

JOB DESCRIPTION

Job Title	Individual Giving Manager
Department	Income Generation (Fundraising)
Reports to	Head of Individual Giving
Hours of Work	Full-time - 37.5 hours per week not including breaks
Date	April 2021

Context - Who we are:

The Royal Free Charity (RFC) and the Royal Free London NHS Foundation Trust (RFL) work in partnership every day because together we can do what the NHS cannot achieve alone.

The Royal Free London is one of the UK's biggest trusts, our 10,000 staff delivering care to more than 1.6 million patients each year in three main hospitals. It combines globally recognised clinical expertise with local and friendly hospital care to represent the best in NHS treatment. Its hospitals are renowned for specialist services and lead care in a number of areas, including immunology, liver transplant, kidney and bone marrow transplant, infectious diseases, cancer treatment, plastic surgery and ENT surgery.

The Royal Free Hospital is a major neuroscience base with a network extending throughout north London and into the south east of England. It runs internationally recognised clinical research and training programmes and its hospitals conduct medical research, some with an international reputation. The Royal Free London is a leading trust for the training of doctors, nurses, midwives and professions allied to medicine.

The role of the Royal Free Charity is to support the trust staff at all levels by investing in services for staff and in the physical and technical infrastructure of our hospitals, helping make care safer, more efficient, more effective and closer to home. It also funds lifesaving and life-changing research aimed at finding cures and new treatments for diseases like type 1 diabetes, cancer and organ rejection following transplantation.

Patient support: Every patient is unique, with their own mix of concerns and considerations. We aim to provide services and support to reduce anxiety and make the experience the best it can be.

Major projects: We work with partners to develop research centres that provide innovative solutions to health conditions that affect a significant number of the population.

Hospital staff support: Those who care for others must be well supported themselves. We clear the path ahead for our hospital colleagues so they can go further, faster for patients.

The generosity of our donors, fundraisers and volunteers enables us to do this.

Fundraising Department: The aim of the Fundraising Department is to generate income from new and existing supporters, whilst giving our supporters the best experience possible. Our fundraising directorate is split into three main areas, Individual Giving, Community Fundraising and Philanthropic Partnerships. This role is heavily focused on supporter care and fundraising administration.

Individual Giving Manager

Job Purpose:

This person will play a pivotal part development of the Individual Giving programme, leading the implementation and delivery of integrated acquisition and retention activity across a range of channels and products. Individual Giving is a relatively new area of focus for the charity, and there is significant investment in place to grow the programme, both to acquire new supporters and retain and convert existing donors, maximising their lifetime value across the fundraising directorate.

Key Responsibilities:

- To support the development and lead the implementation and delivery of a plan to recruit, develop and retain regular givers and cash givers to support the growth of Individual Giving.
- To lead the implementation of integrated campaigns utilising a range of online and offline channels to maximise reach and income.
- Support the conversion of supporters across the charity to committed giving products.
- To maximise supporter lifetime value through the implementation of a stewardship programme, targeting key attrition points to maximise retention and support the growth of committed giving.
- Working with the Head of Individual Giving to develop the Individual Giving budgets, reforecasting these on a regular basis and engaging with month end processes.
- Managing and monitoring own campaign budgets and results, reforecasting and providing detailed commentary and analysis.
- Work with the Head of Individual Giving in the research, scoping and implementation of programme improvements, new products, and new activity channels.
- Look to harnesses the power of new media and digital channels, using imaginative and cutting-edge fundraising activities.
- Managing, briefing and working with internal stakeholders and external suppliers to ensure activity is delivered to agreed plans, budgets and deadlines.
- Managing and successfully developing external relationships key to the success of the IG programme (e.g. creative, telephony, media, lottery agencies).
- Contribute to the development of the charity's communications activities ensuring they are coordinated to support individual giving activity.
- Supporting and leading other teams in the development of their online and offline direct marketing materials and campaigns.
- Ensure the consistent application of the charity's brand identity to all individual giving materials.
- Liaising with colleagues across the Royal Free London NHS Foundation Trust and engage with internal and external stakeholders to identify opportunities.
- Line management of the fundraising assistant
- Conducting ongoing external research to keep abreast of external market and sector trends.
- Conducting competitor reviews to learn from other organisations Individual Giving.

- To deputise for the Head of Individual Giving at meetings, both internally and externally, as and when appropriate.
- Undertaking any other tasks that are commensurate with the general level of this post as required.

The objectives of the post are:

- To support the strategic direction and lead the operational delivery of the individual giving programme, including acquisition, retention and stewardships activities.
- Develop plans to grow the number of cash and regular givers.
- To focus on acquiring and retaining donors to maximise sustainable income and optimise LTV across a range of online and offline channels.

