities to support the work of Build Africa
- Please note, the above list is representative of the role but not exhaustive

## Line Management

Line management will be undertaken as and when the Fundraising and Communications team expand and the need arises.

- Responsible for all aspects of line managing the Fundraising Coordinator, including day-to-day support, regular one to ones and development meetings
- Support the Fundraising Coordinator across their work, ensuring this is delivered efficiently to a high standard, and with their personal and professional development kept firmly in mind

# Individual Giving Manager

## Person specification

### Essential

- Strong experience of delivering a range of direct marketing campaigns from inception to post-campaign analysis
- Experience of curating and/or managing donor journeys
- Strong experience of a broad channel mix for regular giving/cash acquisition and retention – covering at least three of direct mail, telephone, inserts, paid social, PPC, press, SMS, Face to Face, DRTV and email
- Practical knowledge of direct marketing best practice and the Fundraising Regulator's Code
- Experience of devising and implementing segmentation, testing and targeting strategies
- Understanding of challenge event and schools fundraising
- Ability to build strong working relationships and excellent proactive interpersonal skills
- Excellent written and oral communication skills with the ability to translate data to insight and communicate this with various stakeholders
- Strong experience of database management, including building and running complex queries for selections and reporting
- Excellent attention to detail and highly organised
- Ability to work to strict deadlines, on own initiative
- Excellent verbal and written communication and very strong numeracy skills
- Computer literate, including Office applications
- Positive 'can-do' attitude, thrives on challenges and is calm under pressure

### Desirable

- Experience managing creative, print or media agencies/freelancers on a day-to-day level, building good rapport and strong relationships
- Experience of line management, including compiling objectives, completing regular reviews and appraisals
- Working knowledge of Raiser's Edge
- Demonstrable experience of Gifts in Wills marketing including hosting events
- Understanding of and enthusiasm for international development, especially in sub-Saharan Africa
- Familiarity with third party platforms such as tt-mail/dotmailer, Eventbrite and JustGiving