

Individual Giving Lead

Role profile

Location	London	Department	Fundraising and Supporter Engagement
Reports to (Job Title)	Head of Marketing and Fundraising	Salary Band	B mid
Matrix manager (if applicable)	Not Applicable	Competency level	3

Role definition

Role purpose

To grow income, supporter base and lifetime value through the development and implementation of an integrated Individual Giving strategy that enhances performance across acquisition, retention and supporter journeys and delivers an outstanding experience for supporters.

Key outcomes

- Own the personal development of the Individual Giving team, building, and maintaining a highly motivated, empowered team whose ambition knows no bounds.
- The development, delivery, and continual improvement of our Individual Giving growth strategy, so that it delivers deeper supporter connections, grows our supporter base, and increases income.
- Develop a culture of insight and innovation that drives both incremental and transformative innovation and creates an attitude of bravery, taking considered risks, being prepared to fail and making tough choices.
- Build strong cross functional relationships that supports the development of more integrated ways of working, building broader and deeper relationships with our supporters and grows lifetime value.
- We are clear and rigorous in our objective setting and measurement or performance, delivering Individual Giving plans that make sound and cost-effective financial sense and balance off short term need and long term, being agile and course correcting when required.

Role agility

Expected national travel per annum

Up to 20 days

Expected international travel per annum

Occasional travel

On call/unsocial hours Yes, in event of Christian Aid response to humanitarian emergency.

Surge capacity for emergency responses No



Role requirements

Relationships

External: Work closely with external suppliers; including strategic agencies, creative agencies, media partners and other acquisition service providers to ensure effective deliver Individual Giving initiatives and campaigns. Network with other charities to keep abreast of market trends and developments. Represent Christian Aid at events, groups and conferences

Internal: Internal relationships across fundraising & supporter engagement policy, international and campaigns and advocacy are central to this role and driving integration. Key relationships are with legacy fundraising, communication and content, churches and campaigns teams. This role is a key voice in the divisional leadership team (DLT)

Decision making

They will take ownership for developing, implementing, and managing an integrated Individual Giving strategy and associated roadmap of initiatives. They will have responsibility, supported by their team, for developing, implementing, communicating, and budgeting Individual Giving across acquisition, retention, and stewardship. External networking is critical to this role and the role is responsible for external relationships with agencies and delivery partners ensuring that they satisfy our requirements and legal obligations.

Budgetary/savings responsibility The role is responsible for delivering Individual Giving income (circa £15.5m pa) and expenditure (circa £2.6m), managing annual budgeting, monthly forecasting and creating business cases for incremental investment.

Analytical skills

Responsible for ensuring that team activities are grounded in audience insight and analysis that help us:

- better engages our audiences and supporters
- identify acquisition opportunities
- plan engaging approaches and journeys

Ensures that the team are monitoring the performance of campaigns, track core metrics – costs, ratios, income - and adjust to meet the objectives, ensuring others are aware of changes and reasons for them.

Developing self and others

Number of Direct reports **3**

Overall people management responsibility **7**

Role related checks

DBS Clearance **Basic** Counter terrorism screening **Required**



Person specification

Applied skills/knowledge and expertise

Essential

- Significant experience of managing within an Individual Supporter context (either acquisition, retention, or both).
- Experience of developing and implementing strategies and turning this into deliverable and digestible tactical plans
- A knowledge of using multiple sources of data and insight to drive improved decision making
- Experience of using digital fundraising and communication to drive growth
- Experience of developing, leading and motivating teams including managing upwards with stakeholders, senior leadership, and trustees

Desirable

- Ability to devise, implement and manage budgets, forecasts
- Experience of delivering solutions using a range of marketing/fundraising tools and techniques
- A working knowledge of the UK media landscape and media planning
- Experience of delivering innovative solutions for individual supporter audiences be they individual givers, events fundraisers, or community groups.
- Knowledge of the charity / not for profit landscape, fundraising or international development

Digital/IT competencies required

Word, Excel, PowerPoint

Intermediate

Web content design & development

N/A

Internet based collaboration tools and video calling

Intermediate

Social Media

Basic

Data Visualisation

Basic

DATE CREATED

09/09/2022

DATE REVIEWED