Key Relationships:

- Fundraising team
- Marketing and Communications team
- Finance team
- Grants team

General – We expect you to:

- Contribute to nurturing a team spirit that enables development and implementation of communications campaigns, strategies and plans.
- Input into the individual giving budget and manage campaign budgets and forecasts, ensuring these are produced accurately and promptly.
- Maintain up-to-date knowledge on sector and market trends, the legal environment impacting on individual giving.
- Support change within the Income Generation Team, embracing and encouraging new and innovative ways of working.
- Comply with the data protection regulations, ensuring that information on clients, supporters, employees and volunteers remains confidential.
- Adhere to all charity and trust standards, policies and procedures.
- Have a:
 - Pro-active 'can do' attitude that inspires people to excel
 - Strong ability to build relationships
 - Strong affinity with the charity mission and ethos
 - Positive professional work attitude
 - 'Hands on' attitude with good attention to detail
- Be:
 - Highly motivated and self-initiated with a non-judgemental approach
 - Trustworthy, positive and professional
 - Diplomatic and tactful
 - Enjoy working and adapting as part of a driven team
 - Comfortable communicating with people across wide-ranging mediums
 - Enthusiastic and passionate for Charity / Hospital environment
 - Responsible for undertaking core learning for the role
- Have an ability to:
 - Work unsupervised
 - Work to tight deadlines and deliver results
 - Adapt working style and approach as appropriate for different situations, charity systems and compliance
 - Work in a 'team – based' environment
 - Organise and administrate own work to meet Individual Giving objectives,

performance indicators and budgets ensuring that activity is delivered accurately on time, to budget and meeting performance measures

- Use evidence and insight to inform decision-making
- Engage key supporters and ensure relationships are managed effectively
- Treat supporters and colleagues in a friendly, respectful manner, regularly giving colleagues constructive feedback to motivate others
- Cultivate and maintain relationships with relevant third-party suppliers and agencies
- Embed a culture of inclusion and collaboration
- Empower and support own wellbeing and the wellbeing of others

Qualifications, Experience, Skills & Knowledge

Qualifications:

- At least 5 A*-C GCSES /CSES (Including English and Mathematics) or equivalent
- Degree or equivalent
- Ideally to have a professional marketing or direct marketing qualification

Experience:

- Minimum of three years' Individual Giving or Direct Marketing experience within the not-for-profit sector.
- Proven track record in developing and managing income generation through direct marketing strategies.
- Extensive experience of managing and delivering large multi-channel DM fundraising campaigns with proven success.
- Experience of setting, monitoring and managing targets objectives, KPIs and activity plans.
- Experience of working with and managing agencies (creative, printers, media, telephony, face-to-face response handling agencies etc).
- Up-to-date knowledge of direct marketing approaches and techniques.
- Detailed understanding of Individual Giving acquisition and retention techniques across channels
- Experience of strategic planning, testing and analysis.
- Experience in working as part of a collaborative and agile team, enabling others to learn and deliver and celebrating successes.
- Experience of managing staff or volunteers would be preferable.

Skills & Knowledge:

- Extensive knowledge of online and offline direct marketing techniques.
- Outstanding organisation and project management skills.
- Excellent ability to proactively build relationships and networks.
- Proven experience of working closely with creative agencies to deliver engaging creative output.
- Strategic thinking and an ability to make recommendations to continually improve the programme.
- The ability to manage and juggle a large workload whilst maintaining an excellent service level to internal & external stakeholders.
- Demonstrable knowledge of the UK voluntary sector and significant knowledge of the principles of supporter management in the voluntary sector.
- Knowledge of fundraising laws and regulations with regards to data protection and compliance, including proven knowledge of the Data Protection Act (1998) and Gift Aid legislation.
- Demonstrable presentation and interpersonal skills.

- Highly numerate with the ability to analyse complex data.
- Strong literacy skills with an excellent eye for detail.
- Excellent IT skills, including a thorough knowledge of MS Office (Word, Excel and PowerPoint) and fundraising databases.

Results Driven:

- A track record of meeting and exceeding targets.
- Excellent budget management with experience in setting and measuring financial key performance indicators for campaigns.

Communication:

- Excellent communication skills both verbally and written.
- Ability to deal with sensitive information in a confidential and professional manner.
- Strong negotiation and influencing skills.
- Ability to:
 - empathise and support staff positively
 - build supportive and trusting relationships
- Strong commitment to the RFC values and providing an excellent customer experience.

Managing Own Performance & Development

- To be able to:
 - work under pressure and to deadlines
 - prioritise and manage own workload
 - demonstrate continued attention to detail and accuracy
 - problem solves
- Willing and confident to continue updating own knowledge and skills independently.
- Self-confident and willing to take responsibility.

Other Requirements:

- Be highly motivated and able to take the initiative.
- Have a strong affinity with the NHS and philanthropic values.
- Support your team and your other colleagues.
- Attend meetings and training as required.
- Adhere to charity policies, including the dress code, and all relevant legislation and ensure that any team members who report to you do the same.
- Be aware of the need to create equal opportunities.
- Be committed to continuous learning, review and improvement of all services.
- Be flexible and respond to the needs of services.
- Attend supervision on a regular basis with the line manager.
- Be aware of and have a good understanding of Health and Safety at Work and the Fire Procedure and understand the correct action to be taken in the event of a fire.
- Read and adhere to the organisation's policies and procedures.
- Work to the organisation's vision, mission, values and behaviour.
- To undertake any additional relevant duties as required.

This job description is not exhaustive and is subject to change to meet legislative requirements.