# Job Description

## Position Details

**Job Title:** Head of Individual Giving

**Job Level:** L3

**Directorate:** Income & Engagement

**Department:** Public Income and Engagement

**Location:** Hybrid

**Type of Contract:** Permanent

**Hours:** 36

**Reports to:** Director of Public income and Engagement

**Purpose of Job:**

Working alongside the Director of Public Income and Engagement, you will play a crucial role in driving transformational income growth for the RNIB. You will lead on the strategy for engaging individual supporters and customers, considering new audiences and approaches that inspire and motivate people to connect and contribute to delivering our vision.

**Impact:**

The Head of Individual Giving will be a dynamic and influential leader, responsible for setting the vision and working with colleagues across the organisation to develop and deliver the strategy for substantial growth in recruitment and retention through excellent supporter experience.

**Financial Responsibility:**

To develop a high performing and collaborative team responsible for delivering £23.5m gross income, rising significantly over five years with associated investment.

**Decision Making Responsibility:**

Within the framework of the budget, strategy and relevant RNIB policies, the postholder will be responsible for the Individual Giving business plan

**Main Accountabilities:**

* Operate as a leader across Public Income and Engagement and beyond, supporting the Director of Public I&E to build a high performing leadership team and deputise where needed
* Provide leadership to the Individual Giving team, developing a solutions-focused, inclusive and values-based culture, empowering them to deliver their plans through coaching, support and challenge
* Develop and implement the Individual Giving strategy and business plans; manage a diverse product portfolio, identify opportunities for growth and substantially invest for growth
* Work closely with colleagues across I&E and beyond to coordinate and integrate marketing and stewardship activity for maximum benefit to the charity and customer, based on data, research and insight
* To influence and work with colleagues and agencies to deliver successful campaigns across multiple channels to best value
* Be customer-led in approach using available data and insight to enhance the customer experience and drive long-term engagement
* Ensure activity complies with all relevant external legislation e.g. PECR, GDPR, Code of Fundraising Practice, RNIB policies
* Ensure best practice and performance with regard to recruitment and management of suppliers, agencies and internal services

## Person Specification

**Please note all criteria are essential unless otherwise stated**

### Knowledge, Skills and Experience

* 1. Can think strategically at a high level and create a vision for growth based on insight and opportunity
  2. Significant experience of applying direct and digital marketing principles and techniques within a multi-channel, multi-discipline environment to deliver programme transformation and integrated campaigns
  3. High levels of understanding of the UK fundraising environment; able to keep up with keeping up to date with emerging trends including customer needs, motivations and expectations
  4. Experience of successfully developing supporter engagement products and propositions
  5. Significant experience of procuring, briefing, managing and evaluating the services of agencies and third-parties, ensuring the best value outcome for both parties
  6. Detailed knowledge of the legislation and regulations relating to the Code of Fundraising Practice and marketing

### People and communication

* 1. Established leadership skills to motivate and empower others through a vision and clear direction, demonstrating self-awareness and an ability to use a variety of leadership styles
  2. Excellent relationship builder, influencer and negotiator, confident operating as a project lead / engaging a wide range of stakeholders within and outwith a large organisation
  3. Effective communication and pitch skills to successfully engage with different stakeholder groups and able to represent the organisation both internally and externally

### Organisational skills and approach

* 1. Adaptable, able to prioritise, plan and organise work effectively in a time sensitive and changing environment
  2. Detail-orientated, evidence driven and conscientious; able to analyse complex or technical data, making and presenting clear recommendations to a range of stakeholders
  3. A highly creative individual with a flair for innovation and forward thinking, who enjoys developing a vision and making it happen
  4. Experience of tackling problems head on, being solution-focused and leading with confidence and creativity

### Equal Opportunities

RNIB expects an ability to understand and demonstrate commitment to its Equal Opportunities Policy and to ensure all activities are consistent with the Equal Opportunities Policy. This includes all staff activities and their interface with all employees, customers and service users

### Special Conditions

* 1. Prepared to travel and attend meetings and training as required which will involve occasional overnight stays.
  2. Undertake any other duties commensurate with the post
  3. Adhere to all RNIB policies and procedure
  4. Safeguarding is everyone's responsibility. Safeguarding is about preventing and stopping both the risks and experience of abuse or neglect, while at the same time making sure we promote staff, service users and customers people's wellbeing

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